

Magenta PDP Agile

How we work to prioritize and deliver consistent value.

How We Prioritize and Deliver Consistent Value

This is how we stay focused, adapt to change, and make sure the work we're doing actually matters.

It's not just a process—it's how we move ideas forward and deliver useful, usable outcomes.

What is a POD?

POD is an abbreviation for “product-oriented delivery.” This refers to a small, cross-functional team within a company that combines business and technology expertise to manage all aspects of a product's development.

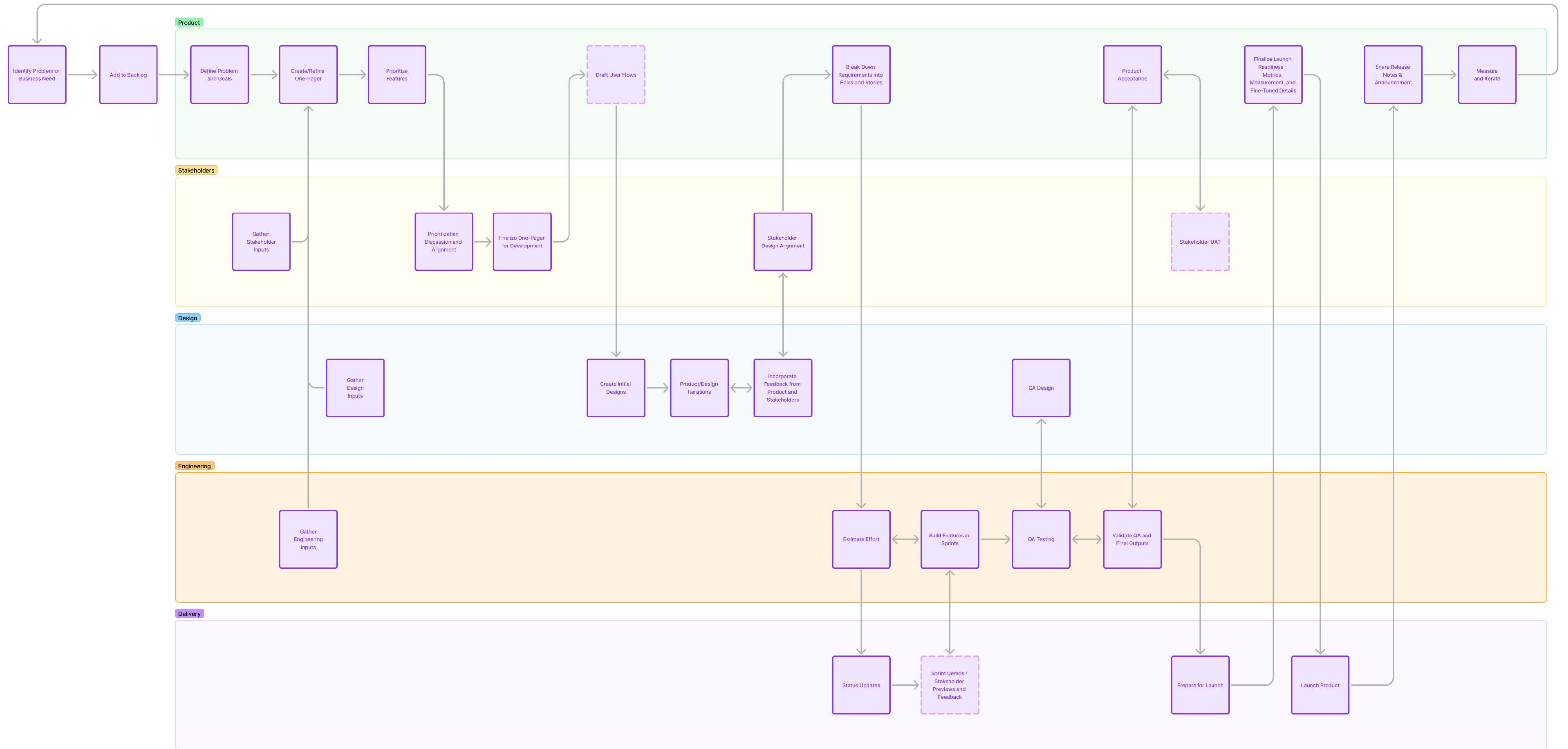


From idea to launch

Product and Delivery Process

A clear path from **idea to launch**, shaped by collaboration, design, and continuous feedback.





