Opportunity Backlog

Category
Product Management

Purpose
An opportunity backlog is a buffer which enables product managers to untangle their initial ideas and assumptions about the customer's needs before they are placed into a roadmap. The main objective of this framework is to develop a prioritized set of customer problems for the product development team to explore through product discovery.

Description

Framework name:	**OPPORTUNITY BACKLOG**
Participants:	Product manager
Framework goal:	Develop a prioritized list of opportunities to explore
Framework guidelines:	● Describe each opportunity with an order, description, value, source and expiration date. Avoid identifying tasks and\or implementation details. ● Force rank the opportunities so that no two items may have the same ranking as another. ● Source is defined by the following categories: direct customer feedback, team brainstorming, market research, competitor, sales team, executives, crowdsourcing and other.
Boundaries provided:	● In most cases, there is one opportunity backlog per product.
Resources used:	● Excel file, Google Sheet or equivalent tools
Actionable outcome(s):	1. Select which opportunities to explore and which opportunities to defer.

Source Notes
The original creators of the opportunity backlog are Jeff Patton and Marty Cagan