



ClickUp for Product Managers

How to Simplify Product Management & Ship Faster with ClickUp



Overview

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Strategize and align product teams

Organize feedback & prioritize what matters

Create the perfect product roadmap

Save time with clear agile workflows

Track performance and goal progress

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Overview

The success of product managers today calls for careful execution in project and team management; aligning your teams on strategy, roadmaps, product requirement documents, and more—all while listening to your community along the way!

The good news is that with ClickUp, you have all of the tools necessary for successful product management in one place.

In this guide, you'll learn how to use ClickUp to:

01 Strategize and align product teams

02 Organize feedback & prioritize what matters

03 Create the perfect product roadmap

04 Save time with clear agile workflows

05 Track performance and goal progress



Nick Foster,

Director of Product Management at Lulu Press

"Our engineers and product managers were bogged down with manual status updates between Jira and other tools. With ClickUp, we've regained hours of wasted time on duplicative tasks. Even better, we've accelerated product releases by improving work handoff between QA, tech writing, and marketing."

Strategize & align product teams

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Strategize & align product teams

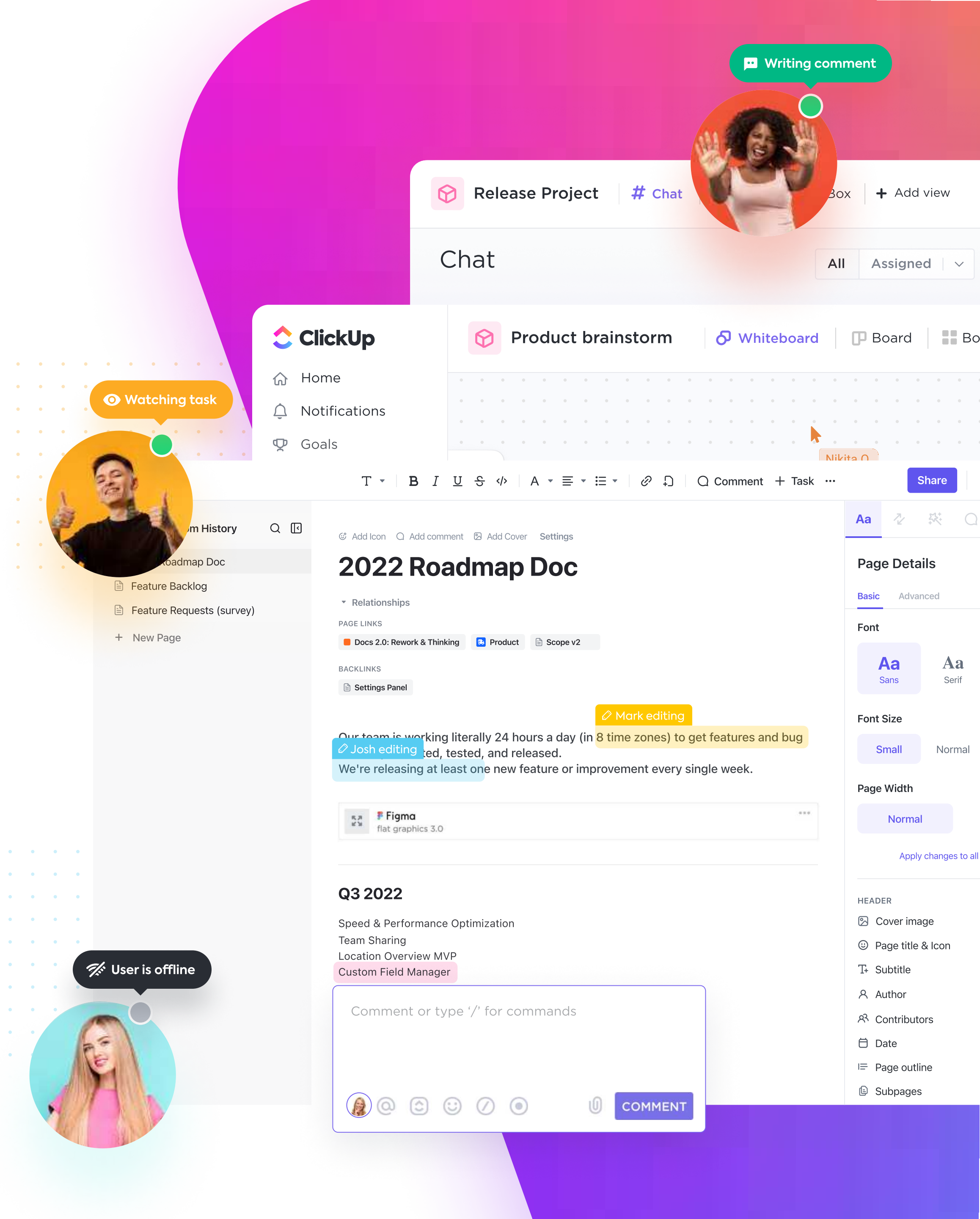
ClickUp allows you to collaborate across the entire product lifecycle across multiple teams, even those outside product. Manage feature launches, design, development, stakeholders, and customer feedback—all in one place.