Intake process and requirements

One-pager

Document that summarizes a project, product, or idea for **quick understanding and alignment**.

Product Brief

Updated Trane System Recommender Tool

Why are we doing this?

Problem

- The [System Recommendation Tool](#) (now deprecated) had clear and easy to understand inputs, but provided overly dense outputs with unclear CTAs, leaving homeowners overwhelmed and confused.
- The [System Recommendation Beta](#), while visually appealing and informative, lacks an above-the-fold CTA on the results and requires small updates to differentiate systems effectively (specifically around airflow comparisons) and uses a PDF download instead of a web-based results page.
- Both tools miss opportunities to clearly explain financing options and better drive conversions through form submissions or calls.

Solution

- **Combine** the strengths of existing and proposed tools into a single experience that simplifies decision-making for homeowners.
- **Homeowner-Focused:** Use simple, relatable questions that homeowners can easily answer without being overwhelmed.
- **Results Page:** Replace static outputs with interactive web results to present differentiated system bundles (“Most Affordable,” “Balanced Performance,” “Highest Performance”).
 - Focus on **impactful, low-density comparisons** that deliver a-ha moments and can be used as **collateral to drive dealer conversations**.
 - Clearly explain details, like the benefits of **single vs variable stage systems**.
- **Actionable CTAs:** Add visible, actionable steps for contacting a dealer or scheduling a consultation.
- **Financing:** Display clear financing options (e.g., “As low as \$/month”).

Results

- **Increase completion rate to 36.7%** (20% improvement over the existing tool’s baseline of 30.6%).
- Improve homeowner engagement by tracking additional interactions beyond submission, such as dealer connections and additional homeowner research, to assess lead quality and conversion impact.

Comparison of Deprecated, Existing, and Proposed Tools

	System Recommendation Tool	System Recommendation Beta	Instant Estimator (Design)	Takeaways
Questions	Focus on homeowner preferences,	Collects detailed inputs ; could	Longer funnel, the greatest	Prioritize easy-to-answer

Making experiences usable

Design

Shaping clear, intuitive experiences that **solve real problems for real people.**



