

How effective is your lifecycle management?



It's one thing to build a SaaS product – it's another to make sure it's in great shape and fit for purpose throughout its lifetime...

Are you confident in your product's longevity and resilience?

Uncover the unknowns and ensure your product's success for the next decade with our comprehensive lifecycle assessment. **This quiz is designed to help you and your team:**



Measure your infrastructure's robustness and adaptability.



Evaluate your risk management readiness.



Assess the maturity and efficacy of your development strategies.



Secure your intellectual property against infringement.



Optimise your product's performance and user satisfaction.

Alternatively, you could [complete this exact same assessment](#) at our website and have the scoring done for you.

Section 1: Infrastructure

The infrastructure of your SaaS application is equivalent to your store of a bricks and mortar business. We are trying to understand their resistance to disaster and their ability and speed to change.

Infrastructure is the bedrock of your digital product, essential for enduring success. This section focuses on your system's robustness and its ability to adapt and recover swiftly. Here, you'll evaluate key aspects—like outage recovery time, deployment frequency, and the strength of your continuous integration practices. It's a measure of confidence in your product's operational backbone, ensuring it stands resilient against the dynamic demands of the tech landscape.

1- How quickly can your system recover from a major outage or failure? (Performance & Continuity)

Hours - 15 points

Days - 10 points

Weeks - 5 points

2- How often do you deploy code changes to production? (Continuous Delivery)

Multiple times a day - 15 points

Every sprint - 10 points

Every couple of months - 5 points

3- What percentage of code commits trigger automated tests, builds and deployments? (Continuous Integration)

75% - 100% - 15 points

25% - 75% - 10 points

<25% - 5 points

4- In the event of an issue within your stack or infrastructure, how quickly can your team be notified? (Observability)

<5min - 15 points

30min - 10 points

More than an hour - 5 points

5- How confident are you in your team's ability to roll back a deployment if needed? (Rollback)

Extremely confident - 15 points

Moderately confident - 10 points

Not at all confident - 5 points

Section 2: Risk

Risk management is a pillar of stability in technology. In this section, assess your readiness for security threats, personnel changes, regulatory compliance, and privacy adherence. A careful look here ensures you're fortified against challenges that could disrupt or even halt your progress. It's about safeguarding your venture with a clear-eyed view of what could go wrong—and being prepared for it.

1- How confident are you that your key systems aren't accessible to attackers if an individual account is compromised? (Security Patterns)

- Extremely confident - 15 points
- Moderately confident - 10 points
- Not at all confident - 5 points

2- If your most senior technical leader left suddenly (CTO/Principle Engineer), could the team continue to effectively develop and operate the product? (Key Person Risk)

- Minor delays/we would be fine - 15 points
- It would cause us significant delays/massively increase our risk - 10 points
- Everything would grind to a halt - 5 points

3- How confident are you that your product complies with all relevant regulations and that you have minimal exposure to legal action from customers or users? (Liability & Compliance)

- Extremely confident - 15 points
- Moderately confident - 10 points
- Not at all confident - 5 points

4- How do you control your risk? (Continuity)

- Formal procedures - 15 points
- Informal procedures - 10 points
- She'll be 'right - 5 points

5- Does your product have a clear, user-friendly privacy policy that the team understands and follows? (Privacy

- Yes and is strictly followed by the team - 20 points
- Mostly understandable but some aspects are not consistently applied - 15 points
- Could be clearer and more accessible to the team and users - 10 points
- No, we do not have a clearly defined or well-followed privacy policy - 5 points

Section 3: Development

Development practices are the engine that drives your product forward. This section assesses the maturity and efficacy of your development strategies. By examining cycle times, test coverage, and continuous improvement processes, you'll gain insight into your ability to implement changes and innovate efficiently. It also probes how you manage emerging technologies like AI in coding and how you address technical debt. Understanding these elements is crucial for maintaining a robust development environment that can adapt quickly and sustainably to market demands.

1- On average, how many days does it take to go from starting a new development task to it being usable? (Cycle Time)

Less than 1 day - 20 points

1 to 3 days - 15 points

4-7 days - 10 points

More than 7 days - 5 points

2- What percentage of new features and fixes are covered by automated tests? (Test Automation)

More than 75% - 20 points

51 to 75% - 15 points

25% to 50% - 10 points

Less than 25% of features and fixes - 5 points

3- How often do you reassess your tools, processes, architecture and codebase to identify improvements? (Continuous Improvement)

Weekly - 20 points

Monthly - 15 points

Quarterly - 10 points

Annually - 5 points

4- How are you assessing the amount of AI code generation in your codebase? (AI)

- Actively using it and have a policy in case - 15 points
- Using it ad-hoc - 10 points
- I'm not aware my Developers are using AI - 5 points

5- How do you leverage tech debt in your codebase?

