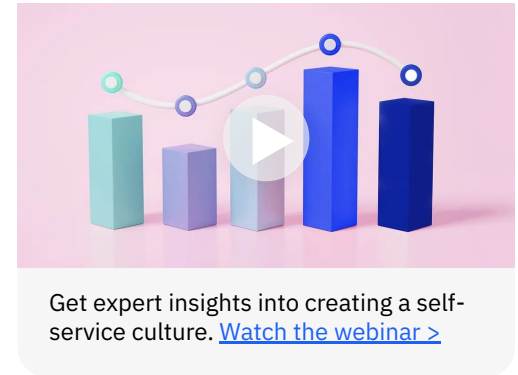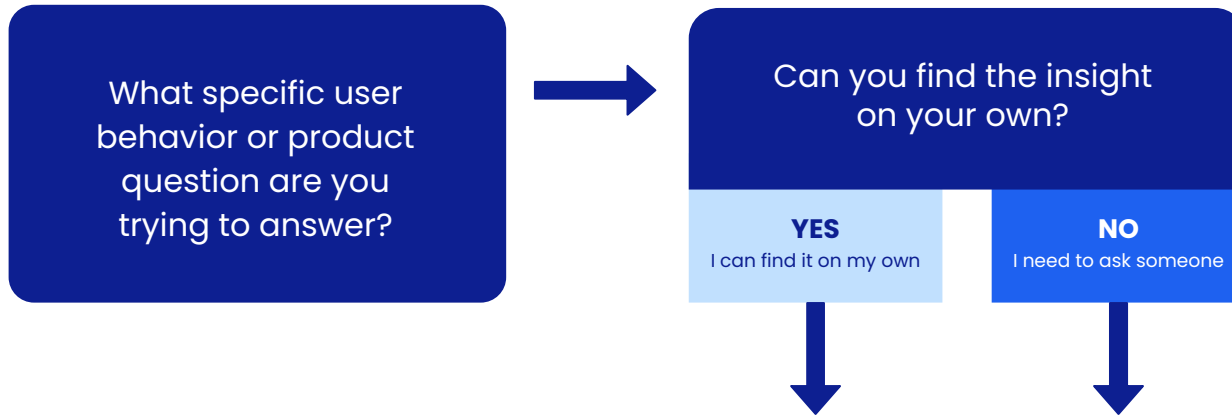Operational readiness is all about how your digital experience vision gets incorporated into employees' routines and behaviors. It's ensuring you have the systems, structures, and processes that enable people to build better digital experiences. This worksheet will help you assess your systems and processes, identify gaps, and find opportunities to improve.

Bring great products to market

Step 1: Customer understanding

What: Understand customer needs, pain points, and behaviors to inform product development and positioning.

How:
- Market research
- Audience segmentation
- Persona profiles
- Values proposition

Identify your top:

Customer needs
1. _____
2. _____
3. _____

Customer pain points
1. _____
2. _____
3. _____

Step 2: Product development

What: Create a robust product development strategy that aligns with your business objectives and meets customer needs.

How:
- UX design preferences
- Feature gaps
- Prioritized feature set
- Product roadmap

How do you map customer needs to your roadmap features?
_____
_____
_____

How do you tie your [North Star Metric](#) to your roadmap features?
_____
_____
_____

Step 3: Go-to-market (GTM) strategy

What: Build a comprehensive plan outlining how you will reach your target market and achieve your business objectives.

How:
- Messaging
- Pricing and packaging
- Field enablement
- Marketing launch plan

Outline your GTM strategy:
_____
_____
_____
_____
_____

Which areas have the most room for improvement?
☐ Messaging
☐ Pricing and packaging
☐ Enablement
☐ Launch plan

Step 4: Continuous optimization

What: Measure impact and support customers post launch while continuously iterating based on feedback and market changes.

How:
- KPI monitoring
- Integrated orchestration
- Services and support
- Community building

Do your teams look at shared dashboards tied to key launch KPIs?
☐ Yes   ☐ No

Describe your current optimization process.
(e.g., what usually triggers action, how are optimization areas identified)
_____
_____
_____
_____

Amplitude

Self-service success is about more than just technology—there are also operational considerations. See how well you're empowering employees with systems and processes to access data without relying on analyst teams.

Self-service process map

What specific user behavior or product question are you trying to answer?

→

Can you find the insight on your own?

YES I can find it on my own	**NO** I need to ask someone

Get expert insights into creating a self-service culture. [Watch the webinar >](#)

Do you have the right data in place to get the insight you need?

☐ Yes ☐ No

How do you request information for the insight you need?

What's the most effective way to visualize this insight?

How long does it take to get the insight?

How will you share the insight with your team?

What opportunities have you missed because of delayed data?

Automating manual and repetitive processes not only improves efficiency—it avoids mistakes and increases accuracy. Identify automation opportunities and quantify the impact of time and money savings.

Identify automation opportunities

1. Process inventory
Which of the following processes do your teams complete manually? Estimate the amount of time associated with each manual activity.

	Estimated time to completion	Frequency of completion	Number of users who complete
☐ Pulling reports			
☐ Sharing reports			
☐ Creating dashboards			
☐ Data governance			
☐ Running experiments			
☐ Checking data for changes			
☐ Syncing data between systems			
☐ Other _____			

2. Identify obstacles
What's currently holding you back from automating these processes?

3. Spot quick wins
Which process would be easiest to automate?

4. Quantify impact
Use the estimated time to completion and frequency of completion to estimate your potential time savings from automating the process. Take your calculation a step further and calculate potential cost savings by factoring in the number of users who complete the process and the cost per minute of work based on your average full-time employee.

e.g. Pulling reports:
7 min x 2 times/day x 14 users = 196 min/day potential savings
x 260 work days/yr = 50,960 minutes/yr
x .40 cost per min* = $20,384 per year savings
*average cost/min for $50K FTE