

PRODEV Maturity Assessment

Unlock the full potential of your product teams.

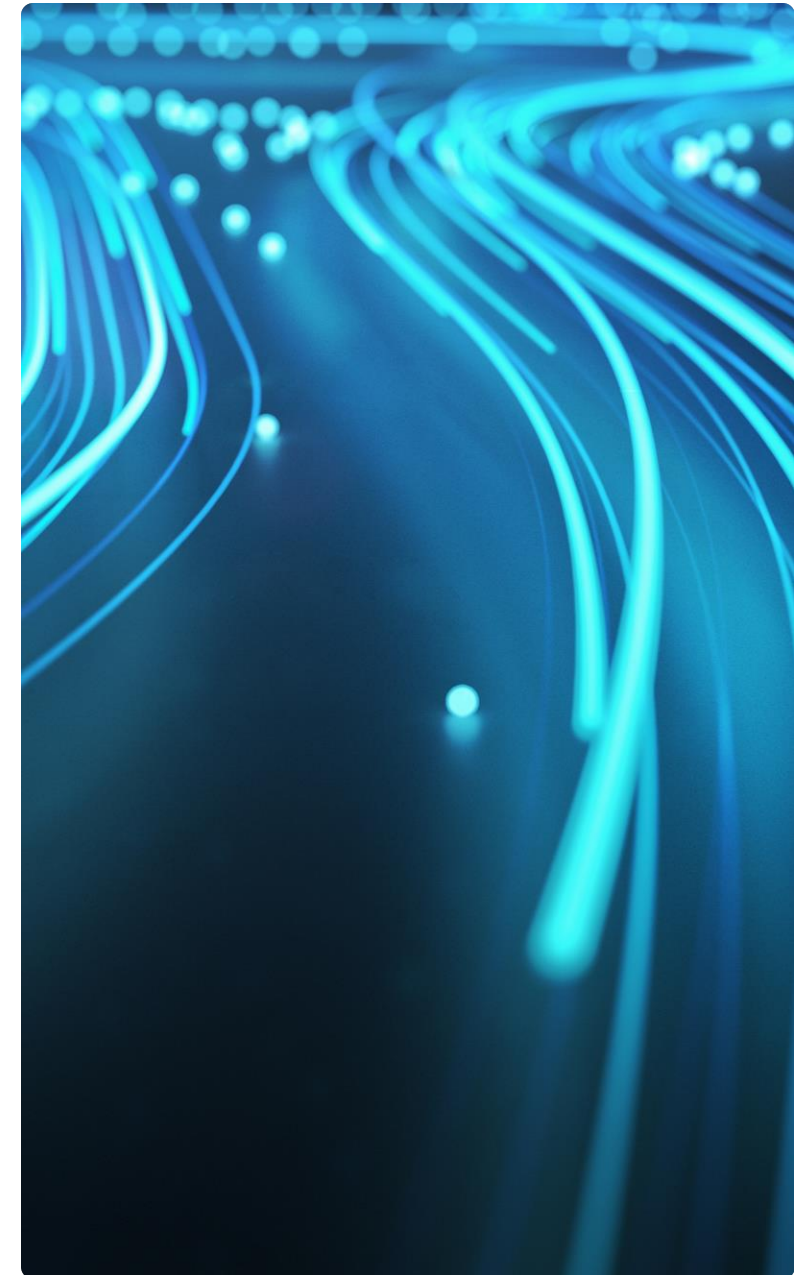
Authors: Leigh Barnett & Sergio Colombetti, April 2025

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We've designed PRODEV to provide a holistic snapshot of your organisation's product development maturity. It's based on the decades long experience we have working with Australia's leading organisations.

Leigh Barnett

Head of Product Design | Symplicit, an HCLTech company



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PRODEV Maturity Model Assessment

Overview

Amplify your product maturity.