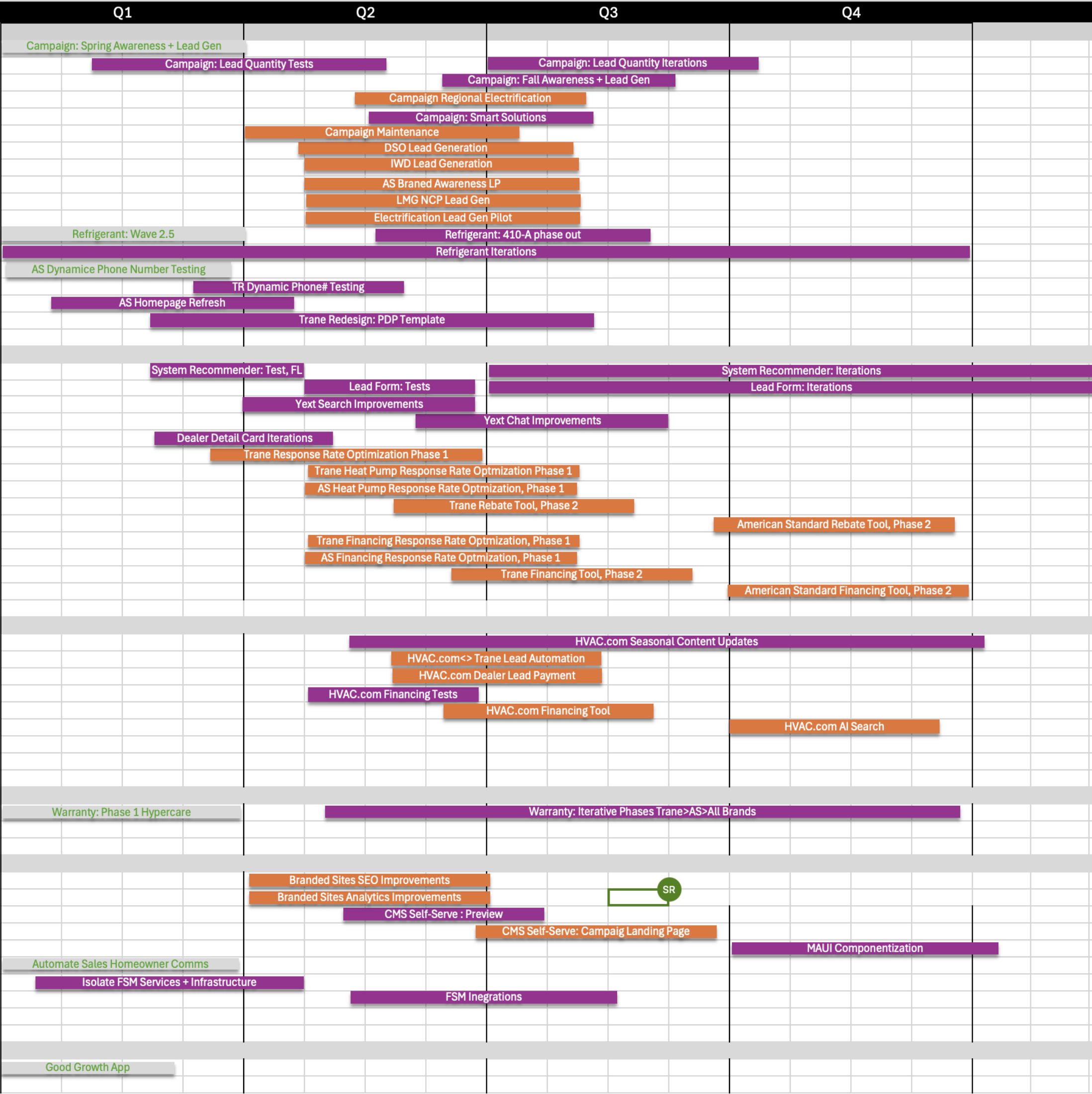
POD Capacity

Backlog Simulation

Planning for the year

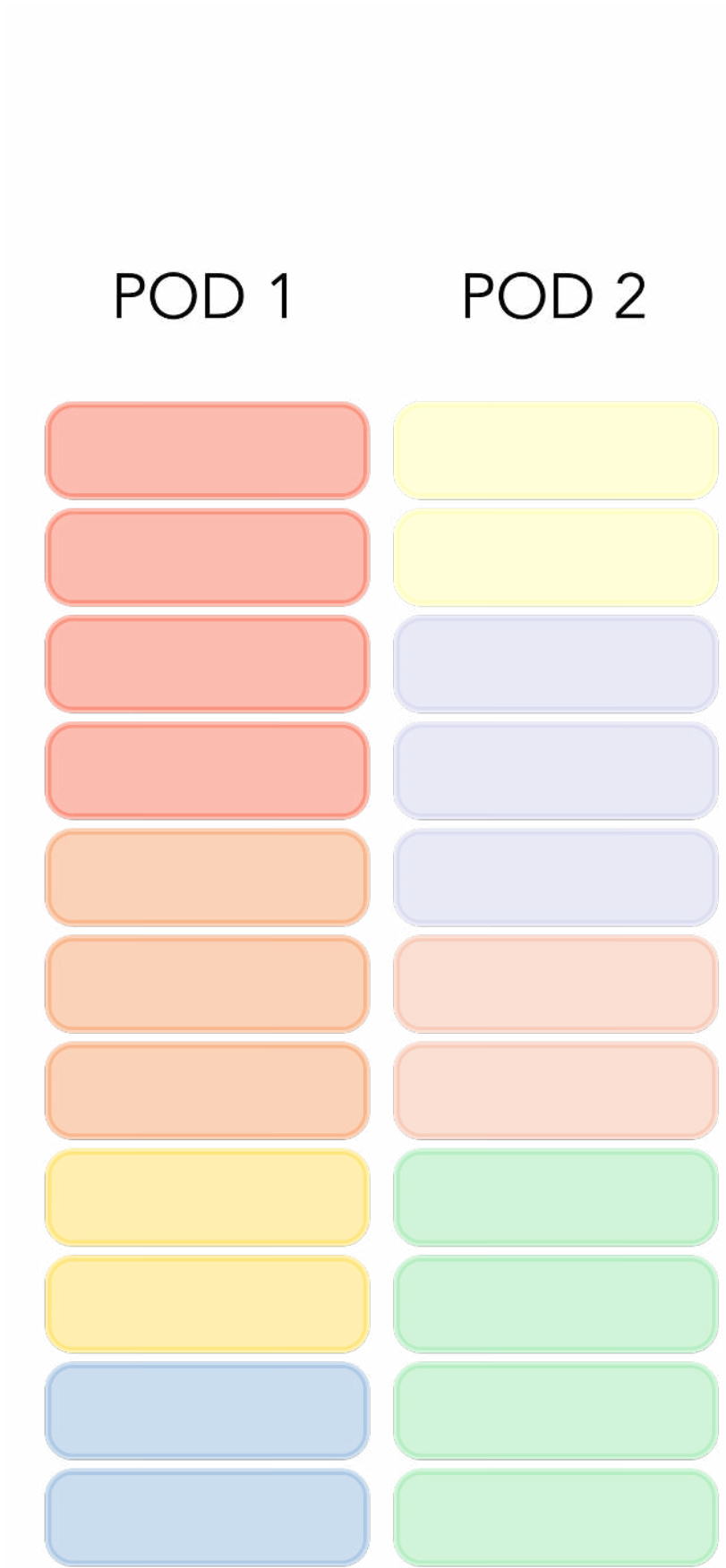
Roadmap

Mapping our **highest-impact opportunities** across quarters. Organized by