



PM Series III: Breaking the Mold in PM

**CHALLENGING  
CONVENTIONAL  
WISDOM**



@vallabhchitnis



1

## Flexible Feature Prioritization

**Why:** Traditional roadmaps are static, but customer needs are dynamic.

**What:** Keep your feature prioritization flexible.

**How:** Implement a 'living' roadmap, openly adjusting feature priorities based on ongoing customer feedback.

**Result:** Keep the product aligned with user needs.



2

## Direct Customer Engagement

**Why:** Data can be misleading or incomplete. Direct customer interaction provides a fuller picture.

**What:** Engage with customers directly to gather genuine feedback.

**How:** Personally visit key customers, observe product usage and discuss their needs.

**Result:** Insights to reshape the product strategy.



3

## Embrace Negative Feedback

**Why:** Negative feedback is often hidden, yet it's a goldmine for improvement and customer trust.

**What:** Publicly address and welcome negative feedback.

**How:** Share customer criticisms with your team and plan how to address them.

**Result:** Increased trust and customer loyalty.



**Coming Up Next**

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**THE MYTH OF THE  
PERFECT ROADMAP**



@vallabhchitnis