

eBook

Product roadmapping 2.0: best practices in AI integration

What's inside:

Building successful product roadmaps

The best of current roadmapping tools

AI integration: how it's changing the game

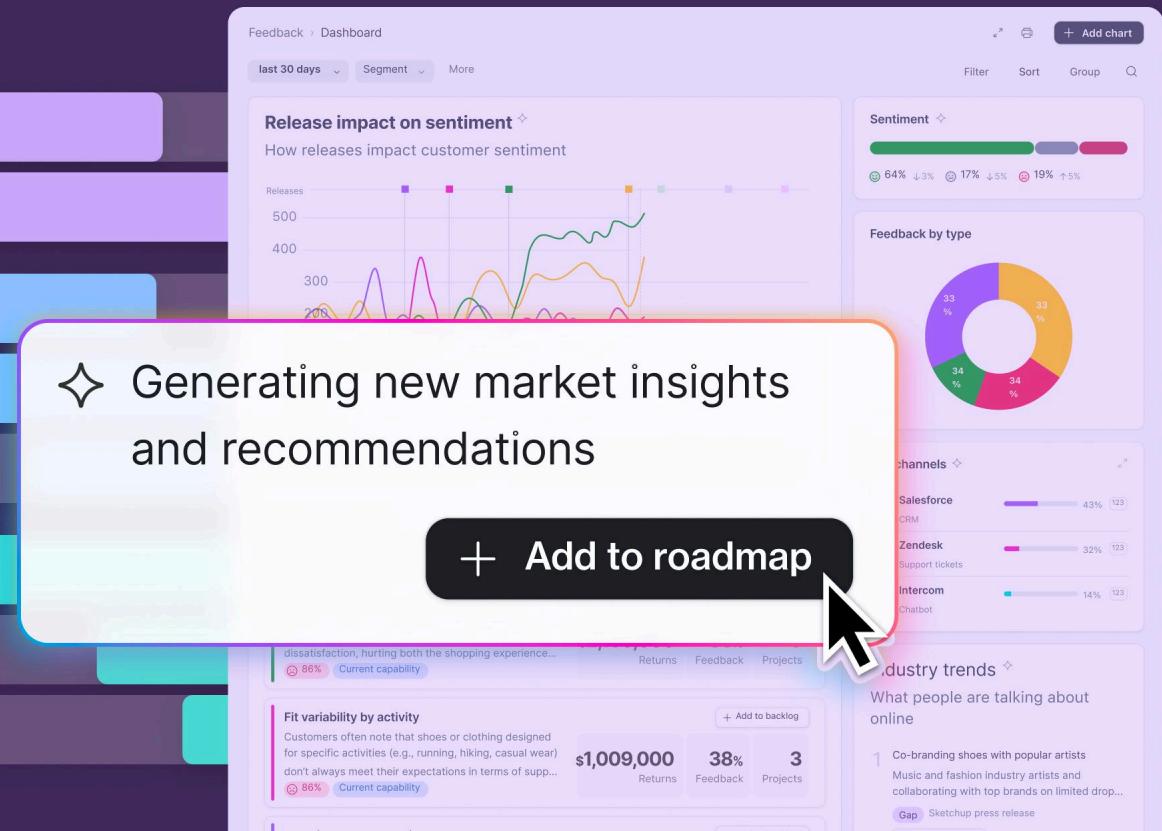
The Airtable difference

Unlock digital product operations for the AI era

 eBook

❖ Generating new market insights and recommendations

+ Add to roadmap



Introduction

The proliferation of AI has raised a question of whether our current roadmapping tools for product teams need to evolve—and the answer is an obvious yes. Technology is changing faster than ever and our ability to anticipate, build, and ship products that meet this evolving reality needs to match its pace.

This progress has propelled us to a fork in the road when it comes to product roadmapping—and that fork forces us to choose between rigid point solutions and more flexible, customizable platforms. The future of roadmapping will address not only what we're solving for, but how. If building products that solve your customers and improve your bottom line is important to you, keep reading.



Building successful product roadmaps

Unlike a codified and static document, a product roadmap is also a living, strategic reflection of the company's evolving goals and an articulated plan for executing against those agreed upon product deliverables.

As a product professional, you know an effective roadmap should:

Help your organization communicate with both customers and external stakeholders about general directionality and timing

Describe your team's current strategic vision as you build against it to achieve your goals

Map a followable document that can measure strategic progress

Spark discussions and reactions to compel planning commitments and deadlines

Drive alignment among various stakeholders before execution begins

The best of current roadmapping tools

There's a variety of platforms available to you as a product professional, from point solutions to more flexible options, but the industry has made some clear frontrunners identifiable.

Notion

Focused on consolidation, integration, and visibility. Unites all steps from ideation to launch in one place, grouped by a shared view for all stakeholders involved.

productboard

Focused on alignment around roadmaps, but enforces a rigid workflow that teams need to organize around.

smartsheet

Focused on increasing value in your IT investments by removing friction within your IT infrastructure. Some find the UI complicated.

Aha!

Built specifically for creating visually pleasing product roadmaps. Lacks flexibility to create other resources or customize for your processes.