Clearly define & share product requirements

- With [ClickUp Docs](#), you can collaborate with your teams on product briefs, product requirements, user stories, and tag those responsible for each area of work.
- Add comments on Docs to communicate changes, embed external links or files for quick access, and link a Doc to a task to track all of your work on a new feature.

Fast-track collaboration

- With [Clip](#), your team can quickly record and share videos with for speed and clarity, no emails or meetings required.
- [Task Comments](#) and [Chat](#) make team communication fast and highly contextual, with conversations happening within relevant tasks and views.



Organize feedback

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Organize feedback & prioritize what matters

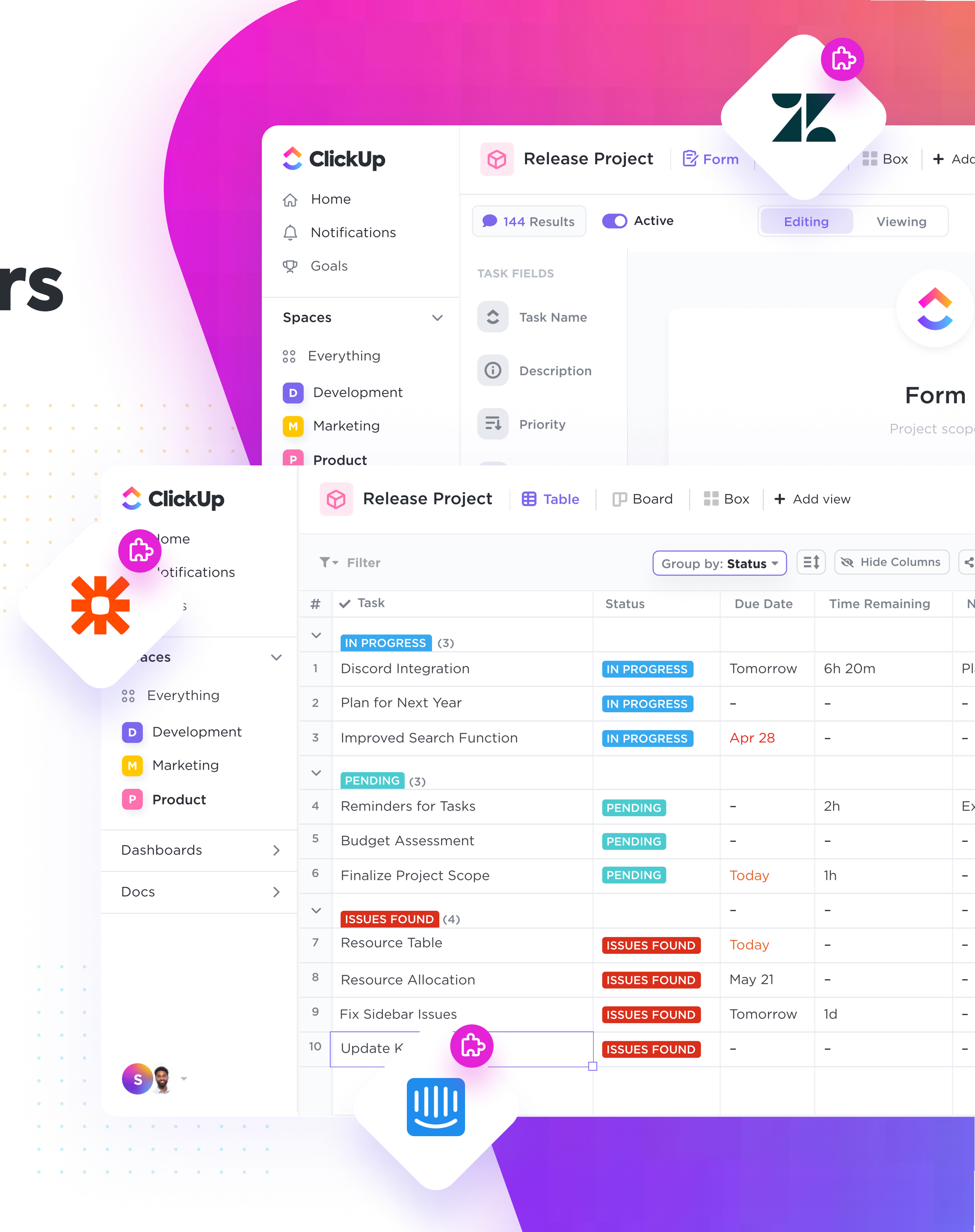
Collecting customer feedback to inform direction is key to driving any product to great success. With ClickUp, you can sync feedback from multiple customer service channels into a single place. Then, your team can organize feedback into visual databases with Custom Fields, sorting, and formulas to better inform development priorities.