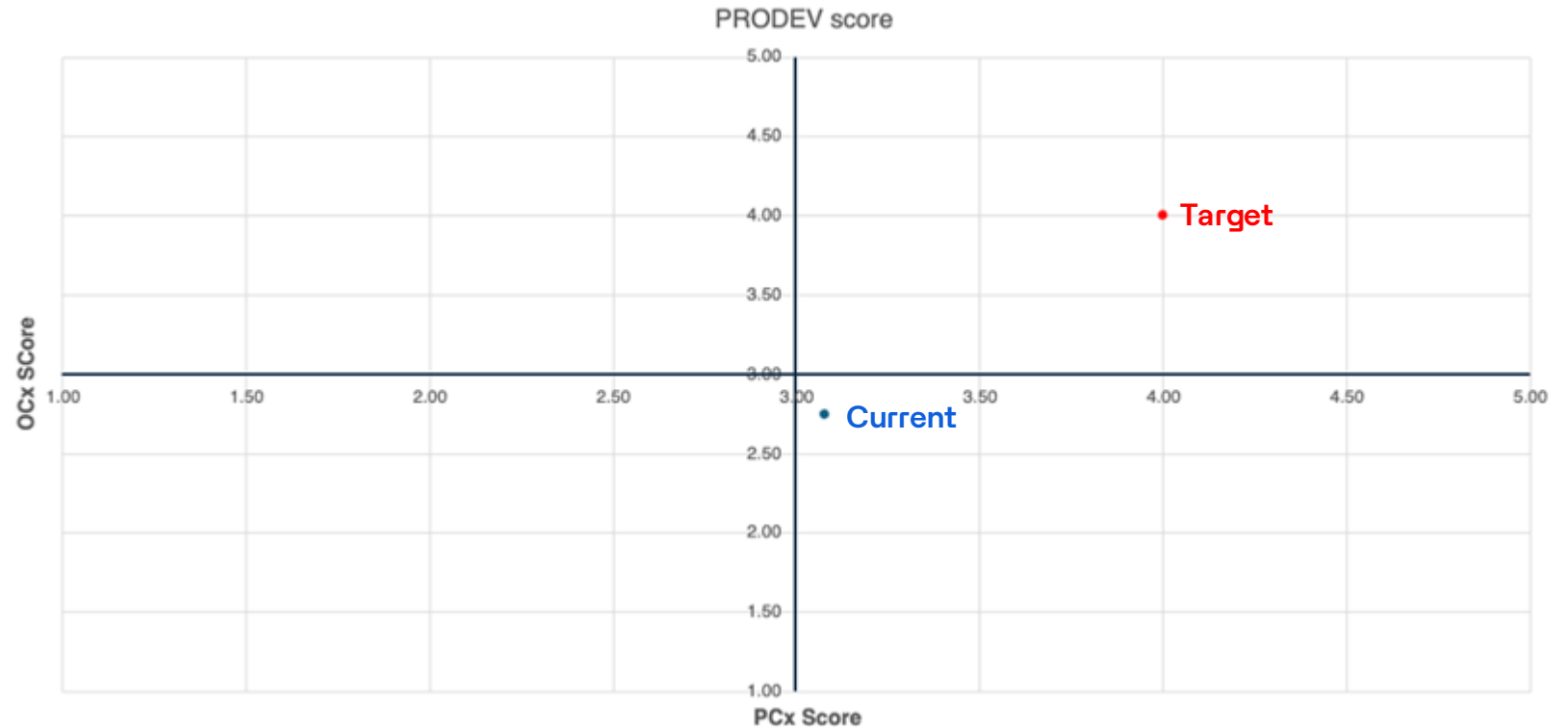
PRODEV identifies your current maturity level and provides clarity for how to move to your target state maturity.

PCx

Product Clarity

OCx

Operational Competency



Identify your product maturity.

Identify your organisation's product development maturity and your overall fit within the PRODEV model.

Visionary

High Product Clarity

Leader

High maturity on both dimensions

Explorer

Low maturity on both dimensions

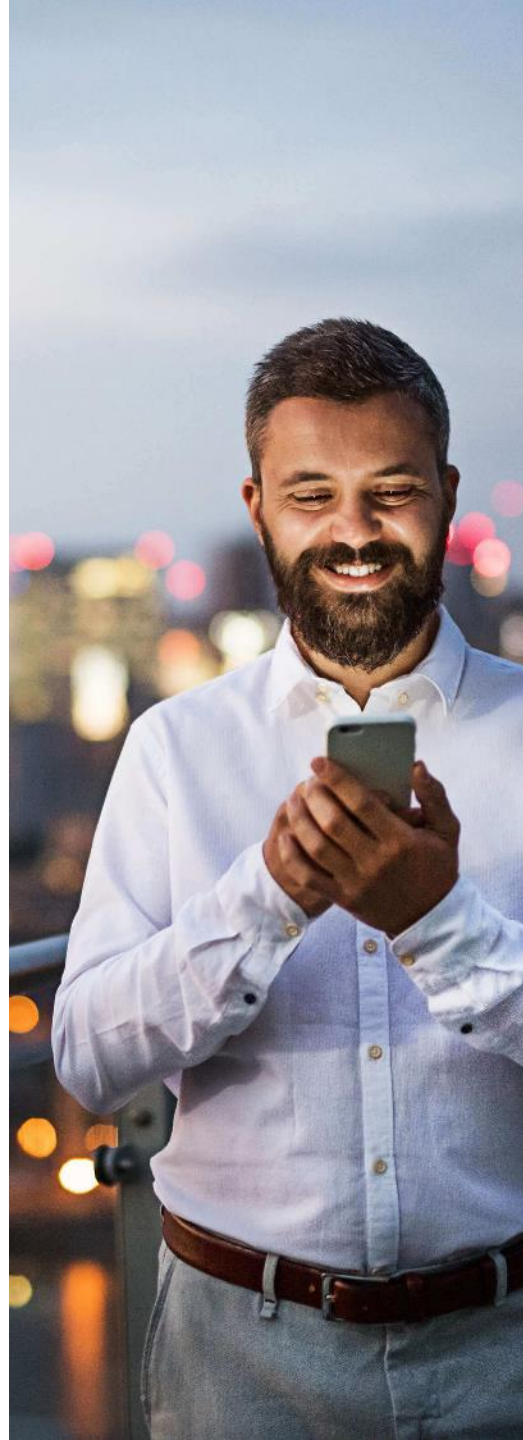
Scaler

High Operational Competency

Measuring your maturity with PRODEV

PRODEV measures the prevalence and effectiveness at which your organisation displays the required product development behaviours.

