

Aha! software

A tool for product management

Overview

- Launched in 2013
- Used for:
 - Product management
 - Product operations
 - Engineering
 - IT
 - Project management
 - Business operations
 - Marketing
 - UX
- Everything through a browser
- Now consists of five tools
 - Aha! Roadmaps
 - Aha! Ideas
 - Aha! Whiteboards
 - Aha! Knowledge
 - Aha! Develop

Aha! Roadmaps

- First software released
- Visual summary of development over time
- Directs strategy and defines execution
- Adapt roadmaps for each audience

Aha! Ideas

- Requests and suggestions from different parties
- Submitting, discussing and collaborating
- Product development driven by customer feedback

Aha! Whiteboards

- Virtual whiteboard
- Similar function to a traditional one
- Compatible with video conferencing
- Can be saved as a shared file

Aha! Knowledge

- Construct and administer a self-service online library
- Internal, client and public knowledge bases
- Allows standardization through templates

Aha! Develop

- Agile project management tool
- Plan, organize and report on work done
- Consistent backlog to know what needs to be done
- Generating reports
- Compatible with Scrum, Kanban and SAFe

Live tool demonstration

Usage of Aha!

- **Strategic planning**
 - Establish strategic objectives
 - Team alignment and focus on most important tasks
- **Idea management**
 - Gather feedback from stakeholders
 - Meet user needs
- **Real-time collaboration**
 - Collective brainstorm to discuss concepts and features
 - Improve communication
- **Documentation**
 - Manage and organize product documents
 - Share and retrieve information with little need for searching
- **Development**
 - Create sprint plans, monitor progress and manage iterations
 - Follow methodologies like Scrum or Kanban

Companies using Aha!

Siemens

- Improved efficiency and reduced maintenance and R&D costs with Aha!
- Use Aha! for daily updates, stakeholder reports and submission of ideas

Red Hat

- Wanted to communicate strategy and coordinate plans efficiently
- Use Aha! for project management, roadmap visualization, implementation plans, and updates on development progress

Advantages

- Many functionalities in one place
 - Fewer tools needed
- Most information accessible through the same platform
 - Reduced emails and meetings
- Powerful roadmapping tool
 - Different levels of detail depending on audience
 - Superior to many alternatives
- Customizable
 - Tailor features to fit needs
 - Attentiveness to feedback and frequent releases
 - Flexible pricing model and no downloads
- Ideas portal
- Requirements traceability
- Integrations

Limitations

- More high-level than low-level
- Limited requirements management
 - Not primary focus
- Implementing mostly handed elsewhere
- Relatively expensive
 - Pay per user
- Steep learning curve
 - Logical when accustomed but big commitment in adoption
- Maybe not ideal for small teams

Integrations

- Over 65 other tools
- Development
 - Jira, Azure DevOps, Rally, Github and more
 - Send features and get updated on progress
- Communications
 - Slack, Microsoft Teams, Google Chat and Flowdock
 - Minimize switching between programs
- Design
 - Figma, Abstract, InVision and Marvel
 - Easy access to resources and mockups
- CRM
 - Salesforce, ServiceNow and Zendesk
 - Help with gathering requests
- File storage, calendars, SSO and more
- RESTful API

Alternative tools

Jira

- More focus on bug reporting and issue tracking
- Less strategy capabilities, e.g. no roadmaps
- Common to use both but for different things
- Maybe more complementary than alternative

ProductPlan

- Focus on creating and sharing roadmaps
- Significantly less functionalities, e.g. no feedback collection
- Limited customization
- Simpler and cheaper

monday.com

- Broader audience and bigger scope
- More capabilities in sales, marketing and HR
- Even more customization
- No dedicated knowledge management tool

Comparison

	Aha!	Jira Software	ProductPlan	Monday.com
Roadmapping	Robust	No	Specialized in roadmapping	Limited
Idea Management	Robust	No	Yes	Yes
Project Management	Yes	Yes	Yes	Yes
Portfolio Management	Yes	Yes	No	Yes
Collaboration	Yes	Yes	Yes	Yes
Reporting	Robust	Robust	Basic	Limited
Customization	High	High	Limited	High (no-code/low-code)
Integrations	Over 65	Over 3000	Limited	Over 200
Supports Agile Development	Yes	Excellently	Yes	Yes but lacks some important features