

ALIGNMENT SYMPTOMATIC ISSUES & IMPACT CHART

Misalignment	Possible Evidence	Common Impacts
<ul style="list-style-type: none"> • Poor or incomplete product strategy and definition of the right solution 	<ul style="list-style-type: none"> • No clear companywide focus and strategy • Weak product vision • Poorly defined user needs/problem • Poorly defined outcomes • Poorly defined business requirements • Undefined interdependencies • No product plan/roadmap • No investment strategy • Lack of data to fuel decision making • Misalignment internally (conflict) 	<ul style="list-style-type: none"> • Cost overruns • Time delays • Expectations management • High risk of missing short-term and long-term outcomes • Missed revenue or cost reduction opportunities • Inadequate resources
<ul style="list-style-type: none"> • Weak product delivery and performance 	<ul style="list-style-type: none"> • Lack of stakeholder buy-in and/or involvement • Ineffective or incomplete planning • Undefined business KPIs • Lack of user insight and/or participation • Undocumented friction points (users/emp) • Unclear or inconsistent customer/user experience • Undefined user KPIs • Lack of internal capacity and/or knowledge • Undefined expertise, roles and responsibilities • Siloed strategy, design and engineering disciplines • Under resourced • Product/service complexity • No functional requirements documentation • Poor information architecture • Poor visual design & interactions • Poor data architecture • Undocumented or practiced software development governance policies • Poor product/ service differentiation • No continuous delivery (product optimization) 	<ul style="list-style-type: none"> • Cost overruns • Time delays • Expectations management • Missed product delivery • Design debt • Technical debt • Quality control issues • Product/service performance issues • Product compatibility issues • Product maintainability issues • Product scalability issues • Reduced consumer confidence and satisfaction • Poor customer feedback and reviews • Increased cost per customer/user acquisition • Lower or failed customer/user adoption • Lower active customer/user frequency rate • Decreased lifetime customer/user value • Lower customer/user retention rate • Increased customer/user level of effort (LOE) • Increased employee/user level of effort • Decreased employee satisfaction • Internal stakeholders will not approve next phases • Increased vulnerability to competition