See list: PRODEV 5-point scale



- 1 Missing**
Demonstrates almost none of the required behaviours at an effective level
- 2 Emerging**
Demonstrates a small amount of the required behaviours at an effective level
- 3 Developing**
Demonstrates many of the required behaviours at an effective level
- 4 Established**
Demonstrates almost all the required behaviours at an effective level
- 5 Engrained**
Demonstrates all the required behaviours at an effective level

The four components of **PRODEV**

01



Design Vision

Product Clarity [PCx]

02



Product Roadmap

Product Clarity [PCx]

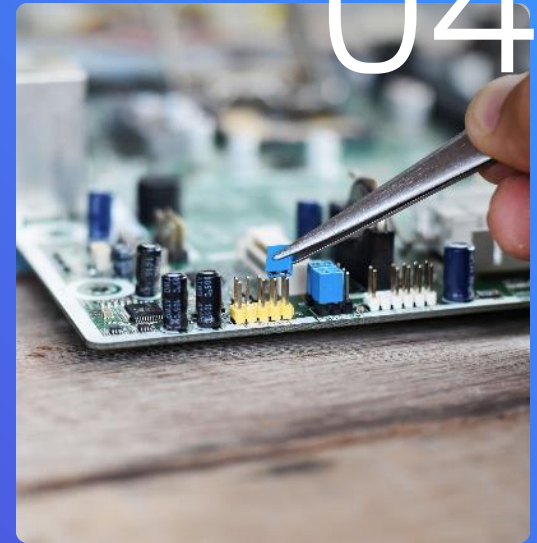
03



Design Foundations

Operational Competency [OCx]

04



Ways of Working

Operational Competency [OCx]

Product Clarity

PRODEV measures product clarity (PCx) across two components:

Design Vision and **Product Roadmap**.

See slide 10 and 11 for PCx questions.



01 Design Vision

Assess how effectively your organisation uses data to inform design vision and validate concepts with users.

02 Product Roadmap

Evaluate the completeness and visibility of your product roadmap and the effectiveness of feature refinement and prioritisation.

Design Vision – PCx

01

We effectively use customer and market data to inform the design vision

02

We have validated our Minimum Viable Product with users

03

We have defined and tested the core experiences for our product with users

04

We have clearly defined experience metrics to baseline and monitor our design vision over time

05

Our product/design leaders frequently and clearly articulate our design vision

Product Roadmap – PCx

01

We use multiple sources and types of customer and business data to inform our product roadmap

02

We have a product roadmap that is always visible to all stakeholders

03

We regularly conduct feature refinement and prioritisation with customer, business, and technology stakeholders

04

We have clearly defined measures of product success which we evaluate frequently

05

Our product owners/managers are accountable to our products performance

Operational Competency

PRODEV measures operational competency (OCx) across two components: **Design Foundations** and **Ways of Working**.

See slide 13 and 14 for OCx questions.



03 Design Foundations
Examine the consistency of your design system, information architecture, and accessibility standards.

04 Ways of Working
Review your governance structure, processes, communication, and collaboration tools.

Design Foundations – OCx

01

We use a design system with tokens and variables to ensure consistency (layout, typography, colours, components etc.)

02

We have developed an efficient and effective information architecture (labelling and grouping of site/App content)

03

We design and build to a high accessibility standard (WCAG 2.1 AA+)

04

We conduct continuous user research to inform decision making

05

Our product/design leaders monitor and govern the effectiveness of our design foundations

Ways of working – OCx

01

We follow a clear governance structure for maintaining our ways of working

02

We have well defined processes that we continually assess and improve

03

Our engineering, design, and business teams communicate effectively and often

04

We have shared access and support for the tools we need to work and collaborate

05

Our product/design leaders continually invest in our capability

PRODEV Maturity Model Assessment

Analysis

Delve into your PRODEV maturity profile

3.

