



# Innovation in Product Development

The latest data on how successful product development teams collaborate to build the future

2024 REPORT



# The need for innovation is urgent, but are leaders prepared to take risks?

98% of leaders agree that the [need for innovation is urgent](#). However, most leaders we recently surveyed said that their company is afraid to prioritize breakthrough innovation in the current climate. Many are also worried about being disrupted by their competition.

Product development teams are trying to work as efficiently as possible while building cutting-edge new products. They're navigating new ways of working and the evolving hybrid workplace, economic uncertainty, and rapid advancement in AI and ML technologies. (These rapid advancements come with the pressure for engineering teams to push out new AI tools and features before anyone else.)

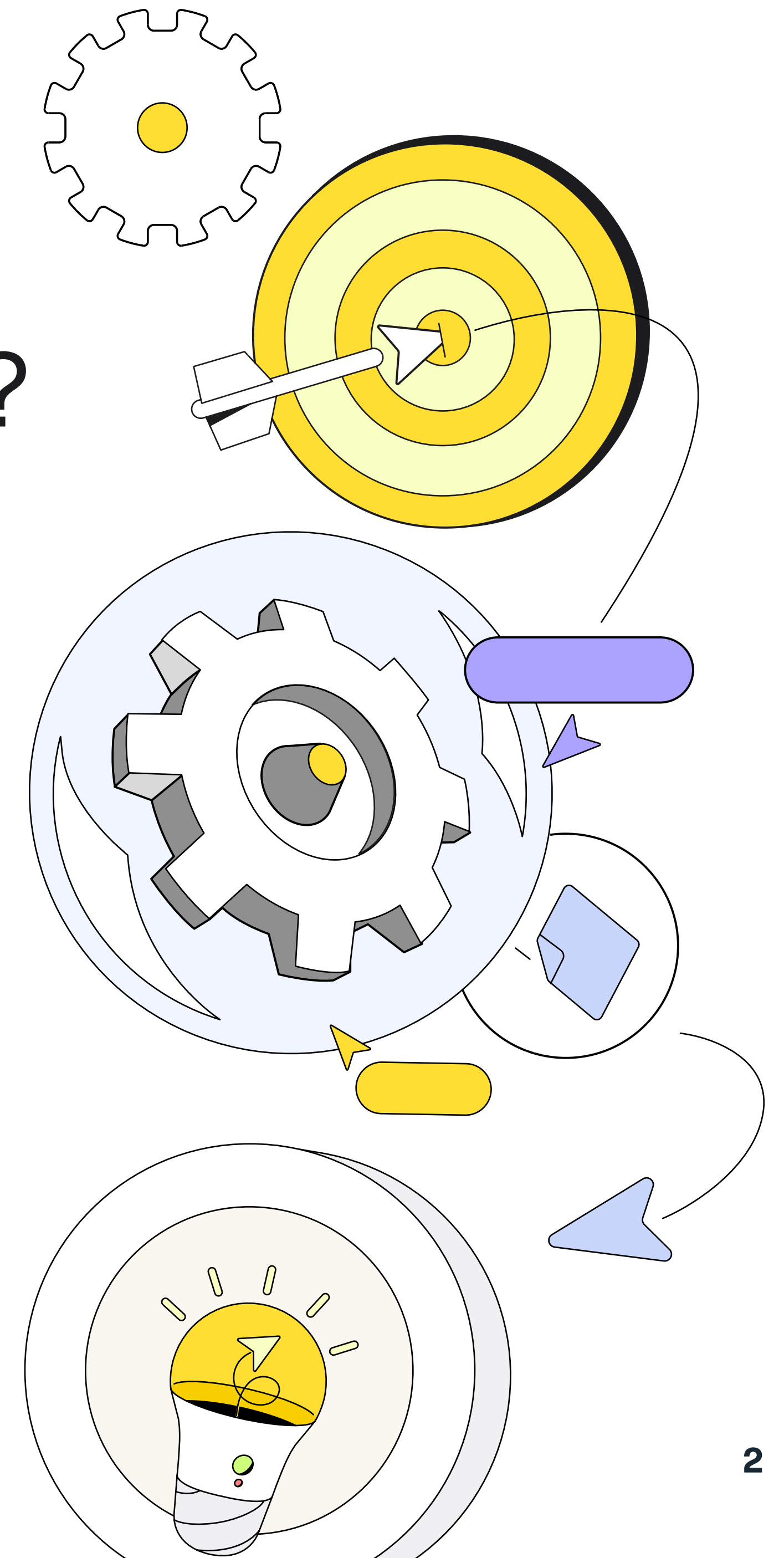
Product leaders are asking themselves:

*How can we maintain a competitive time to market without compromising quality or experience? And How can we innovate while mitigating risks?*

Successful product teams are addressing these challenges by prioritizing collaboration, customer-driven development, and efficiency above all else.