themes, aligned to business goals, and built for focus.



Prioritizing the work

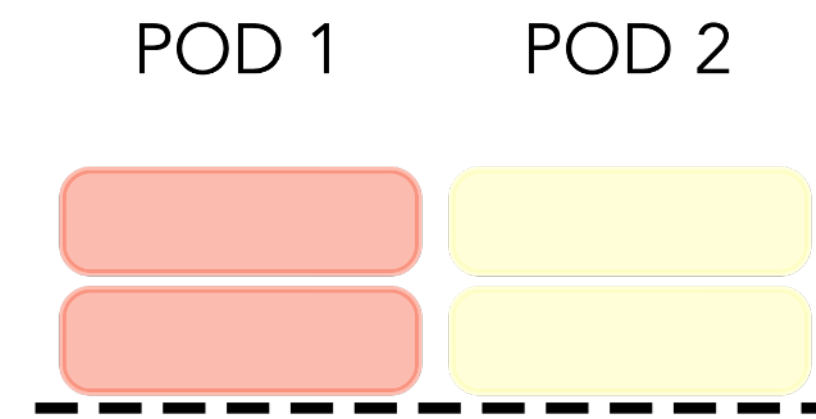
Backlog



Contains **prioritized work** across multiple PODs and projects informed by the roadmap.

