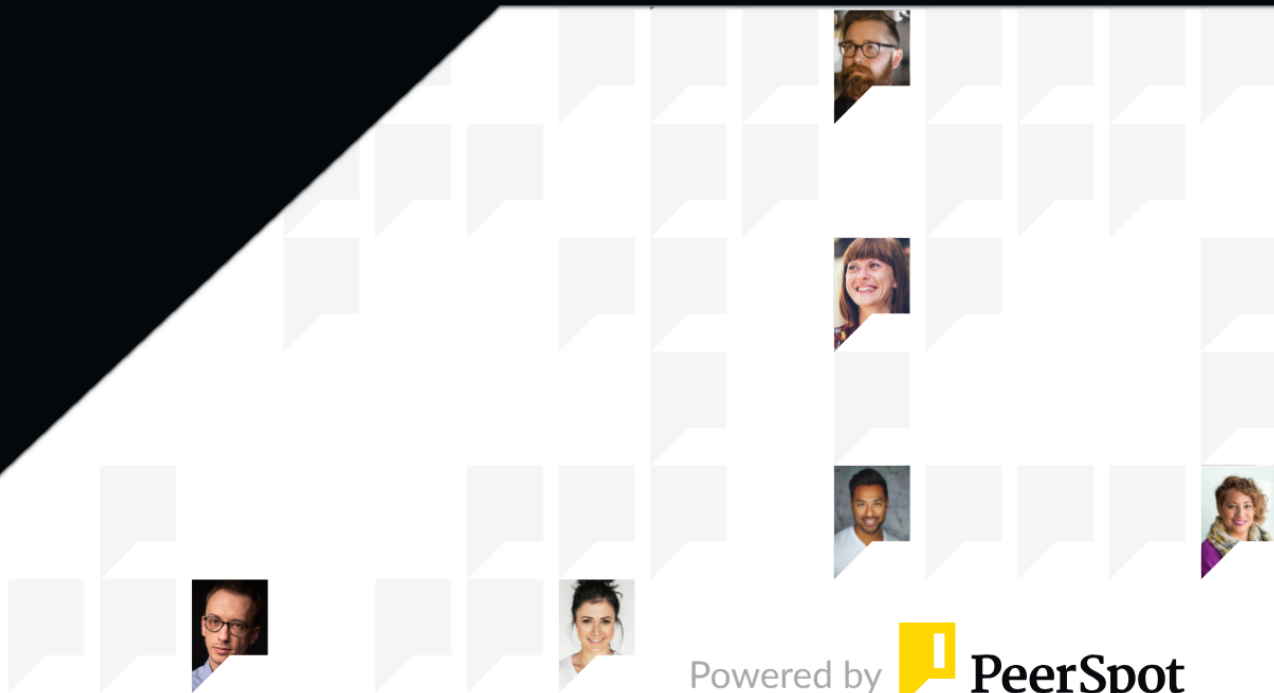


aws marketplace

Productboard

Reviews, tips, and advice from real users



Powered by  PeerSpot

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Product Recap



Productboard

Productboard Recap

Productboard is a comprehensive platform allowing teams to align product strategies with customer needs effectively, empowering product managers to prioritize features based on real user feedback.

Through Productboard, teams can centralize insights, prioritize tasks, and align with business goals. It enables teams to collect, digest, and act on customer feedback and insights, helping product managers make informed decisions. Productboard is essential in helping organizations streamline their product development process, making it easier for teams to ensure projects meet user expectations and market demands. By leveraging Productboard, product managers can enhance transparency across the product life cycle.

What are Productboard's most important features?

- **Feedback Portal:** Collects customer insights directly for better decision-making.
- **Prioritization Frameworks:** Facilitate the arrangement of tasks based on business or user needs.
- **Roadmap Visualization:** Clear visual representation of product plans.
- **Collaboration Tools:** Offers features for team alignment and stakeholder engagement.

What benefits or ROI can be expected from Productboard reviews?

- **Enhanced Decision-Making:** Improves the ability to make informed product choices.
- **Increased Alignment:** Ensures all team members share the same goals and perspective.
- **Reduced Development Time:** By prioritizing effectively, speeds up the product development process.
- **Customer Satisfaction:** Addresses real user needs leading to improved product-market fit.

