

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

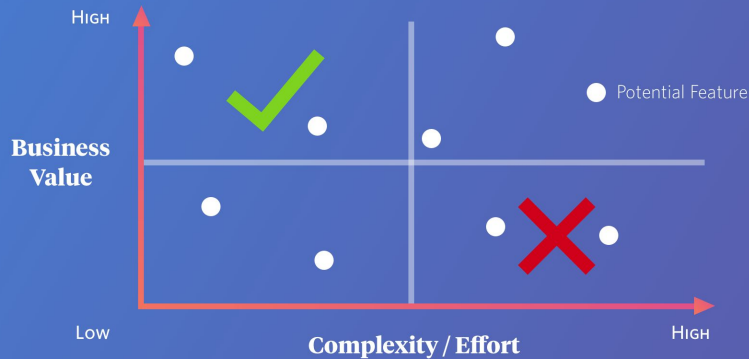
Product roadmaps are important for product success

- ✓ Transparency → good opinions/ideas
- ✓ Clarity and certainty → easier decisions
- ✓ Agreed focus → speed of development
- ✓ Stakeholders alignment → less derailment

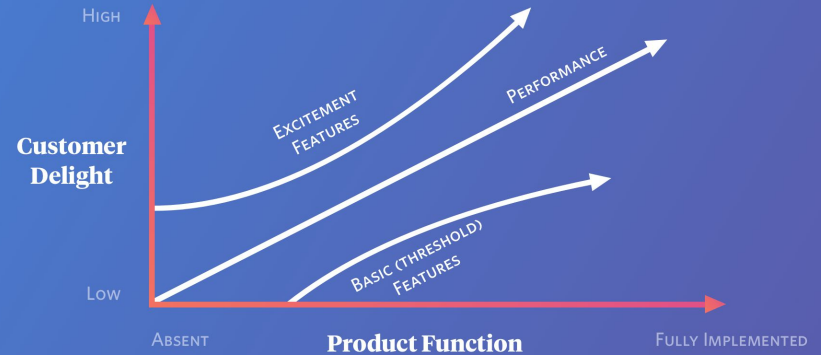


The hardest thing is to prioritize correctly

Value Versus Complexity Qaudrant



Kano Model



In all cases, getting customer feedback is key

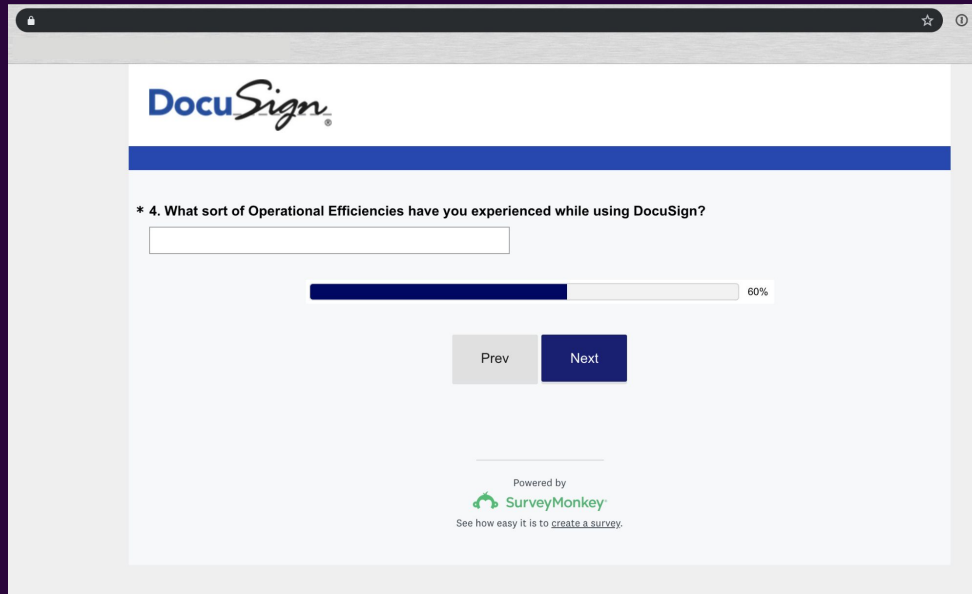
Passive feedback channels

- 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



The screenshot shows a web browser window displaying a DocuSign survey. The DocuSign logo is at the top left. Below it is a blue horizontal bar. The survey question is: "* 4. What sort of Operational Efficiencies have you experienced while using DocuSign?". Below the question is a text input field. A progress bar below the input field shows 60% completion. Below the progress bar are two buttons: "Prev" and "Next". At the bottom of the page, it says "Powered by SurveyMonkey" with the SurveyMonkey logo and a link to "create a survey".

Traditional online surveys delivered via emails have low open/start rates and even lower response rates

However NPS (a “microsurvey”) has been revolutionary

NPS Survey Simple Form

How likely are you to recommend us to a friend or colleague? *

Not Likely Extremely Likely

0	1	2	3	4	5	6	7	8	9	10
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How did we disappoint you and what can we do to make things right?

Submit

NPS is a microsurvey that's
become wildly popular
predominantly due to its
simplicity

In-product microsurveys can transform user feedback

Contextual



In-Product

Data-driven



Event-triggered

Easy



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