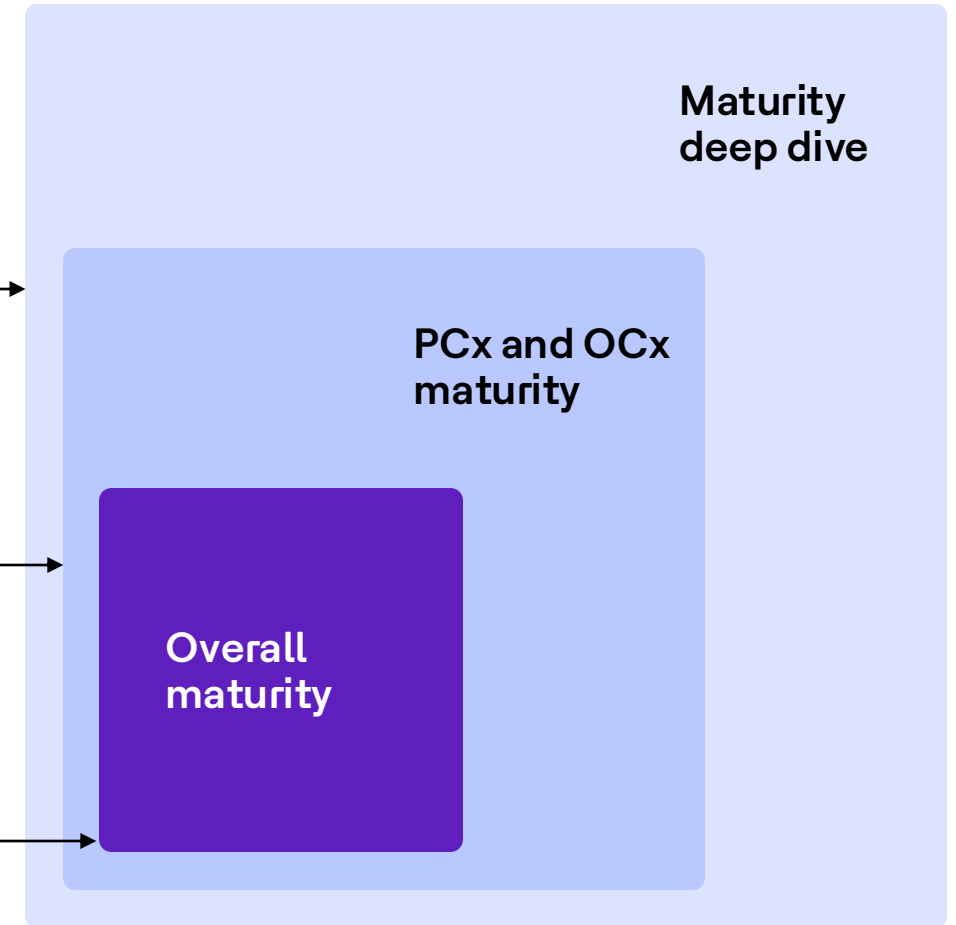
Delve into behaviours and identify the specific areas to target with improvement initiatives.

2.

See where your strengths and weaknesses exist within the Product Clarity (PCx) and Operational Competence (OCx) dimensions.

1.

Get a snapshot of key demographic information alongside your overall product development maturity.



Overall Maturity

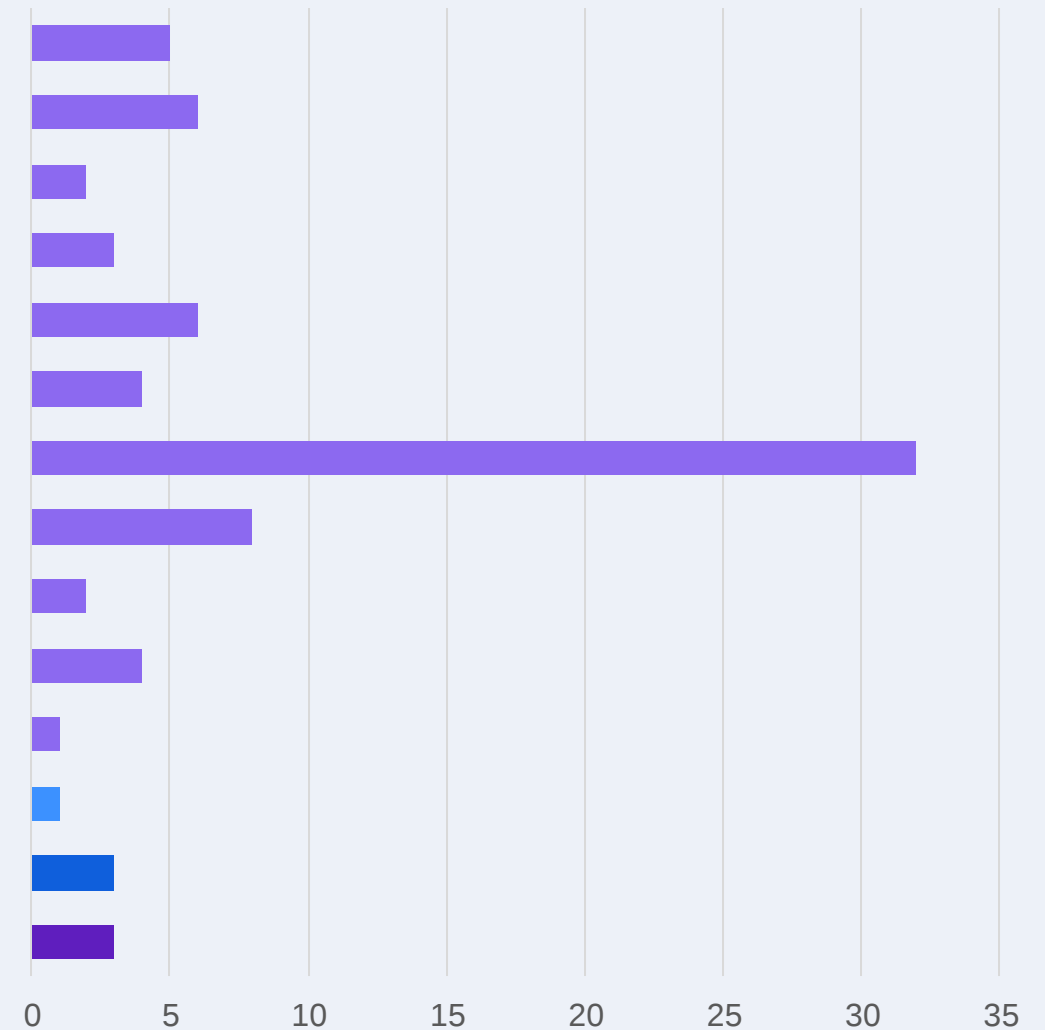
Demographics, Product Clarity (PCx), and Operational Competency (OCx)