Turning goals into actionable work

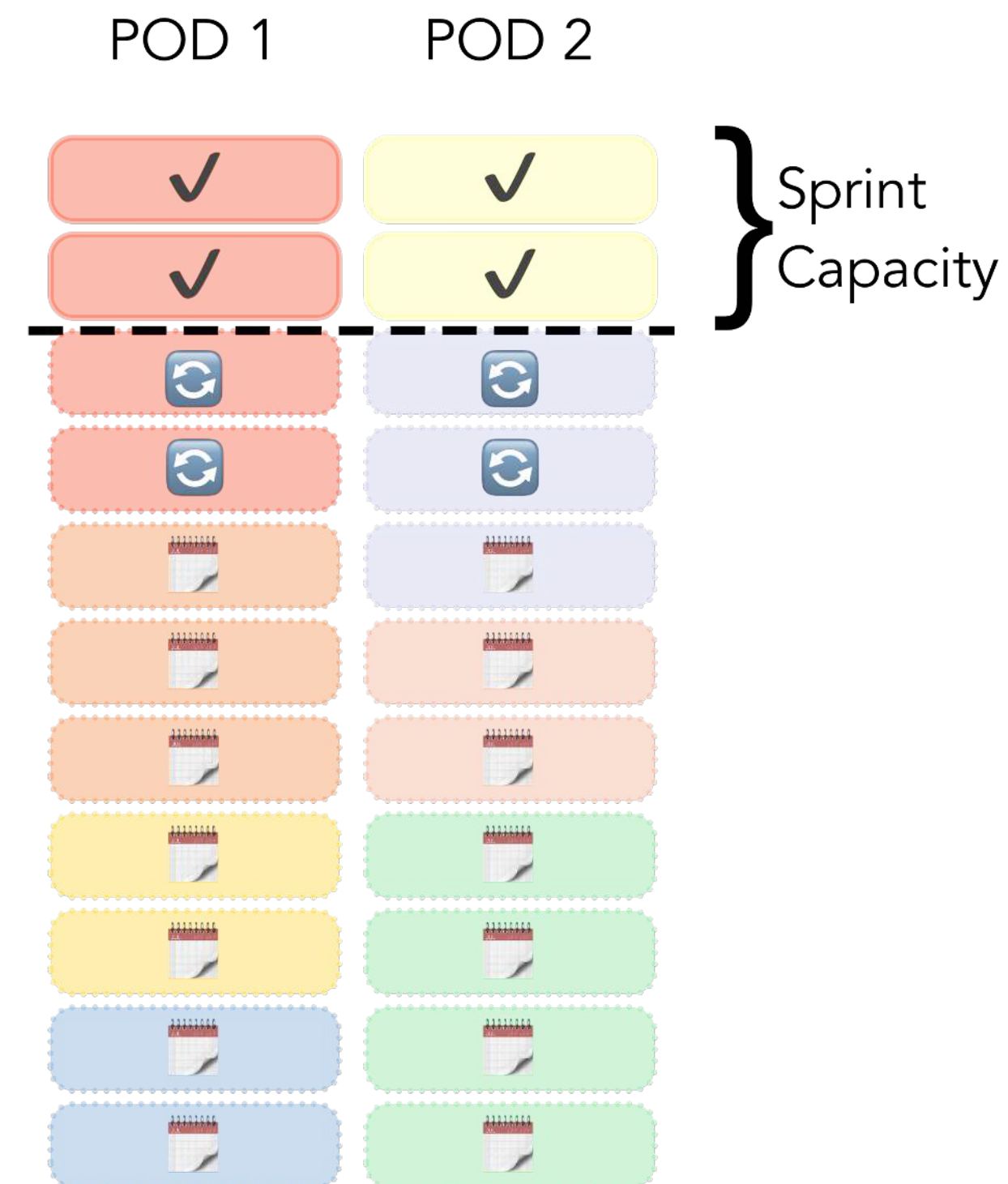
Sprint



A short, time-boxed period (**usually 1–2 weeks**) during which a POD works to complete a set amount of work from the backlog.

