You Might Also Like

- What is the best walk-through software to onboard new users?
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- Are there any good Aha! alternatives?

Ask a question

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- Question asked by Mark Lummus
- Tools
- 8 replies
- 2 years ago

What is your current product management tool stack?

Hey tool users, what's your product management tool stack look like?

- Where do you keep your stories? Jira or spreadsheet?
- Where do you keep your roadmap? in Aha! or powerpoint?
- Where do you keep your priorities? in spreadsheet?
- What are your sources of customer feedback?
- Are you using any other tools in your day-to-day? Pendo, full story, google analytics, et al.

- Answer
- Like 2

-

8 Replies

[Paul Maurer](#)
VP, Product - NextTier Education
2 years ago

For stories and bug tracking: JIRA

Roadmap: Powerpoint

For priorities & (internal) biweekly product review: Excel

Sources of customer feedback: visits, phone calls, email, support page via ZenDesk

Product analytics: MixPanel, SQL, Excel

- Comment
- [Like 2](#)

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[Keith Brown](#)
VP Marketing, Aha!
2 years ago

Thanks Paul. Do you integrate JIRA with any other tools in your stack?

- Comment
- [Like](#)

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[Paul Maurer](#)
VP, Product - NextTier Education
2 years ago

We integrate JIRA with Slack in a dedicated channel to see activity - 2 separate channels for our 2 main JIRA projects. Also integrate JIRA with Github.

- Comment
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[Olga](#)
Startup-er
2 years ago

1) Stories: both in Jira/Confluence and in G-docs

2) Roadmap: Roadmap Planner (a tool on strategy planning), and TeamGantt (for PM purposes)

3) Priorities: G-docs; Notes/ideas: Roadmap Planner (backlogs section)

4) Cold emails, Skype/Hangout calls, conferences, exhibitions

5) Hubspot (not too happy with it, but Bitrix/Pipedrive/others are not much better), G-Analytics, YesWare

- Comment
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[Alexander Rossbach](#)
Product Manager at Liftopia
2 years ago

1. Stories and bug tracking: YouTrack
2. Roadmap: Google Slides
3. Priorities: Google Doc
4. Customer Feedback: ZenDesk as well as emails, phone calls and user interviews.
5. We're a fairly small Engineering/Product team so PM's have to be pretty scrappy:

- Invision, GIMP and Sketch for prototyping and design.
- Sequel Pro for running DB queries and getting the data we need.
- Sublime Text or Atom for the times we need to get our hands dirty.
- Google Analytics and Looker for data visualization.

- Comment
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[Dorottya Kiss](#)
2 years ago

- Stories: Google Spreadsheet but many use JIRA
- Roadmaps: Roadmunk, ProdPad
- Priorities: Trello is perfectly fine for that
- Customer Feedbacks: Survicate is great

We've recently compiled them in a post:

https://uxstudioteam.com/ux-blog/product-management-tools/

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[Bryan McCarty](#)

Product Management and Marketing 🚀

7 months ago

I won't report everything that everyone already listed, but I will add **Google Analytics**! I used it heavily when I was a product manager. And I still use it for my current product marketing work, which I obviously do in [Aha! for Marketing](#). We launched the product with a [Google Analytics](#) integration, to help you do that critical last step of measuring the impact of your work.

And last week we added an enhancement to help marketing teams focus on the metrics that matter most. You can see the blog post here: https://blog.aha.io/enhanced-aha-for-marketing-integration-with-google-analytics

So, for the product marketing folks viewing this thread....If you are already using Aha! for Marketing and looking for a better way to connect your GA data with your actual work activities, this should help!

I'd love to hear what you think of Aha! for Marketing or the GA integration.

- Comment
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[Bryan McCarty](#)

Product Management and Marketing 🚀

6 months ago

Update to my previous comment ^

As you know, just a few weeks ago, we launched an integration with Google Analytics. Well, we heard loud and clear that product teams wanted to use it as well. So, good news!

> ***Product teams can now track user engagement data from Google Analytics directly in Aha!***

See it in action here: https://blog.aha.io/understand-your-users-with-the-aha-google-analytics-integration

- Comment

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