How to leverage Chameleon to build your product roadmap

Webinar on November 4, 2020
Our agenda for today (~30 mins)

1. Roadmapping best practices
2. How microsurveys can help
3. Live Chameleon microsurvey tutorial
4. Q&A and more resources
Let’s agree what we mean by product roadmap

A product roadmap is a visual representation that summarizes the vision and related milestones.
Product roadmaps are important for product success

- Transparency → good opinions/ideas
- Clarity and certainty → easier decisions
- Agreed focus → speed of development
- Stakeholders alignment → less derailment
The hardest thing is to prioritize correctly

Value Versus Complexity Quadrant

Kano Model

Sources: blog.fullstory.com/8-ways-to-prioritize-product-roadmap/
In all cases, getting customer feedback is key

Passive feedback channels
- Support tickets
- Sales calls
- QBRs / CSM calls
- ...

Active feedback channels
- UX research projects
- Beta programs
- Surveys
- ...

...
Lot of active feedback happens via email and calls

Traditional online surveys delivered via emails have low open/start rates and even lower response rates
However NPS (a “microsurvey”) has been revolutionary.

NPS is a microsurvey that’s become wildly popular predominantly due to its simplicity.
In-product microsurveys can transform user feedback

- Contextual
- Data-driven
- Easy

- In-Product
- Event-triggered
- Micro-format
Microsurveys provide critical ‘signal’ for roadmaps

- **NPS** → collecting “verbatim” feedback and analyzing into themes
- **CES** → usability/ease of specific flows
- **Prompts** (e.g. “How can we improve this page?”) → timely, contextual responses
- **Open** (e.g. “Give feedback button”) → page specific product feedback
- **PM Fit** → understanding product resonance within specific personas
- **Multiple choice** (e.g. “Which is more important?”) → user priorities
- **Research recruitment** → deep-dives with the right type of user
Best practices for effective microsurveys

- One goal per survey; prioritize ruthlessly
- Ensure relevancy
- Trigger based on user data, such as action (or inaction)
- Avoid fatigue by limiting cadence and offering gratitude
- Link to your analytics system, database and Slack
- Have a team lead that owns continuous feedback
Takeaways + Q&A

1. Ask questions if there is something you’re unclear about
2. Read more: trychameleon.com/blog/tags/continuous-feedback
3. Consider what’s top of mind for product now (new feature, troublesome flow, redesign, feature fit etc.) and identify what’s the best microsurvey
4. Gain alignment and then build and publish your microsurvey
5. Kick the tyres with Chameleon: trychameleon.com/signup