# Using Product Management Best Practices for WalkMe

The best way approach WalkMe is to approach it just as you would your product. This guide will introduce you to important concepts in its development process. Following these guidelines will help you manage WalkMe and get a sense of how to manage it to produce the most value.

## Discover Your Business Challenge

Consider the business problem that led you to implement WalkMe. Ask yourself, *Why do you want to implement WalkMe?* This will help you to identify your business problem. The answer may be obvious, but continue asking yourself *Why* something is an issue until you reach the core problem. Here are a few examples of where to start:

*Why is the usage of a new feature or product lower than expected?*

*Why do you have fewer conversions than you had hoped?*

*Why are your agents spending too much time on the phone or fielding too many support calls?*

In the first example, you might start by asking yourself why a feature isn't used and after asking yourself why several times you may discover that it is actually because users can't find your new feature. Keep your business objective in mind to help you identify and prioritize issues that you want to tackle, and that will continue to inform your decisions in the future.

## Think Of The User First

Think of your key stakeholders, your end-users who will be using WalkMe. Whether they are employees using WalkMe for training or customers using WalkMe for support, make sure you take into account their point of view first and foremost. Develop a clear understanding of your users and their needs by asking your users directly what they need and want. By putting your user first, you're making sure that WalkMe suits their needs and retains long term value for them.

## Create a Cross-Functional Team

Collaborate with a wide range of internal teams to get multiple viewpoints and support for your project. If possible, draw representative staff from product management, UX, engineering, QA, and Learning and Development to ensure that you are considering the full scope of your end user's needs. Having a diverse team can give you a full 360º perspective on what is required to initiate, build, test, and deploy WalkMe on your site.

For example, a member of the support team can identify the most asked questions from customers. The customer success team will flag features that are not used or easily understood. By compiling input from multiple teams, you will ensure that you build resources that apply to the widest possible range of end-users.

## Be Prepared For Agile Change

There is something to learn at every stage of development. Even after WalkMe has been launched, there are likely to be many iterations of your current offerings. Developing WalkMe as you would your own product involves a Quality Assurance Process: You will build, measure, and iterate, constantly evolving to the needs of the user and the business.

## Create Metrics For Measuring Business Results

Identify tangible KPIs that are easy to track – this is a great exercise for a cross-functional meeting. Make sure that these KPIs relate directly to your business goals as outlined above. Only if you have appropriate metrics will you be able to assess the impact WalkMe is having on your business and your customers.