COMPONENT BUSINESS PROCESSES FOR SOFTWARE SUPPORTING PRODUCT MANAGER ACTIVITIES IN FORMING IT PRODUCT STRATEGY

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In the context of high competition in the IT product market, strategic planning plays a crucial role in a company's success. The product manager is a key figure responsible for developing the product vision, its growth, and ensuring alignment with user needs and market demands. Accordingly, there is a need to create specialized software that automates the core business processes accompanying the formation and implementation of a product strategy. Such tools help product managers make data-driven decisions and align team efforts with business goals more efficiently. Their use is becoming essential in modern product development environments where speed, adaptability, and precision are critical. The foundation of such software consists of the following structured business processes:

1 Market Analysis and Research Process. This includes the collection and processing of data on competitors, analysis of market trends, and identification of target consumer needs. It is implemented through integrations with external data sources and web scraping tools.

2 Product Vision and Strategic Goals Formation Process. This involves tools for building a product value map, creating a Customer Journey Map, and forming the product mission based on user needs.

3 Feature Planning and Prioritization Process.This process provides evaluation of ideas using models such as MoSCoW, RICE, ICE; maintaining a flexible backlog; grouping features by release; and building a product development roadmap.

4 Strategy Implementation Monitoring Process.This is implemented through setting goals in the format of KPIs and OKRs, visualizing progress using dashboards, and integrating with analytics systems such as Google Analytics to monitor key metrics.

5 Team Management Process.This includes integration with task managers such as Jira, Trello, and Asana; creating and delegating tasks from the backlog; monitoring their completion; and balancing team members' workloads.

6 Feedback and Communication Process.This is implemented through integration with messaging platforms such as Slack and Microsoft Teams, enabling commenting, voting on features, and organizing internal discussions.
Thus, software that encompasses the described business processes creates a unified information environment to support the product manager throughout the entire product lifecycle – from idea to implementation. This allows for increased efficiency in strategic planning, reduced risk of poor decision-making, and enhanced product competitiveness in the market. As digital products become more complex, such solutions enable organizations to remain agile and better adapt to changing market conditions. Ultimately, they contribute to delivering more valuable and user-centered products.