Role type

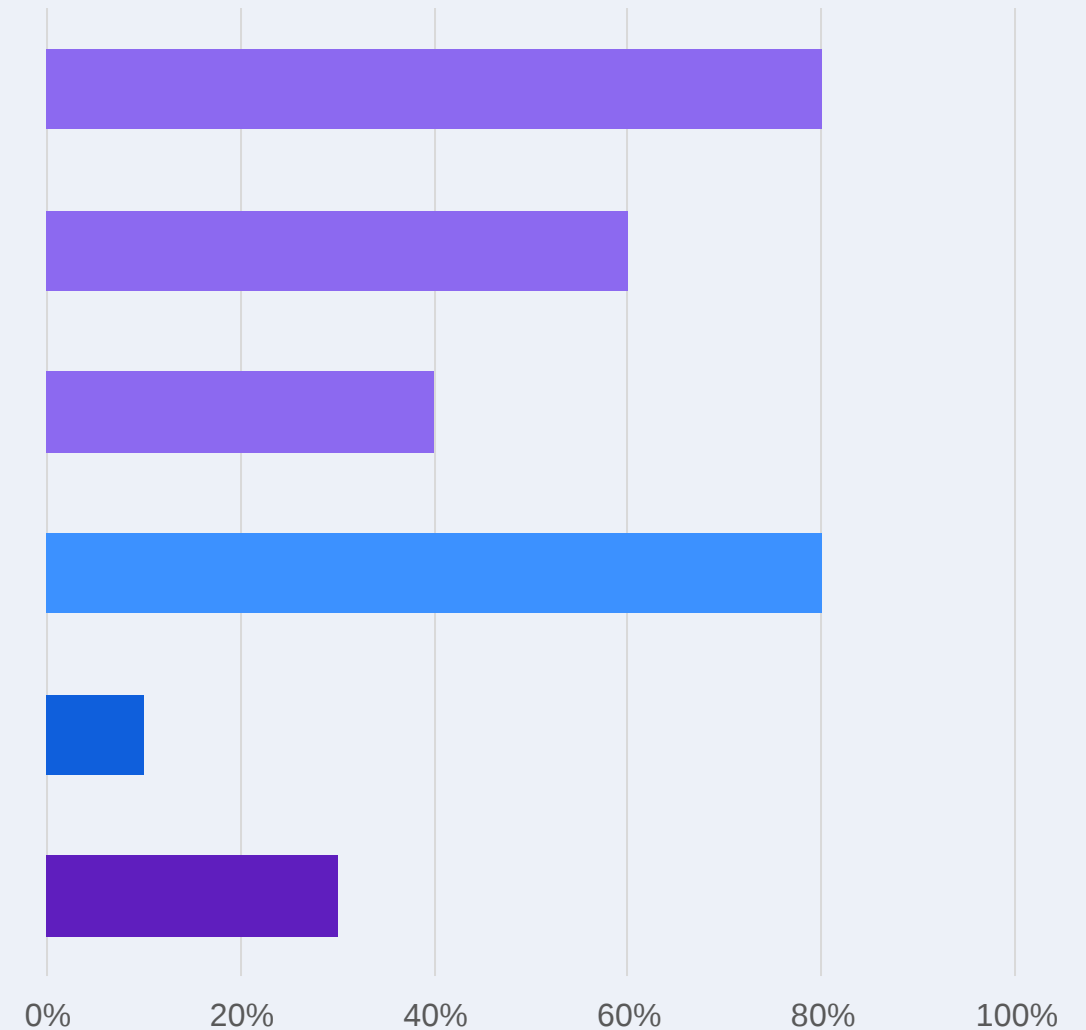
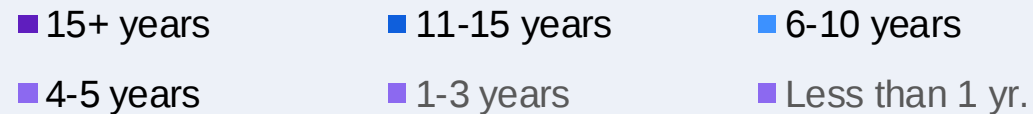
Make more informed decisions about your future operating model and hiring decisions by understanding the distribution of your team.