Completing the work

Capacity

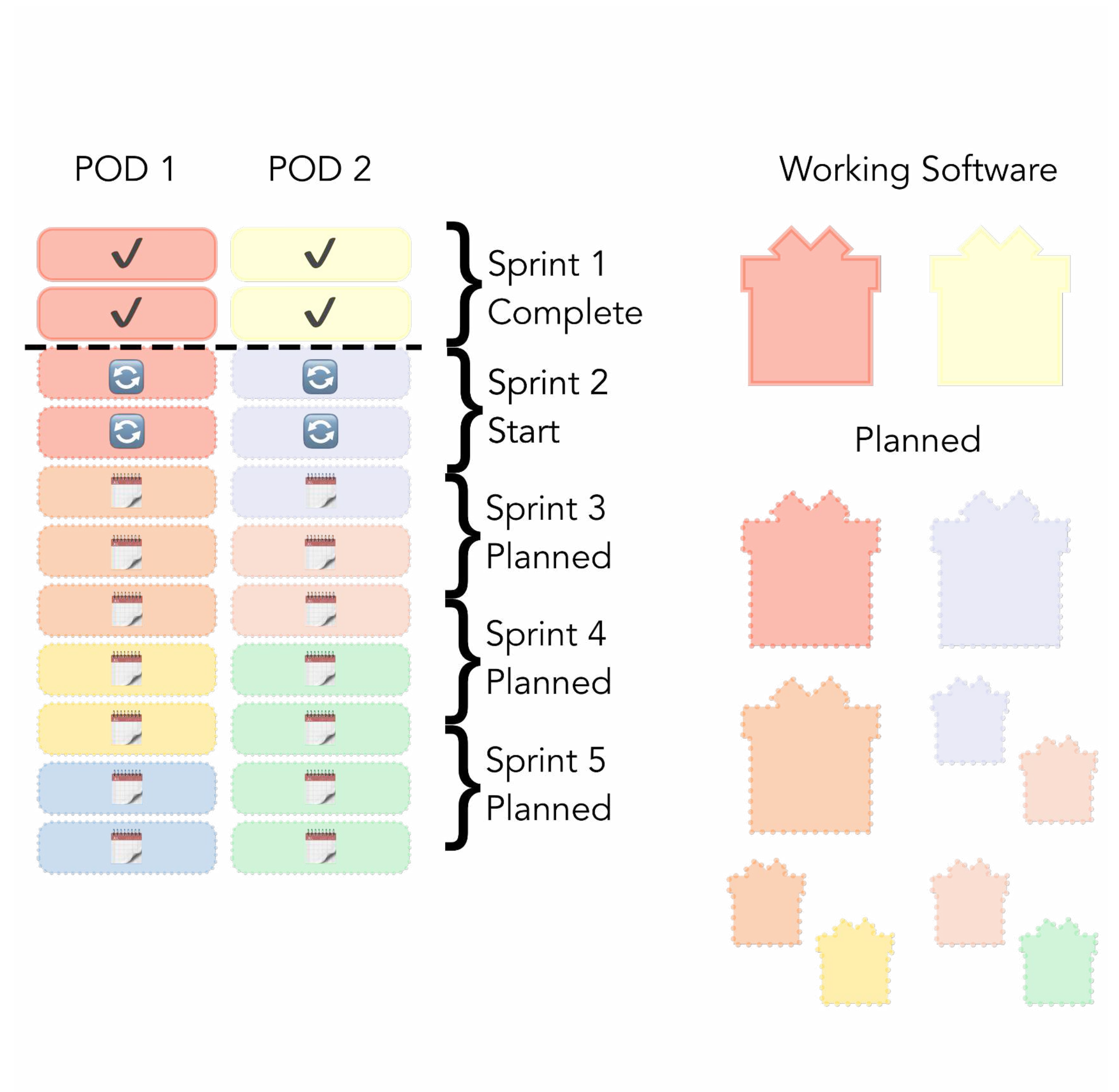


Also referred to as **velocity**; the total amount of work a POD can realistically complete during a sprint.

