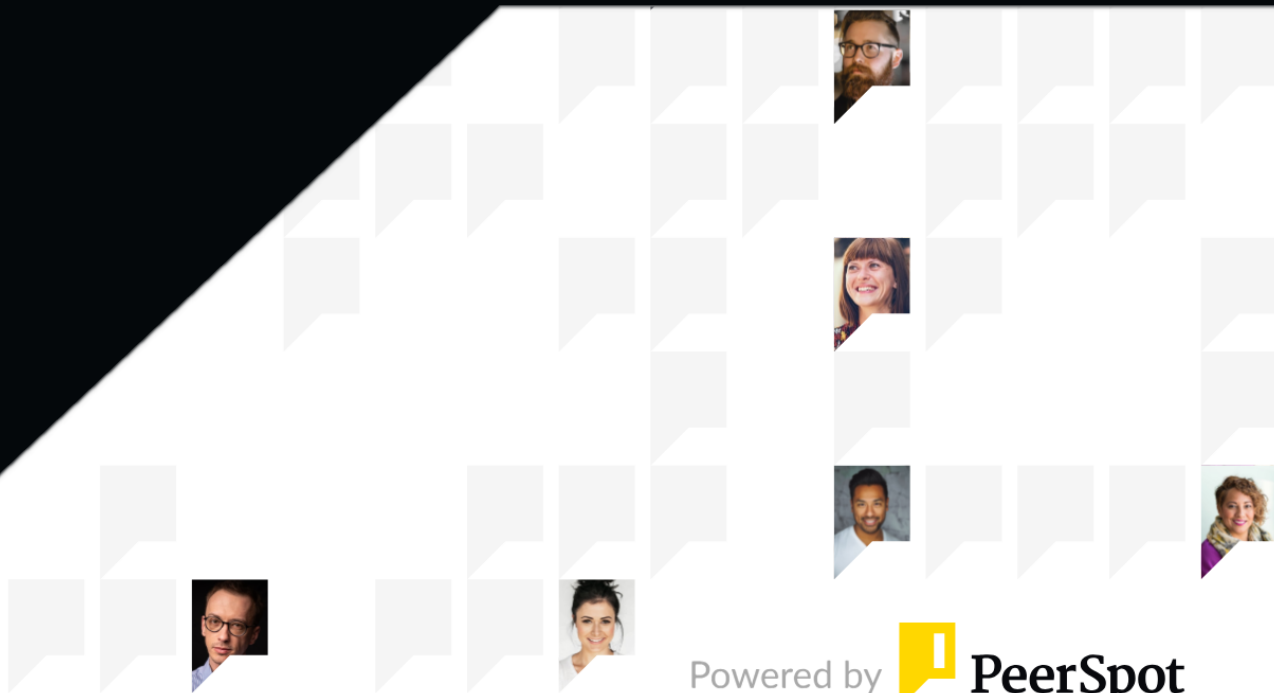


aws marketplace

Productboard

Reviews, tips, and advice from real users



Powered by  PeerSpot

Contents

Product Recap..... 3 - 4

Valuable Features..... 5 - 12

Other Solutions Considered..... 13 - 14

ROI..... 15 - 16

Use Case..... 17 - 22

Setup..... 23 - 24

Customer Service and Support..... 25

Other Advice..... 26 - 30

About PeerSpot..... 31 - 32

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 by helping us become more transparent across all the different departments, particularly when it comes to dependencies that people have on other departments and other product managers.”



G Krish

Product Manager at N/A



“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



“After adopting Productboard, I have noticed concrete results such as having the dashboards available allowed me to make quick decisions regarding the sprint and things that happened related to deliveries that were going to be late, but ended up working out due to decision-making with the data being displayed there by the platform.”



Igor Oliveira

Coordenador de Projetos at a computer software company with 1-10 employees



“The biggest positive impact of Productboard on my organization or consulting work has been more defensible prioritization, as connecting feedback to a roadmap idea allows me to show stakeholders which customer needs informed it and have focused discussions about its impact.”