Organize feedback

- Create custom [Forms](#) to gather customer feedback. Each submission is turned into a task so, allowing you to easily review and organize response data.
- Use native integrations for [Zendesk](#), [Intercom](#) and [Zapier](#) to seamlessly bring customer responses from third-party apps into a central location.

Prioritize what matters

- Add Custom Fields to quickly identify details relevant to your team: dropdowns for severity, labels for categories, text for feedback, and more.
- Use Formula Fields to calculate priority based on Custom Field inputs to easily visualize what needs to be added to future sprints.



#	Task	Status	Due Date	Time Remaining	N
IN PROGRESS (3)					
1	Discord Integration	IN PROGRESS	Tomorrow	6h 20m	PI
2	Plan for Next Year	IN PROGRESS	-	-	-
3	Improved Search Function	IN PROGRESS	Apr 28	-	-
PENDING (3)					
4	Reminders for Tasks	PENDING	-	2h	EX
5	Budget Assessment	PENDING	-	-	-
6	Finalize Project Scope	PENDING	Today	1h	-
ISSUES FOUND (4)					
7	Resource Table	ISSUES FOUND	Today	-	-
8	Resource Allocation	ISSUES FOUND	May 21	-	-
9	Fix Sidebar Issues	ISSUES FOUND	Tomorrow	1d	-
10	Update K	ISSUES FOUND	-	-	-

Create the perfect product roadmap

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Create the perfect product roadmap

Collaborating on product roadmaps and aligning on priorities is essential for establishing a north star. This keeps everyone on track for deadlines and launching products that meet everyone's goals.

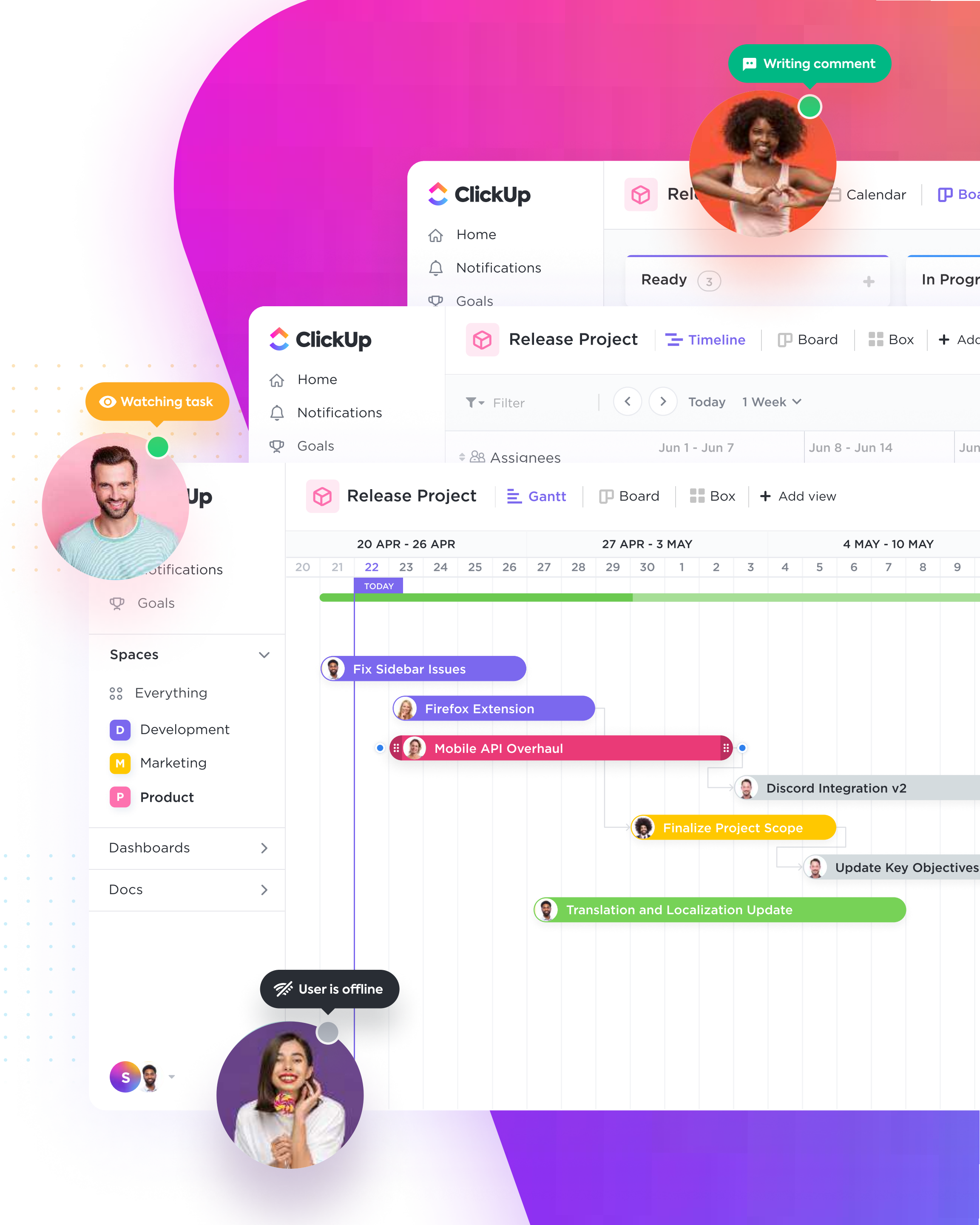
With ClickUp, it's easy to brainstorm on roadmaps with your team using Whiteboards. Then, you can put ideas to action with trackable tasks on a Timeline, Gantt, Board, or Table view.