Building usable software

Moving through the backlog

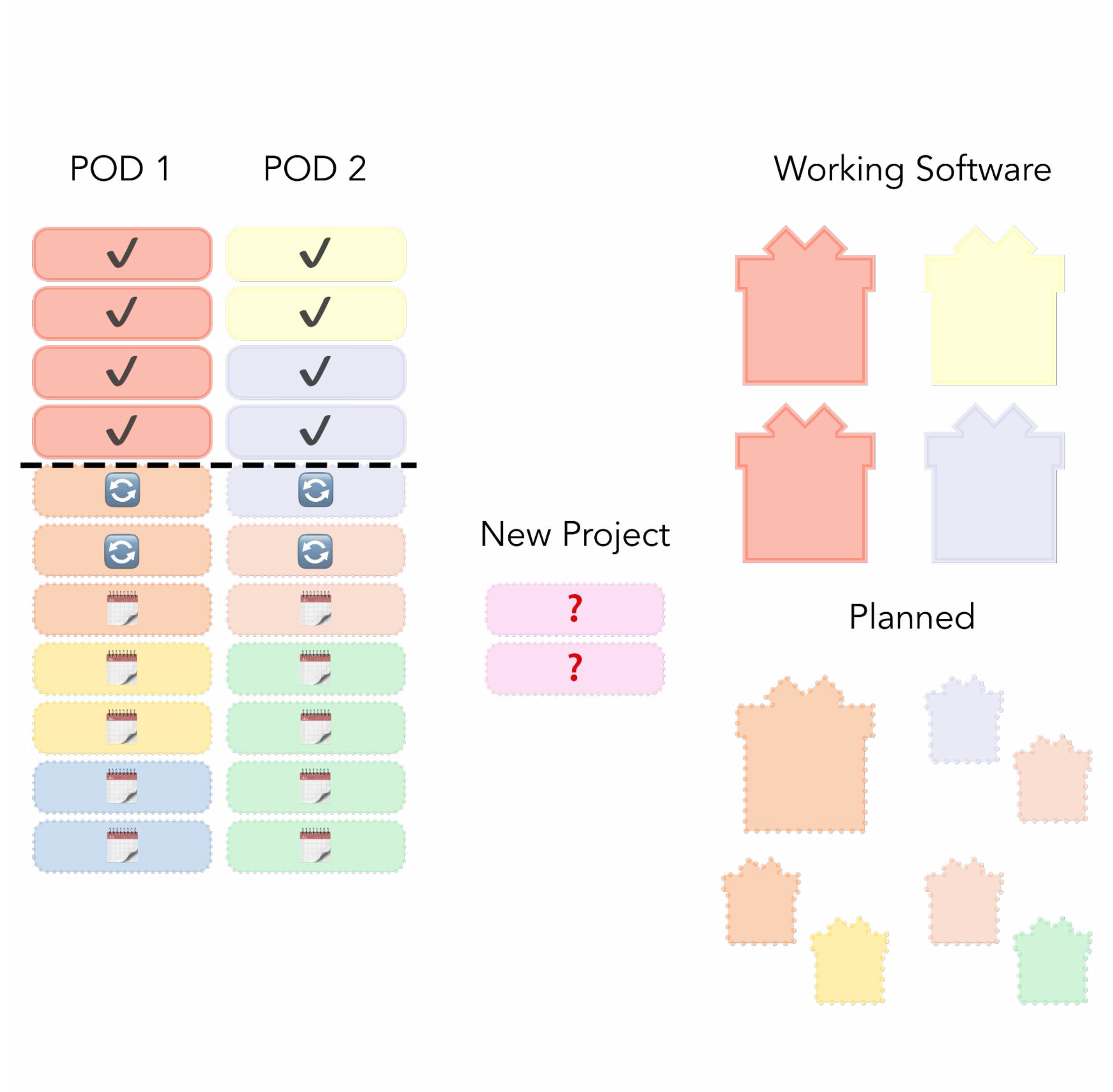
With the previous sprint's work shipped, **the next set of prioritized backlog items moves into focus** for the team to begin.



Impacts to the plan

Adding and prioritizing new projects

New items should be prioritized. Items prioritized over previous backlog items will push those items downward.



Roadmap shifts

Adding more projects impacts delivery

Knowing upcoming projects early helps us plan better. It allows us to prioritize work thoughtfully and make smart trade-offs against what's already in the backlog.