Verified user

Independent Consultant at a consultancy with 1,001-5,000 employees



“Productboard has positively impacted my organization by reducing the churn rate by two percent.”



Dhaneshwaran Dhaneshwaran

Business analyst at a tech services company with 11-50 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

[Read full review](#)

“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 best features that Productboard offers in my opinion include dashboards, quick tracking, and a simple platform that is easy to understand.

In the dashboards area, I can monitor in a very easy way the team's capacity, which is my main goal and my main focus when looking at the dashboard.

“Productboard has had a positive impact on my organization as it was recommended to me and appeared as a platform different from the ones I was using at the time, but it came bringing an ease of monitoring the process.

“After adopting Productboard, I have noticed concrete results such as having the dashboards available allowed me to make quick decisions regarding the sprint and things that happened related to deliveries that were going to be late, but ended up working out due to decision-making with the data being displayed there by the platform. .”

Igor Oliveira

Coordenador de Projetos at a computer software company with 1-10 employees

[Read full review](#) 

“The best features that Productboard offers include the connection to Jira, which we use the most, the ability to see features both in the timeline view as well as the list view, and being able to switch between the two. Furthermore, being able to look across the organization and link dependencies helps us make sure that we are being transparent and are not stepping on each other's toes.

I find myself relying on the Jira connection all the time. I will either make my tickets directly within Jira or I will make them in Productboard and port them over. Typically, I make them within Jira and then port them over, which helps keep everything in a timeline.

Productboard has impacted our organization positively by helping us become more transparent across all the different departments, particularly when it comes to dependencies that people have on other departments and other product managers. For example, I found that another product manager was building a very similar pricing feature that I was building because of Productboard, and as a result, we were able to collaborate on that and build one system instead of two that would work for both of our products, as well as making sure that there is not any code redundancy..”

G Krish

Product Manager at N/A

[Read full review](#) 

The best features of Productboard include the strongest feature being the link between customer feedback and product ideas, where I can open an idea and see the evidence behind it, including who raised it and how important it is to them. Roadmap views are also strong because they make those priorities easier to discuss with stakeholders, along with the customer portal and Jira integration that help extend the process of collecting feedback to communicating plans and tracking delivery.

I find myself using the customer feedback linkage the most because that is where I get the most day-to-day value, as I can go from a proposed feature back to the customer comments behind it and see whether the same need is coming up repeatedly, making better prioritization calls.

“The biggest positive impact of Productboard on my organization or consulting work has been more defensible prioritization, as connecting feedback to a roadmap idea allows me to show stakeholders which customer needs informed it and have focused discussions about its impact. It also saves time when explaining a decision because the context and supporting feedback are there to refer back to. A relevant example of when clarity or defensible prioritization led to a better outcome is from a retail SaaS feedback project where we brought requests from the customer success, product, and engineering team into a structured intake process, which guided roadmap decisions and provided stakeholders with clearer reasons for our prioritization. .”

Verified user

Independent Consultant at a consultancy with 1,001-5,000 employees

[Read full review](#) 

“The best features Productboard offers are the feedback and insights, which stand out because we get a centralized location where all feedback is stored.

“From my perspective, feature prioritization, the product roadmap, and the customer portal are very helpful for traceability.

“When things go down the drain, we can always trace back to where feedback came from, and user need or feature prioritization is really valuable for me.

“When I share about feature prioritization and product roadmap from my experience, I have 15 customers with 10 repeat features from each customer. Based on that, I could evaluate the impact, how many customers need it, and what value it provides. This is part of our business objective, and another consideration is regulatory changes.

“I noticed that there is a very big change coming up, and many of our customers in the similar domain are starting to ask for the same feature. Based on that, we could figure out the priority. Productboard breaks down the board into four different areas.

“Productboard has positively impacted my organization by reducing the churn rate by two percent..”