- Executive Manager
- Agile coach
- Design Manager
- Business Analyst
- Scrum Master
- Researcher
- Product (UX/UI) Designer
- Senior Manager
- Research Manager
- Solution architect
- Engineer / Developer
- Product Owner
- Service Designer
- Other



Tenure

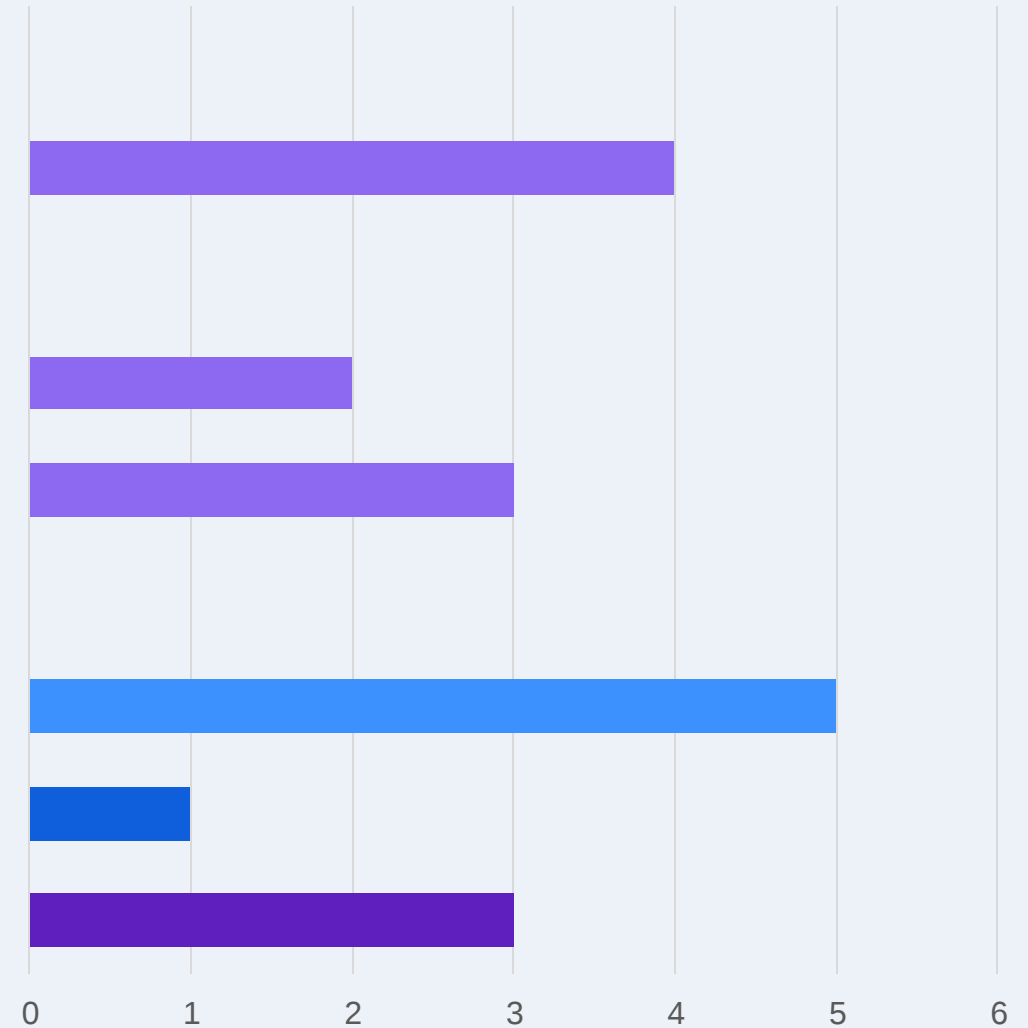
Identify how well you retain talent and knowledge by evaluating team tenure. This can be a good indicator for employee engagement.



Delivery Methodology

Evaluate cohesion and understand how aligned your delivery methodology is across teams.

