LTMG

Uncovering Opportunities

Persona-Driven Product Roadmap Questionnaire

Developing a product roadmap that aligns with the needs and preferences of your target personas is critical for driving adoption, satisfaction, and loyalty among your legal tech customers. By incorporating persona insights into your product planning and prioritization process, you can ensure that your development efforts are focused on the features and capabilities that matter most to your ideal buyers.

To help you uncover opportunities and inform your persona-based product roadmap, use this questionnaire to guide your research, ideation, and decision-making process.

Persona Profile

Who are our target personas for this product or feature?	
What are their key goals, pain points, and challenges?	
What are their primary use cases and workflows?	
What are their technology preferences and constraints?	
What are their buying and decision-making criteria?	

Competitive Landscape

What competing products or solutions are our personas currently using?	
What do they like and dislike about these solutions?	
What features or capabilities are missing from these solutions?	
How are these solutions priced and packaged?	
What are the key differentiators and value propositions of these solutions?	

User Feedback and Insights

What feedback have we received from our personas about our current product or feature set?	
What pain points or frustrations have they expressed?	
What ideas or suggestions have they shared for new features or improvements?	
What usage and behavioral data do we have on our personas' product interactions?	
What patterns or trends can we identify in this data?	

Market Trends and Opportunities

What emerging trends or technologies are impacting our personas' needs and preferences?	
What regulatory or compliance changes are affecting their workflows or requirements?	
What new use cases or market segments are emerging that align with our personas' goals and challenges?	
What partnership or integration opportunities exist that could enhance our value proposition for our personas?	
What thought leadership or educational content could we develop to help our personas navigate these trends and opportunities?	

Roadmap Prioritization and Planning

Based on our persona insights and market analysis, what are the top features or capabilities we should prioritize for our roadmap?	
How do these features align with our personas' goals, pain points, and use cases?	
What are the estimated development costs and timelines for these features?	
What are the potential risks and dependencies associated with these features?	
How will we measure the success and impact of these features for our personas?	

Go-to-Market Strategy

How will we position and message these new features or capabilities to our target personas?	
What content and collateral will we need to develop to support our launch and rollout?	
What training and enablement will our sales and customer success teams need to effectively sell and support these features?	
What pricing and packaging changes, if any, will we need to make to align with our personas' buying preferences and budgets?	
What feedback loops and customer validation processes will we put in place to ensure ongoing alignment with our personas' needs and expectations?	