Airtable

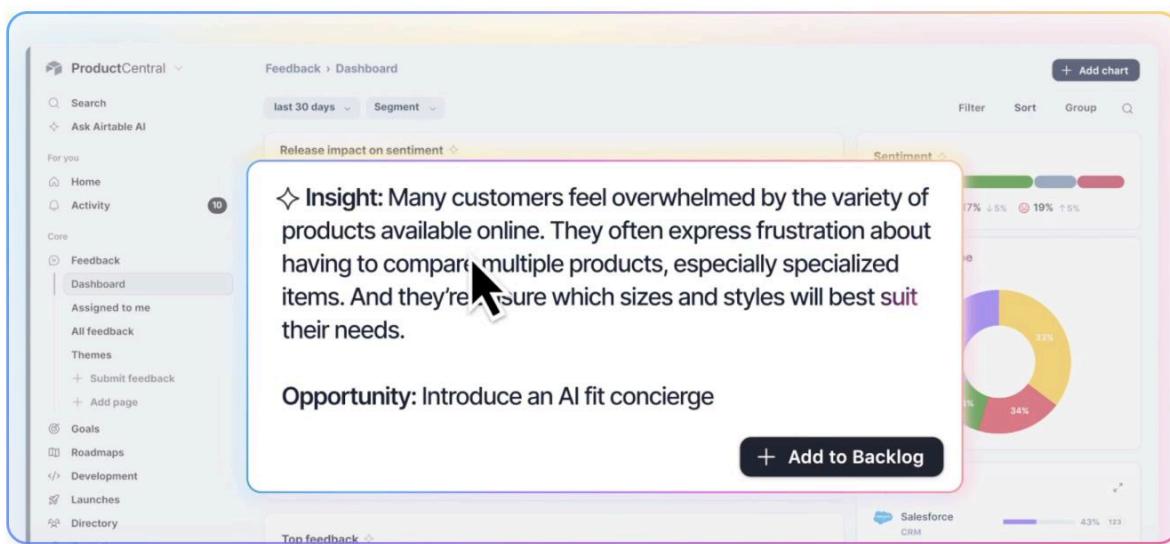
One platform to consolidate and customize workflows and data, connecting cross-functional teams and integrating with other systems of record for maximum impact.

AI Integration

How it's changing the game

In the age of AI, product teams should expect the most from all of these tools. But as AI infiltrates products across the market, we're seeing that many tools aren't actually integrating AI so much as paying lip service to it with bolted-on chat bots. In these cases, AI may change how customers interact with a product, but don't meaningfully alter the way it's built.

The best roadmapping tools will integrate AI more fully with product roadmapping software in order to deliver the highest impact possible. Here are a few examples of how we're using AI at Airtable, and how any roadmapping tool will look when using AI effectively.



Market research & competitor analysis

Before AI

Market research and competitor analysis relied heavily on consumer reports and other research, from tracking new releases and scouring product updates to monitoring reviews and customer sentiments.

This time-consuming process means that by the time data and insights are in the hands of the teams who need them, they may already have become irrelevant or affected user engagement or acquisition.

After AI

Live and real-time automation of research and analysis saves time and human effort while opening up tremendous possibilities—reducing timelines on some tasks from days and weeks to mere seconds.

For example, one can assemble market research, customer insights, and competitor behavior all in the same place. From there, you can ask AI to find patents in the space to uncover whether a competitor is developing something that solves a particular customer insight soon.

Creativity is the only limit—we're only just discovering the possibilities.

Collecting consumer feedback

Before AI

Required PMs to pull as much feedback as possible into one place, often by efforts of multiple teams from product operations to research teams.

From there, a heavily manual tagging system was employed to organize and categorize this feedback.

Analysis was also conducted by individuals who had to assess feedback density, repetition and context—an incredibly time-consuming process.

After AI

Automate and flag feedback coming in while expediting the value of that data with rapid analysis that provides PMs with more actionable insights.

Parse mountains of feedback to identify customer pain points so your team can build products that alleviate customer sticking points before your competitors can.

Break down granular psychographic customer segments into tidy buckets to productize against.

Proactively create questionnaires and research groups and both administer the surveys and then parse the results of the survey responses.

Sprint prioritization & roadmap planning

Before AI

Processes were held up by having too many tasks and not enough time or resources to accomplish them.

This created a sense of always trying to catch up—meaning priorities either remained stagnant or pivoted erratically and without sound strategy.

Strategy drift was hard to track against task execution.

After AI

Get complete visibility on the product roadmap and keep every team and stakeholder aligned to a single source of truth.

Drill down into specific user stories, backlogs, and tickets at the team level to identify when execution drifts away from strategy.

Analyze headcount and cost to ensure alignment to strategic priorities and scale workflow automations.

The progress made in processes through AI is clear, but what's also clear is that we're only just discovering what's possible. The only limit now is the creativity behind our ideas and teams—and while AI doesn't eliminate ambiguity or missteps, it does allow product teams to rapidly experiment with multiple options.