Dhaneshwaran Dhaneshwaran

[Read full review](#) 

Business analyst at a tech services company with 11-50 employees

Other Solutions Considered

Before switching to Productboard, we were using Jira and switched due to some financial circumstances and a remodeling of our current management platform.

Igor Oliveira

Coordenador de Projetos at a computer software company with 1-10 employees

[Read full review](#) 

“Before using Productboard, we were just using Google Sheets, Google Docs, and PowerPoints to communicate our roadmaps across the company, which really put product managers into silos. Everyone was using different formats as opposed to one format..”

G Krish

Product Manager at N/A

[Read full review](#) 

“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

[Read full review](#) 

“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

[Read full review](#) 

ROI

Real user quotes about their ROI:

I have not gotten any return on investment yet; I know we had a reduction compared to our previous platform, but I do not have that more detailed data.

Igor Oliveira

Coordenador de Projetos at a computer software company with 1-10 employees

[Read full review](#) 

“I have not seen a return on investment nor can I share relevant metrics as I am not the decision maker for purchasing Productboard. That being said, all of the things that I have mentioned in regards to collaboration definitely have seen notable improvements..”

G Krish

Product Manager at N/A

[Read full review](#) 

“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

[Read full review](#) 

Use Case

“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

[Read full review](#) 

Using Productboard, I can control the Kanban related to sprints, everything we map today related to the activities connected to product delivery.

A quick and specific example of how I use Kanban within Productboard in my day-to-day work is that we do all the sprint and backlog work, and by configuring its swimlanes, I can check from status to status where each activity is according to the team's progress across all areas: product, development, QA, all the way through to completion.

“Weekly I issue reports to monitor the Kanban part and identify what we can leverage from the team's capacity, looking at some markdowns there to make decisions. .”

Igor Oliveira

Coordenador de Projetos at a computer software company with 1-10 employees

[Read full review](#) 

“My main use case for Productboard is using it to build my roadmap and show it to other stakeholders, making sure that all of the Jira tickets that we have are linked to it so that any other product leaders or leaders across the company, the engineering team, or design can take a look at what is currently being worked on as well as what is up next on the roadmap.

For most initiatives and features that I have built using Productboard, it always starts with creating a top-line level Productboard feature, and then from there, if there are any sub-features, I will break those down as well using the sub-feature component of Productboard. This has really helped particularly my engineering manager to see what is going on so that she can allocate work to her engineers..”

G Krish

Product Manager at N/A

[Read full review](#) 

“I primarily use Productboard for two things: requirement management to capture business requirements and maintain traceability, and as a central location for storing customer feedback.

“Our customer success team uses Productboard for customer feedback, which we also use to roadmap based on complaints that we have received.

“For a recent example of how I use Productboard for requirement management and customer feedback, I was working with various teams, and multiple feedbacks were coming in.

“I log these multiple feedbacks, and from there, the product management team addresses the issues and helps the sales team with upsell opportunities..”

Dhaneshwaran Dhaneshwaran

Business analyst at a tech services company with 11-50 employees

[Read full review](#) 

My main use case for Productboard is bringing customer feedback into one place and using it to inform roadmap priorities. I also use it to connect what customers are asking for with the product ideas we are considering while making the reasoning behind those priorities clear to stakeholders.

A specific example of how I have used Productboard to bring customer feedback together and connect it to my roadmap is when I spot recurring feedback from different conversations pointing to the same problem, I generally group those comments into Productboard, link them to the relevant product idea, and bring that evidence into the roadmap discussion, making it easier to explain both who was affected and why the work mattered.

“Stakeholder alignment is one of the key features of using Productboard because having all those feedbacks connected to a roadmap item allows me to show leadership and the customer-facing teams why an idea is being considered, what we have prioritized, and what is still undecided. The shared context is the main value for me. .”

Verified user

[Read full review](#) 

Independent Consultant at a consultancy with 1,001-5,000 employees

“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

[Read full review](#) 

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

[Read full review](#) 

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

Productboard is implemented in my organization on-premises.