- Part of our plan is to service debt - 15 points
- There's no time - 10 points
- We let it happen - it's someone else's problem - 5 points

Section 4: Intellectual property

Intellectual property (IP) is a cornerstone of value for any SaaS business, embodying the creativity and innovation that differentiate your offerings. This section delves into how you protect and manage these vital assets. From securing copyrights and ensuring proper licensing to documenting critical decisions and maintaining robust access controls, each aspect is crucial for defending against infringement and maintaining operational integrity. Evaluating your practices here helps ensure that your IP rights are well-guarded and that your business is built on a secure legal foundation.

1- Do you hold the copyright on code produced by your employees, contractors and suppliers?

- Always - 15 points
- Mostly - 10 points
- Never - 5 points

2- Are all key technical and product decisions, plans and research documented and accessible to the full team? (Documentation, Knowledge Management & Design System)

- Yes, everything is documented and accessible to all team members - 20 points
- Most key items are documented, but some documents are restricted to specific roles - 15 points
- Only major decisions and plans are document; daily changes and minor decisions are not routinely documented - 10 points
- Documentation is sporadic or informal; accessibility is limited - 5 points

3- How quickly could you remove a team member's access to all systems and data if needed? (Access Control)

- Immediately, within minutes - 20 points
- Within a few hours - 15 points
- By the end of the day - 10 points
- It takes more than a day - 5 points

4- Are you certain your product is properly licensed and not at risk of IP infringement claims? (Licensing)

- Completely certain - fully documented, regular audits and compliance checks are in place - 20 points

Somewhat certain - we periodically review our product licenses - 15 points

Uncertain - this has not been thoroughly investigated recently - 10 points

At risk - we have known issues that need to be addressed - 5 points

5- Do you have the systems in place to classify your development as BAU, capital or R&D? (Accounting)

Yes, we have a detailed system that accurately classifies all development work - 20 points

Partially, we classify most of our development but some areas are not clearly defined - 15 points

No, we do not have a system in place for classifying development work - 10 points

Unsure, I am not aware of how development is classified - 5 points

Section 5: Product

Your product is the interface between your business and its customers, making its design and performance critical to your success. This section focuses on how well your product meets the needs and expectations of its users. It explores the effectiveness of user testing to enhance usability, adherence to accessibility standards, and the robustness of service level agreements to ensure reliability. Additionally, we evaluate the metrics you use to track growth, engagement, and performance, as well as your team's awareness of the impact of bugs. This comprehensive review will help you understand the current state of your product and pinpoint areas for improvement to better serve your users and enhance your market position.

1- When was the last time you did user testing to validate the product's usability and identify improvements? (UX & Usability)

- Within the last month - 20 points
- 1 to 6 months ago - 15 points
- 6 months to 1 year ago - 10 points
- Over a year ago or never - 5 points

2- Do you understand the accessibility requirements for your target market? (Accessibility)

- Yes, we fully understand and comply with all requirements (user and regulatory) - 20 points
- Partially, we are familiar with some requirements but may not be fully compliant - 15 points
- No, we are not well-informed about accessibility requirements - 10 points
- Unsure, we've never evaluated our product for accessibility - 5 points

3- What SLAs or performance guarantees do you offer customers and how do you ensure you meet them? (Performance)

- We have specific SLAs and use automated monitoring tools to ensure compliance - 15 points
- We have informal performance guarantees and rely on customer feedback to gauge compliance - 10 points
- We do not offer formal SLAs but strive to maintain high service standards - 5 points

4- What key metrics do you track to understand the product's growth, engagement, and business performance?

(Metrics & KPIs)

- We track a wide range of metrics including user acquisition, retention rates, daily/monthly active users and revenue growth - 20 points
- We primarily focus on user engagement metrics such as session duration, frequency of use, and feature utilisation - 15 points
- Our key metrics are business-driven, focusing on revenue, cost per acquisition, and customer lifecycle value - 10 points
- We are still defining our metrics or we do not track any - 5 points

5- How well does your team understand the potential impact of a bug on your user base?

- Very well - we have a robot system to predict and analyse the impact - 20 points
- Moderately - we understand the impact for major bugs, but not fully analyse the effects of smaller bugs - 15 points
- Poorly - we do not have a clear process for assessing the impact of bugs - 10 points
- Unsure - we have not evaluated our process for understanding bug impacts - 5 points

Scoring model

Scoring is simple. Just add up the total value of the points assigned to your answers to get your total score.

Alternatively, you could [complete this exact same assessment at our website](#) and have the scoring done for you.

360 - 435 - Excellent.

You have a great handle on all aspects of your product lifecycle.

280 - 360 - Good.

Your strategy is strong, but there are a few areas that could be optimised for better performance.

200 - 280 - Fair.

Your efforts are decent but lacking in some crucial areas. Consider revising your approach or having a chat with us about how we can help.

125 - 200 - There's some work to be done.

Let's chat and see how EndGame could help you.

Let's turn your **smart software idea**
into a **smart business idea.**

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