The Airtable difference

At Airtable we subscribe to the charter that business agility is not merely a tactical advantage but an existential requirement for future success. And we're confident that by meaningfully embedding AI into every part of our product and our customer's workflows we can accelerate agility and unlock efficiencies that drive profit and reduce friction.

When choosing the right roadmapping solution for your product org, you need to evaluate one that will scale the product and the team as they grow especially with accelerated review cycles and less manual work thanks to AI automation.

While many of the tools discussed in this piece offer surface-level collaboration in which you can check boxes when tasks are completed, Airtable is a relational database at its foundation. By focusing on flexibility and customization, our tool embeds into your native workstream and empowers teams to work in a manner that's unique to them, while remaining intuitive and maximizing efficiency.

As our friends at JetBlue said,

"Airtable is the first roadmapping tool that, for lack of a better word, allows us to be ourselves."

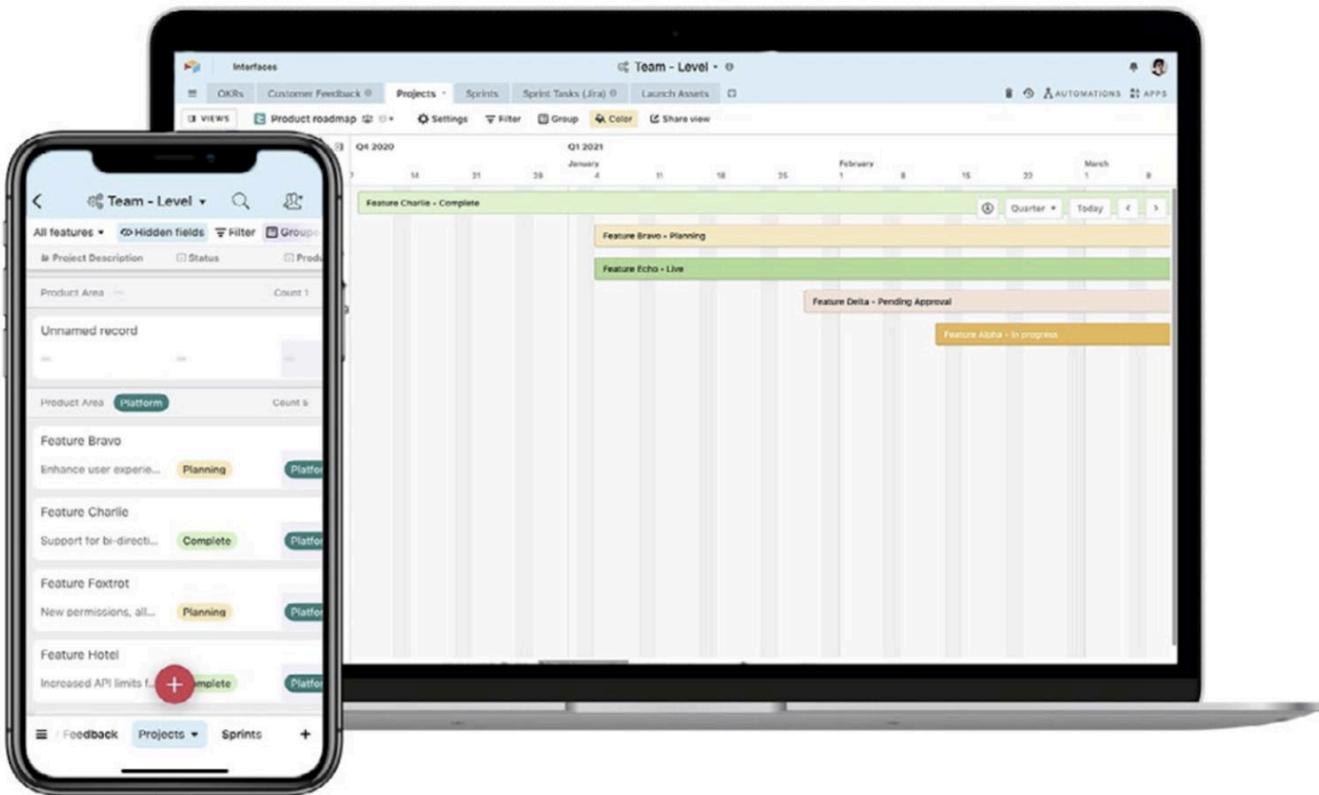


Airtable gives the ability to customize on the fly so that teams can not only work the way they want—they can also evolve their processes alongside changing business needs without losing connection to each other or to critical data.

If Airtable sounds like the right tool for your team and you're ready to get started, check out our guide to building your roadmap in Airtable or contact our sales team now.

[Read Rules of the roadmap](#)

[Contact Sales ↗](#)



About Airtable

Unlock digital product operations for the AI era

Product teams use Airtable to create modern business apps to manage and automate critical business processes. Airtable is an app platform that enables teams to build workflows that modernize their business workflows. More than 500,000 organizations, including more than half of the Fortune 1000, and 80% of the Fortune 100 use Airtable's visual, flexible tools to customize workflows that meet their exact needs, whether they're creating blockbuster movies, designing running shoes, distributing life-saving vaccines, or roadmapping their next big product launch.

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