Brainstorm roadmaps together

- ClickUp's [Whiteboards](#) enable your team to collaborate in real-time on roadmaps, brainstorm, sprint retros, and more—and then turn them into trackable tasks with assignees.

Visualize product goals and deadlines

- Strategically plan milestones, deadlines, and project owners with views that can be customized for any need with [Timeline](#), [Gantt](#), [Board](#), and [Table](#) views.



Save time with

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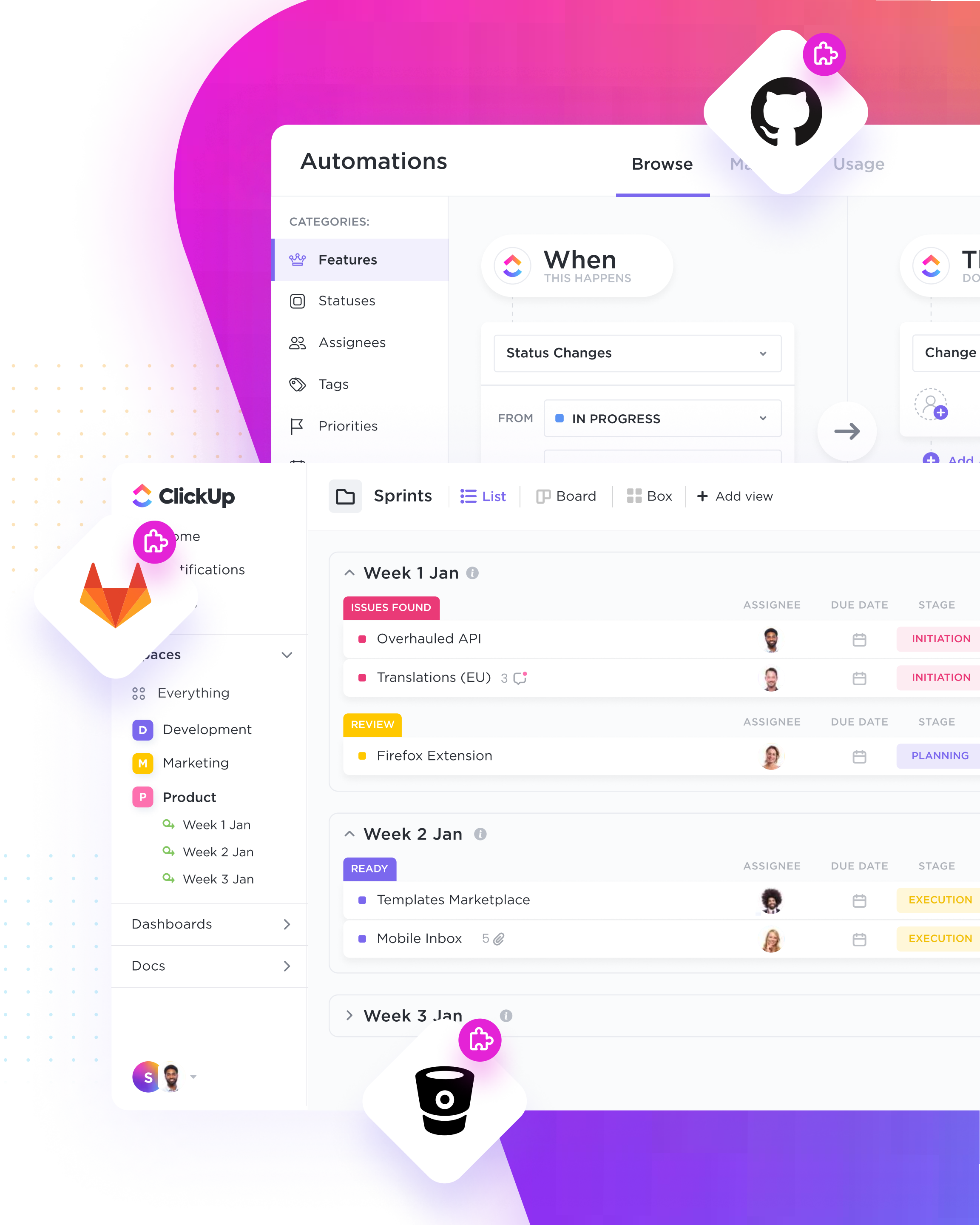
ClickUp provides the perfect agile tools to allow engineers to focus on their code while keeping product managers updated on backlog progress.