Productboard is implemented across industries ranging from technology to finance, addressing diverse demands such as digital transformation and customer-centric product strategies. Its adaptability and robust integration capabilities make it indispensable for businesses aiming to innovate efficiently.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“Productboard absolutely helped with customer satisfaction because we also took that product roadmap and displayed it for customers, sharing the customer roadmap with them.”



Verified user

Management Senior Manager, Global Product at a tech vendor with 201-500 employees



“Productboard has impacted our organization positively, saving a lot of people's time, generating some new ideas, and providing optimized planning.”



Verified user

Software Development at a tech vendor with 51-200 employees



“The best features Productboard offers are the insights along with the possibility to have the impacts.”



Verified user

Director at a tech vendor with 501-1,000 employees

What users had to say about valuable features:

“The best features Productboard offers are the insights along with the possibility to have the impacts. Frameworks where you can see what the impact of the feature is from a business value perspective with effort into value are among the most useful use cases.

“The insights and impact frameworks help my team significantly because we have many customers who write to us about what they would like in our product. It is a way to communicate and have a standardized process to get feedback from customers..”

Verified user

Director at a tech vendor with 501-1,000 employees

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“The ability to expose potential work through tiles and share those ideas with customers to get their feedback is a valuable feature. I also appreciate Productboard's roadmap capability where you can build the roadmap and tag different items such as projects, initiatives, and features with different criteria. You can sort them by due date, by what market segments they are impacting, whether they affect service providers, enterprises, or retail customers. There are different ways to filter the initiatives being displayed on the roadmap and quickly understand how it will impact timelines and customers.

“Creating that transparency and keeping everyone—engineering, product, and sales—on the same page was beneficial. These stakeholders could log into Productboard and see what was being worked on and when it would be deployed. Everyone in the company remained on the same page..”

Verified user

[Read full review](#) 

Management Senior Manager, Global Product at a tech vendor with 201-500 employees

“The UI setup is something I really appreciate, particularly the way you can drag and drop and how it gets connected with your chats while keeping everything in one place.

“Some of the best features Productboard offers are the AI prompting and planning based on AI. I really like the particular planning that we can do, where you can optimize bandwidth and create a very good product plan based on the items we have in our board. This is something that we can easily implement because the thinking process takes time for creativity, and we can directly get it done by Productboard.

“Productboard makes planning easier because previously we had to plan it manually and put calendar invites from Teams. Now we have a whole structure and we can simply replicate the same.

“Productboard has impacted our organization positively, saving a lot of people's time, generating some new ideas, and providing optimized planning. Time saved is definitely a metric, and improvement in productivity has been evident. We can spend more time getting insights rather than having team meetings discussing schedules. Now we directly trust AI and get it done, which is a really positive impact that we have experienced..”

Verified user

Software Development at a tech vendor with 51-200 employees

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Other Solutions Considered

“I previously used different solutions before Productboard. I used another solution, Jira, and Craft. We also used Notion, with which we were not happy, but we were more happy than we are now..”

Verified user

Director at a tech vendor with 501-1,000 employees

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“When I arrived at Megaport, they had already purchased and had an agreement with Productboard. I simply took that on, and we remained fans of Productboard. The only challenge was backing off the 15 user seat license agreement and getting it down to something more manageable, such as two to three seats..”

Verified user

Management Senior Manager, Global Product at a tech vendor with 201-500 employees

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“Before choosing Productboard, we obviously looked around with Jira and other tools like monday.com. Productboard actually struck us, and the UI attracted us. The demos given by the team were actually interesting, so our team chose Productboard..”

Verified user

Software Development at a tech vendor with 51-200 employees

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ROI

Real user quotes about their ROI:

“We have definitely seen a return on investment with Productboard because junior assistant product managers have been replaced by Productboard for planning and everything done by them, and the money is obviously saved by that. Time is also saved by Productboard, and that is definitely true..”

Verified user

Software Development at a tech vendor with 51-200 employees

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Use Case

“My main use case for Productboard is to understand the user impact of the features that are shipped in 73 Strings. Across a weekend, we received a lot of negative reviews from a customer regarding a particular feature. We went through all the reviews in Productboard, added the PRD, and got very good suggestions that actually helped us make a great impact in our company. Some of the suggestions were so specific that we went for implementation right away and it improved the reviews immediately..”

Verified user

Software Development at a tech vendor with 51-200 employees

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“My main use cases for Productboard are numerous, but road mapping and presentations are the top two.