■ None ■ DevOps ■ Waterfall ■ Hybrid ■ SAlFe
■ Kanban ■ Scrum ■ Agile ■ Other



Overall maturity

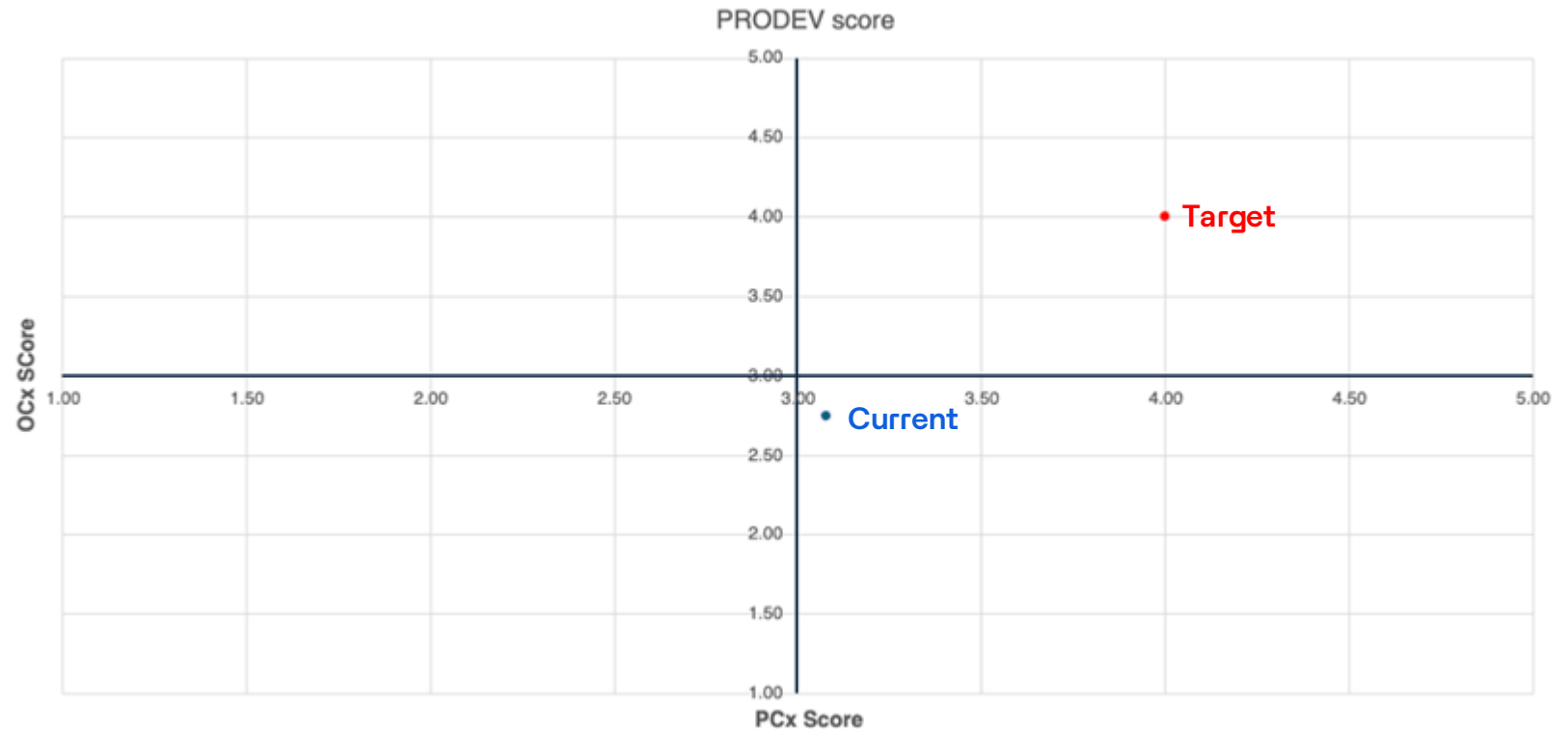
PRODEV measures maturity across two dimensions: Product Clarity (PCx) and Operational Competence (OCx).

PCx

Product Clarity

OCx

Operational Competency



Four levels of product development maturity

Explorers

Low maturity, early in their product transformation.

Visionaries

Strengths in product clarity, invest to scale.