My experience with pricing, setup costs, and licensing is that the company paid for it, and I ended up not taking part regarding costs, but I believe it made sense for our current moment. .”

Igor Oliveira

[Read full review](#) 

Coordenador de Projetos at a computer software company with 1-10 employees

“My advice for others looking into using Productboard is that it is very important to have a strong setup from the start. Part of what made it a bit difficult to use at first is that we did not have the Jira connection initially, nor the ability to see things in the table view as opposed to just the timeline view. Getting all of those things set up early on would make it really good for people to be able to get used to using it as soon as possible..”

G Krish

Product Manager at N/A

[Read full review](#) 

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

[Read full review](#) 

“Productboard's customer support is really good. We have had a few calls with customer support or customer success at Productboard, probably because we had a specific plan with them, and they were always very helpful in getting us up to speed and learning about all of the different features..”

G Krish

Product Manager at N/A

[Read full review](#) 

Other Advice

My advice for other people who are thinking about using Productboard is that I believe it is a great experience for those who are looking for financial relief in the company or for those who are looking for an easy product. I would rate this review an 8.

Igor Oliveira

Coordenador de Projetos at a computer software company with 1-10 employees

[Read full review](#) 

My advice to others looking into using Productboard is to trial it with real customer feedback and a real roadmap decision instead of judging it only from the demo, ensuring they bring in feedback from different channels and agree on who owns the feedback triage and how ideas are organized. I would rate Productboard an eight out of ten overall.

Verified user

Independent Consultant at a consultancy with 1,001-5,000 employees

[Read full review](#) 

“Productboard is a good tool and I would recommend most companies use it, but the things that I have shared would be really helpful to improve. I would rate this product an eight out of ten..”

G Krish

Product Manager at N/A

[Read full review](#) 

“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

[Read full review](#) 

“My advice to others looking into using Productboard is to give your time, talk to the team, and talk to the pre-sales engineer. This feels like a slow burn.

“Regarding Productboard's AI capabilities, I think its governance and security are top-notch. I also feel that the accuracy and reliability of Productboard's AI output are top-notch. I am rating this review a seven out of ten..”

Dhaneshwaran Dhaneshwaran

Business analyst at a tech services company with 11-50 employees

[Read full review](#) 

“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

[Read full review](#) 

About this buyer's guide

Thanks for downloading this PeerSpot report.

The summaries, overviews and recaps in this report are all based on real user feedback and reviews collected by PeerSpot's team. Every reviewer on PeerSpot has been authenticated with our triple authentication process. This is done to ensure that every review provided is an unbiased review from a real user.

Get a custom version of this report... Personalized for you!

Please note that this is a generic report based on reviews and opinions from the collective PeerSpot community. We offer a [customized report](#) of solutions recommended for you based on:

- Your industry
- Company size
- Which solutions you're already considering

The customized report will include recommendations for you based on what other people like you are using and researching.

Answer a few questions in our short wizard to get your customized report.

[Get your personalized report here](#)

About PeerSpot

PeerSpot is the leading review site for cloud, AI, and business software. We created PeerSpot to provide a trusted platform to share information about software, applications, and services. Since 2012, over 22 million people have used PeerSpot to choose the right software for their business.

PeerSpot helps tech professionals by providing:

- A list of products recommended by real users
- In-depth reviews, including pros and cons
- Specific information to help you choose the best vendor for your needs

Use PeerSpot to:

- Read and post reviews of products
- Access over 30,000 buyer's guides and comparison reports
- Request or share information about functionality, quality, and pricing

Join PeerSpot to connect with peers to help you:

- Get immediate answers to questions
- Validate vendor claims
- Exchange tips for getting the best deals with vendor

Visit PeerSpot: www.peerspot.com

PeerSpot

244 5th Avenue, Suite R-230 • New York, NY 10001

reports@peerspot.com

+1 646.328.1944