“A specific example of how I use Productboard for road mapping is that we have many internal roadmaps, and we want to have a unique source of view for organizing different products and roadmaps where internal and external stakeholders can contribute. We have the possibility to have a cabin board that is objective-based and so on.

“I have many product use cases for Productboard. Prioritization insights are another important one, but road mapping is the most important..”

Verified user

Director at a tech vendor with 501-1,000 employees

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“At Megaport, I use Productboard to build a roadmap of all the initiatives, projects, and features the team is working on. This includes the front end of the roadmap showing what is in the backlog and all the things that could potentially be worked on by the development and product team, then the actual roadmap, and timelines on delivery.

“Productboard has a feature that I love where you can create tiles that serve as summaries. In this case, I created a summary of potential markets that Megaport was going to enter, including Stockholm, Miami, Copenhagen, and São Paulo. The valuable aspect of Productboard is that you can share these tiles with customers and ask them to vote on them and comment on them. This was invaluable in determining where Megaport should launch next. We decided to go into Stockholm and Miami because the customer feedback was overwhelming for those two markets.

“I built the roadmap of all the initiatives in flight, including all project initiatives and features that the development team and product leaders were working on. For each initiative, I developed a summary describing what we were trying to do, the business value, and how this would impact customers. This roadmap was available and used by all internal stakeholders across engineering, product, and sales, serving as the definitive source for what was in flight and when it would be coming. Productboard is really good for this purpose..”

Verified user

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Management Senior Manager, Global Product at a tech vendor with 201-500 employees

Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“When I arrived, we were already using Productboard. From what I recall, the company went with Productboard straight out. It was very stable during my time there..”

Verified user

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Management Senior Manager, Global Product at a tech vendor with 201-500 employees

Customer Service and Support

“I would give Productboard a 10 on customer service. It is very easy to get into and start playing around with it because it is very user-friendly. You learn by doing, but it is very easy to figure out how things work..”

Verified user

Management Senior Manager, Global Product at a tech vendor with 201-500 employees

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Other Advice

“I would definitely recommend Productboard to others because it is worth trying, and the features, especially the AI features that it has, are actually worth using. I gave this review a rating of 7 out of 10..”

Verified user

Software Development at a tech vendor with 51-200 employees

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“The advice I would give to others looking into using Productboard is that for a really small team, it is still adequate and not bad. However, if you have many teams across different geographies with big roadmaps, many partners, and many people, the situation changes. I rated this review as five out of ten..”

Verified user

Director at a tech vendor with 501-1,000 employees

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“Productboard is really good at enabling stakeholders to use it effectively. For example, a salesperson meeting with a customer could go into Productboard and see the features that the development team or product leaders were working on and tell the customer that these three features would likely be available in Q3 of next year, or that this project and feature would help them be more efficient and the project would be available in the coming month with the feature being prioritized for one quarter out. This had a really positive effect with customers, bringing them closer together and creating stickiness with Megaport and our development team.

“Productboard absolutely helped with customer satisfaction because we also took that product roadmap and displayed it for customers, sharing the customer roadmap with them. Internal operating efficiency also improved because internal communication meant that everyone was on the same page with no miscommunication about what was expected to be delivered when. As part of this process, I met with the development teams and product teams weekly, and every Wednesday afternoon, I would update the roadmap with new additions and whether deliverables were getting delayed or moving up. The roadmap remained current. Internal efficiencies in communication meant that everyone was on the same page.

“I did not use training materials at all. Everything was learned by trying things out and figuring them out. I cannot comment on how good those training materials were because we operated in a learn-by-fire environment.

“At the time I used it, I thought it was pretty good, but I was not using the integration capabilities very much. I did not test that functionality. I used Productboard more as a communicator and as an evolving whiteboard where we updated the roadmap and made it available for all. There was some integration involved, but not much.

“We used Productboard primarily for roadmap and tiles, so it was customizable, but I am not certain we were pushing the envelope on trying to do more customization. It was fairly customizable for how we used it, but we did not push the limits on customization.

“Productboard is a great solution and it is probably faster to just go in and try it out and figure things out. If you get stuck, either talk to support or read the documentation, as it is very user-friendly. It is probably more efficient to just dig into it. I would give Productboard a rating of 9 out of 10..”

Verified user

Management Senior Manager, Global Product at a tech vendor with 201-500 employees

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