Scalers

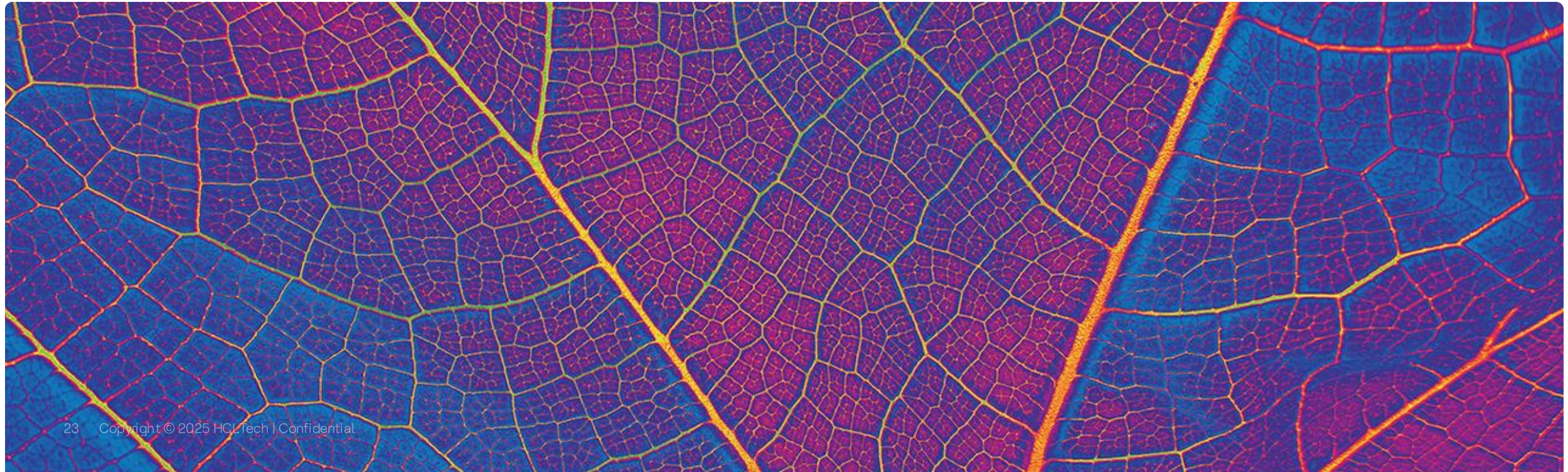
Strengths in operations, invest in product clarity.

Leaders

Leaders in product clarity & operational competence.

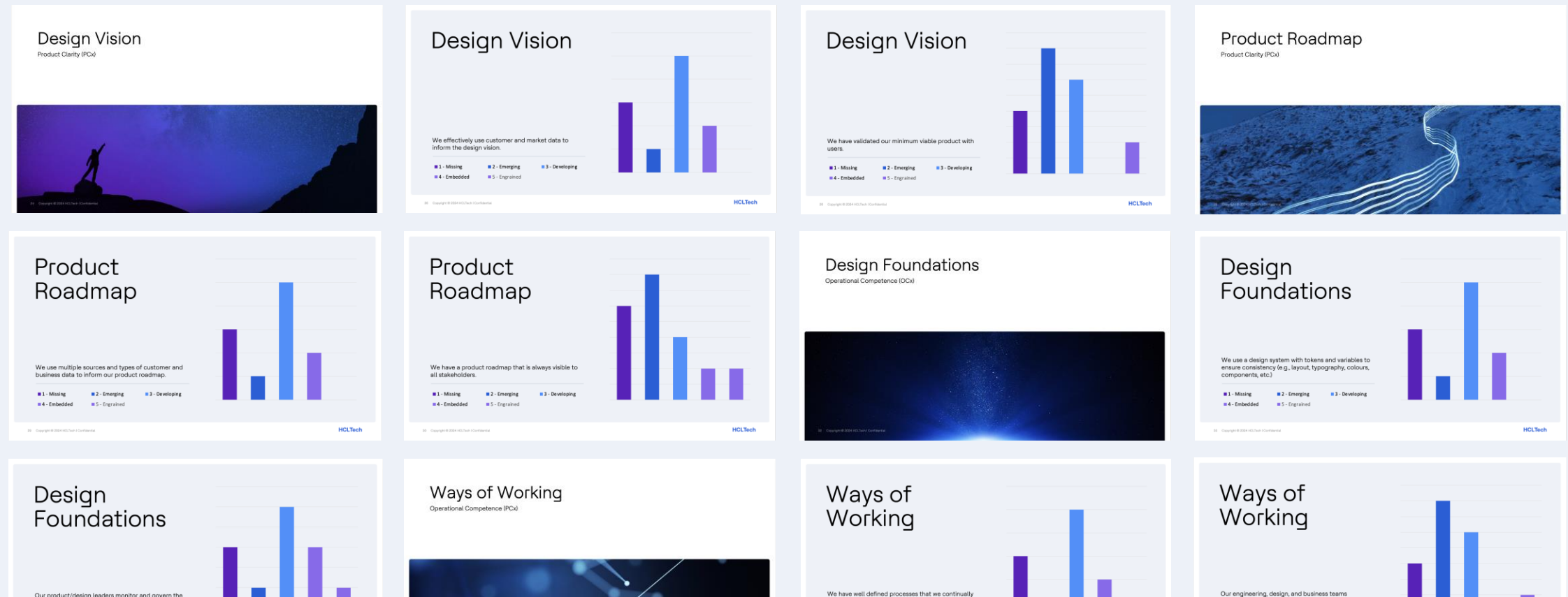
Deep dive

Analyse behaviours to gain deeper insight.



PRODEV Presentation

Deep dive analysis of your product development maturity across 20-behavioural markers.



Launch your PRODEV assessment today

Get in Touch



60%

Companies with more mature product operating models offer 60% greater total returns to shareholders than low maturity firms.

McKinsey & Company, The Bottom-Line Benefit of the Product Operating Model, 2023

Get in touch



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Thank you.

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