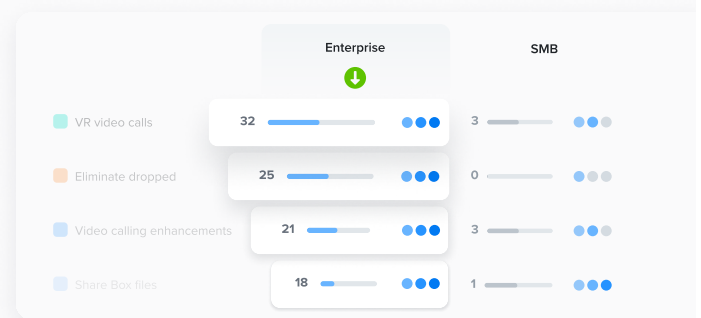**productboard** VS. **Aha!**

It doesn't matter if you deliver on time if you've built the wrong thing with Aha

Aha is built for an old way of doing product that prized delivering on time over building the right thing. That might make it a fine solution for product planning, but it's such a complex product, many teams never successfully implement Aha or see usage wane over time. Then they come to Productboard.

A system your teams will really use

Browse Aha customer reviews and you'll see terms like "dated interface", "clunky", and "bloated".

Productboard is meticulously designed to inspire your product teams' best work and put your roadmap in the best light. Its modern, streamlined UX ensures rapid adoption and maximum daily productivity for your teams.

The customer-centric solution

Aha has some capabilities for capturing product feedback but provides an incomplete picture of what customers need.

Only Productboard offers a wide variety of feedback integrations, AI powered capabilities for uncovering customer insights at scale, and the flexibility required to identify what truly matters most to your customers.
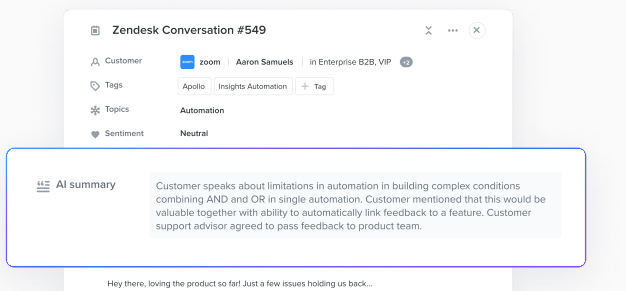
Your success assured

If you're in the process of evaluating product management solutions, compare Aha's hands-off approach to the consultative role provided by Team Productboard. It's indicative of what's to come once you become a customer.

Former Aha customers rave about Productboard's comprehensive customer success offerings that go beyond implementation services to help up-level your organization's product practice.
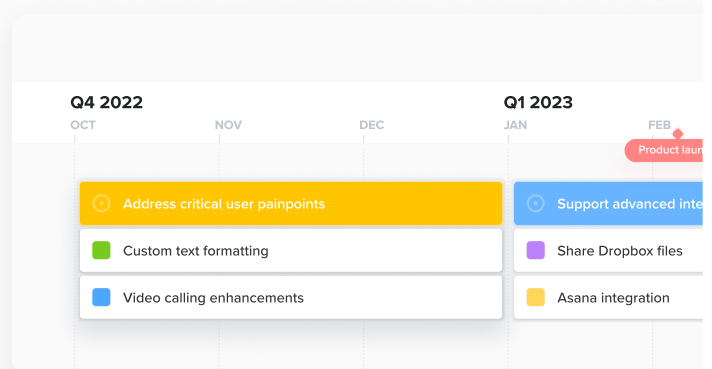
Why Aha customers switch to Productboard

> The challenge with Aha was the UI itself and our ability to adopt it. **Aha was clunky**, so we had trouble getting teams to use it and it wasn't helping in the way we needed. The **Productboard adoption went swiftly** and we rolled it out in a matter of weeks.
>
> — former Aha customer

> While Aha was very powerful **it had a lot of stuff that was just overkill**... which went mostly unused and made it difficult to use and train incoming PMs and stakeholders.
>
> — former Aha customer

> There are just a lot of modern UX elements of building roadmaps that we didn't get with Aha, the ability to drag and drop the timeline of a roadmap item, the ability to easily move entities around. **Productboard provides more of a modern web experience compared to Aha.**
>
> — former Aha customer

