

# DemoP

Product Management Showcase: How I approach product work

## Product Roadmap 2026 (*Here is the plan*):

*Strategic initiatives across Growth, Core Product, Integrations & Infrastructure*

Theme	Q1	Q2	Q3	Q4
<b>Growth</b>	Onboarding redesign Reduce drop-off 30%	Referral program Viral loop launch	Self-serve upgrade Reduce sales friction	Enterprise trial track Pilot 5 accounts
<b>Core Product</b>	OKR check-in reminders Weekly nudges	AI goal suggestions GPT-powered drafts	Team pulse surveys Sentiment tracking	Cross-team dependencies Blocker visibility
<b>Integrations</b>	Slack integration Notifications + updates	Jira two-way sync Task to OKR mapping	Salesforce connector Revenue OKRs	Zapier support Open ecosystem
<b>Infrastructure</b>	SSO / SAML rollout Enterprise security	Audit log & permissions Admin controls	Security compliance certification	Role-based access control

Roadmap reviewed every 6 weeks. Priorities shift based on NPS signals, customer feedback and revenue impact scoring.

## PRD- AI Goal Suggestions (*Here is 1 feature in detail*):

<b>Owner</b>	Product Manager	<b>Target release</b>	Q2 2025
<b>Stakeholders</b>	Engineering, Design, Customer Success	<b>Priority</b>	P0 - Must have

### Problem statement:

73% of DemoP users abandon the goal-setting flow before completing their first OKR. Exit surveys reveal the primary blocker is a blank canvas; users do not know where to start. This leads to low activation, poor week-2 retention, and downstream churn.

### Proposed solution:

An AI-powered suggestion engine that surfaces 3-5 contextual OKR drafts based on the user's role, team, and existing company objectives. Users can accept, edit, or dismiss suggestions inside the Create OKR modal.

### User stories:

- As a new user, I want suggested goals so I can set up my first OKR without starting from scratch
- As a team lead, I want suggestions aligned to my team's objectives so goals cascade correctly

- As an admin, I want to control which suggestion categories are shown to match our strategy

### Acceptance criteria:

- Suggestions appear within 1.5s of opening the OKR creation modal
- 3-5 suggestions shown per session, each with an objective, 2 key results and a suggested owner
- Users can accept, edit inline, or dismiss each suggestion independently
- Dismissed suggestions are not shown again in the same session

### Success metrics:

- OKR completion rate increases from 27% to 55% within 60 days of launch
- Week-2 retention improves by 8+ points for users who use suggestions
- 40% of new OKRs created using a suggestion within 90 days

### Out of scope:

- Custom suggestion training per company — Phase 2
- Standalone key result suggestions without an objective
- Integration with external HR systems for role data

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## Upcoming features (Here's what each planned feature is):

### 1. Slack integration:

Connect DemoP with Slack so users get OKR updates and check-in reminders directly in Slack without logging into DemoP.

### 2. AI goal suggestions

When a user creates a new OKR, AI suggests ready-made goals based on their role and team — so they don't start from a blank page.

### 3. Team pulse surveys

Short weekly check-ins sent to team members asking how they feel about progress — like a mood/sentiment tracker.

### 4. Self-serve upgrade

Let users upgrade from free to paid plan on their own inside the app, without needing to talk to a salesperson.

### 5. Jira two-way sync

Connect DemoP with Jira so tasks in Jira automatically link to OKRs in DemoP and both update

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## Feature Prioritization - RICE Framework | Q2 2026

*Score = Reach x Impact x Confidence / Effort. Higher scores indicate higher priority.*

Feature	Reach	Impact	Confidence	Effort	Score	Priority
Slack integration	6,500	3	90%	3 weeks	585	P0
AI goal suggestions	8,000	3	80%	4 weeks	480	P0

<b>Team pulse surveys</b>	5,100	2	65%	6 weeks	221	P1
<b>Self-serve upgrade</b>	3,200	2	70%	5 weeks	179	P1
<b>Jira two-way sync</b>	2,800	2	60%	8 weeks	105	P2

Top 2 items recommended for Q2 sprint. Remaining items move to Q3 pending design capacity. Scores reviewed monthly with engineering lead and Head of Product.