THE BALANCED PRODUCT SCORECARD





BUSINESS GOALS

The desired business benefits the product should create; prioritised and measurable.



FINANCIAL

The relevant financial indicators, for instance, revenue, cost, profit.



CUSTOMER

The relevant customer indicators, such as market share, adoption rate, referrals.



PRODUCT AND PROCESS

Product and process indicators including product health and schedule variances.



PEOPLE

People indicators, like team motivation and stakeholder engagement.