> **Productboard's customer feedback capabilities are much better than in our previous solution, Aha.** Now that people can see all the user insights associated with feature ideas there's confidence growing through the org in the product teams' priorities. GTM teams are finally eager to contribute customer feedback now that they can do it in Productboard.
>
> — former Aha customer

> I'm really impressed with all the onboarding materials that you guys put together. It's very clear that you're not like Aha or ProdPad or a lot of those other tools because **you have this really comprehensive program to make sure that your customers are successful**.
>
> — former Aha customer

Request a personalized demo at productboard.com

Benefits only Productboard can provide

		vs.	Aha!	
Main navigation that can be personalized by each user to focus on what matters most	✅		⊗	Only Productboard allows each product maker and stakeholder to customize the navigation to put their most important product and customer information front and center.
Flexible product hierarchy to zoom out for the big picture	✅		⊗	Only Productboard allows product makers to zoom out to get the big picture, and capture ideas large and small all in the same view with a flexible product hierarchy.
More precise categorization and analysis of customer needs	✅		⊗	Only in Productboard can makers highlight individual insights within a piece of feedback and link each to one or more feature ideas. This is more flexible than Aha's model for merging related feedback and then promoting these ideas to features 1:1. Productboard's user impact scores also provide a more nuanced view into what matters most to customers because they take into account the importance of each feature to each customer (e.g. nice-to-have vs. critical), rather than treating all feedback as equally important.
Intelligently-identified feedback trends for analyzing customer needs at scale	✅		⊗	Only Productboard provides smart capabilities for identifying what topics are trending across thousands of pieces of customer feedback. You can monitor these topics and leverage additional AI capabilities to keep a continuous pulse on your customers' needs.
AI for understanding customer needs in less time	✅		⊖	Productboard AI leverages data that can only be found in your product management system to help makers act fast on emerging market opportunities and understand what customers really need. Aha AI now supports one aspect of this: distilling recurring topics across customer feedback.
User segmentation based on Amplitude & Mixpanel product usage data	✅		⊗	Only Productboard lets you see what matters most to new users, power users, or the early adopters of your product's newest feature, with user segments defined around product usage data.
See which features are worth the most ($) to your business	✅		⊗	Only Productboard lets you see the business value of every feature idea (e.g. for each feature, the total $ ARR of all customers who've requested it). These aggregated values are generated for any numerical field imported with customer company records from a CRM.
Feedback integrations with Slack, Microsoft Teams, Intercom, Gainsight CS/PX	✅		⊗	Productboard supports more integrations for centralizing feedback so it can be put to use informing every product decision.
Time horizons for timeline roadmaps	✅		⊗	Only Productboard supports a "time horizons" setting on timeline roadmaps that can be enabled to obscure specific dates for stakeholders (that may be liable to change).
Easy-access roadmap analytics	✅		⊗	Only Productboard provides easily accessible analytics on each roadmap, showing how much traffic it's receiving, who the most recent visitors are, and who has visited the most over the past 30 days.

Request a personalized demo at productboard.com

Expert services that extend beyond solution implementation

With a comprehensive set of customer success offerings and a unique focus on driving measurable business outcomes, Productboard is dedicated to ensuring your success.

Product management expert services

Productboard provides services that extend beyond driving smooth adoption of the platform. These include process architecting, program management, product operations, strategic consulting, and onsite trainings for teams and stakeholders.

Product process transformation

We'll work with you to implement modern product processes across your product organization and beyond, all with the goal of driving measurable business outcomes.

Deep product & industry expertise

Our engagement managers and solutions architects bring a wealth of experience from the fields of product management, operations, consulting, and customer success.

Accelerated adoption and org-wide change

We think beyond solution implementation to create a sustainable program that will support change extending beyond your product teams.

Ongoing programming

Productboard provides additional offerings to help your team learn best practices and advance in their careers. These include Productboard Academy, a collection of product education video resources, the Product Makers customer community, and an ongoing event series, which includes major annual conferences like the Product Excellence Summit.

> " Our solution architect and engagement manager were **instrumental in leading our org through rolling out Productboard.**
>
> They were more than just implementation specialists — they were thought partners who really dug in and learned who we are as a company and helped guide us toward a solid operational plan. They created assets that are invaluable to our teams and are constantly referred to and shared. 10/10 would recommend working with the service team at Productboard again!"

Nicolina Brown
Product Operations Manager, MX

Learn more about Productboard's Services offerings