Sprint planning

- ClickUp's [Sprints](#) are designed to maximize your productivity—allowing you to move bite-sized tasks into a sprint, visualize weekly performance as a team, and increase overall velocity.
- Automate your sprints by rolling over unfinished tasks into the next sprint cycle and track progress with customizable Dashboards and sprint widgets.

Integrate your engineers' git workflows

- Simplify your engineering workflows and sprint management with native integrations for [GitHub](#), [GitLab](#), and [Bitbucket](#) that enable you to visualize your team's work in one place.



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Track performance & goal progress

ClickUp simplifies the goal-setting process and makes it easy for teams to define and track progress against product OKRs.

Set realistic goals

- ClickUp [Goals](#) enable you to clearly define how to achieve your objectives through measurable actions with Targets.
- Set Goals and OKRs with tasks, numerical values, or true/false inputs. This allows your team to align on the result and focus on what needs to be done in order to meet each Goal.

Track team performance

- ClickUp's [Dashboards](#) provide the perfect visual for tracking important metrics for your Goals and Sprints.
- Keep an eye on work completed and the scope of work remaining with a Burnup chart, monitor your team's pace with the Velocity widget, and stay on top of your team's KPIs with the Goals widget.



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Product Management

Kanban

Agile Management

Backlogs & Sprints

Roadmap

Bug Tracking

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Managing any product is no easy task, but with the right tools you can better align teams, collaborate, and stay on track to hit your goals.

ClickUp's flexibility empowers you to do all of the above without jumping between disparate tools. Now, you can finally bring your product teams, workflows, and reporting all in one place to save time and ship faster.

Join 800,000+ highly productive teams



Ready to discover the benefits of ClickUp for Product Management?



- Home
- Notifications
- Goals

Spaces

- Everything
- Development
- Marketing
- Product

Dashboards >

Docs >



Project | List | Board | Box | Add view

COMPLETE

- App marketplace
- Automations
- Salesforce integration

REVIEW

- Budget assessment 3
- Finalize project scope
- Machine learning tools
- API review

READY

- Design proofing

Docs

Add Comment Settings

Meeting Notes

PAGE LINKS
Docs 2.0: Rework & Thinking | Product | The Jerrycan

Full Data Hosting - pushing forward before the deadline
 Jenny editing on focus for bugs/issues from latest release
 Brian explained how we have gotten to this point with bugs

Chat

- Courtney on Nov 5 2020 at 1:50 pm
@Julie Hey! Just checking if you're still posting the final version of the Rhino today?
- Julie on Nov 5 2020 at 2:50 pm
@ Courtney Yep! @Marci jumped in to but I'll be posting it by 4pm.
- Courtney on Nov 5 2020 at 3:15 pm
Fab! Killing it @Marci 😊