We partnered with AWS to create this report and get a global sense of how product teams are doing today. What's preventing them from innovating? What kinds of opportunities and challenges lie ahead? What are leading product teams doing differently?

We hope you can take the learnings from this report and implement them on your team to build better products, faster. Thanks for reading.





# Virtual collaboration and smart tools are changing product development

Today, Agile product teams are working to put out new features and tools and keep up with user demand, many as distributed teams. Big-room planning has given way to virtual planning, and teams have had to get used to approaching visual collaboration differently. And due to overall economic conditions, most departments across organizations are being asked to do more with less, leading to a closer analysis of the true value of every investment and tool.

To get a full picture on the current state of product development, we surveyed 100 product professionals across industries and company sizes, talked to leaders on successful product teams, and collected data from recent surveys and reports. We'll get into the challenges keeping teams from progressing, and the biggest opportunities on the horizon.



## Here's what you'll get in this report:

- Product development challenges teams are facing in 2024
- Best practices for Agile product development
- The influence of AI on the future of product development
- A look into what kinds of tools product development teams use today
- Ways to incorporate smarter mapping and diagramming into product workflows
- Stats about what's working in product development, and what isn't



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# The latest data to guide product teams

## Process



**77%**

of product professionals surveyed feel the top barrier to their company's growth is inefficient processes.

[OnShape](#)

**27%**

of respondents strongly agree that if they need data to support their work, they know exactly where to find it.

[Miro](#)

**30%**

of product team members feel they have "high autonomy" when it comes to choosing how to do their work.

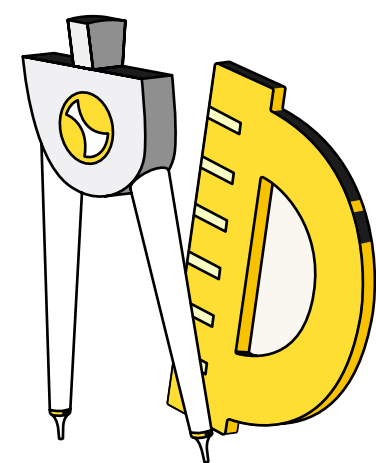
[Airtable](#)

**47%**

of product teams are measured against monthly or daily active users.

[Airtable](#)

## Tools



**290+**

Product teams use an average of 292 software apps and systems.

[Airtable](#)

**35%**

of product teams are using AI in their product development processes.

[Miro](#)

**95%**

of teams feel they have the tools they need to ship on time, but the majority still don't ship on schedule.

[Airtable](#)

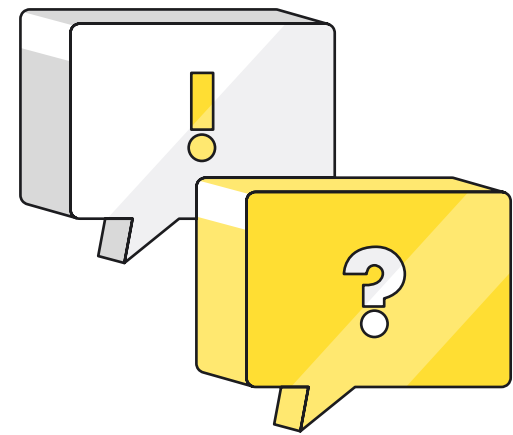
**17%**

of product professionals reported that not having the tech employees want to work with has hurt their retention efforts.

[OneShape](#)

## Key findings

### Challenges



**31%**

of business leaders say legacy tech is getting in the way of innovation at their company.

[Miro](#)

**1 in 5**

product professionals surveyed feel that their work does not have good internal visibility.

[Miro](#)

**43%**

of product team respondents said working collaboratively across departments is a major challenge for their organization.

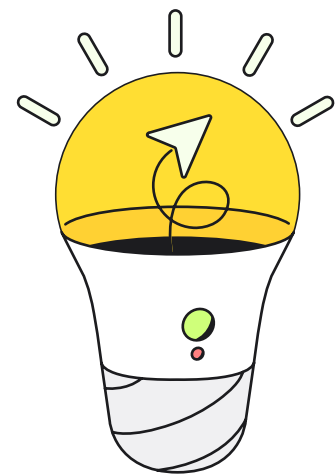
[Airtable](#)

**98%**

of global business leaders surveyed believe that the need for product innovation at their organization is urgent.

[Miro](#)

### Opportunities



**44%**

of respondents strongly agree that their company is forward-thinking around product development processes.

[Miro](#)

**38%**

of product professionals surveyed feel strongly that they're supported by other internal teams to do their best work.

[Miro](#)

**80%**

of decision makers said that reducing data and information silos is a top priority for their organizations.

[Airtable](#)

**90%**

of workers don't want to be in-office full time, and 88% would choose to work hybrid or remote.

[Miro](#)

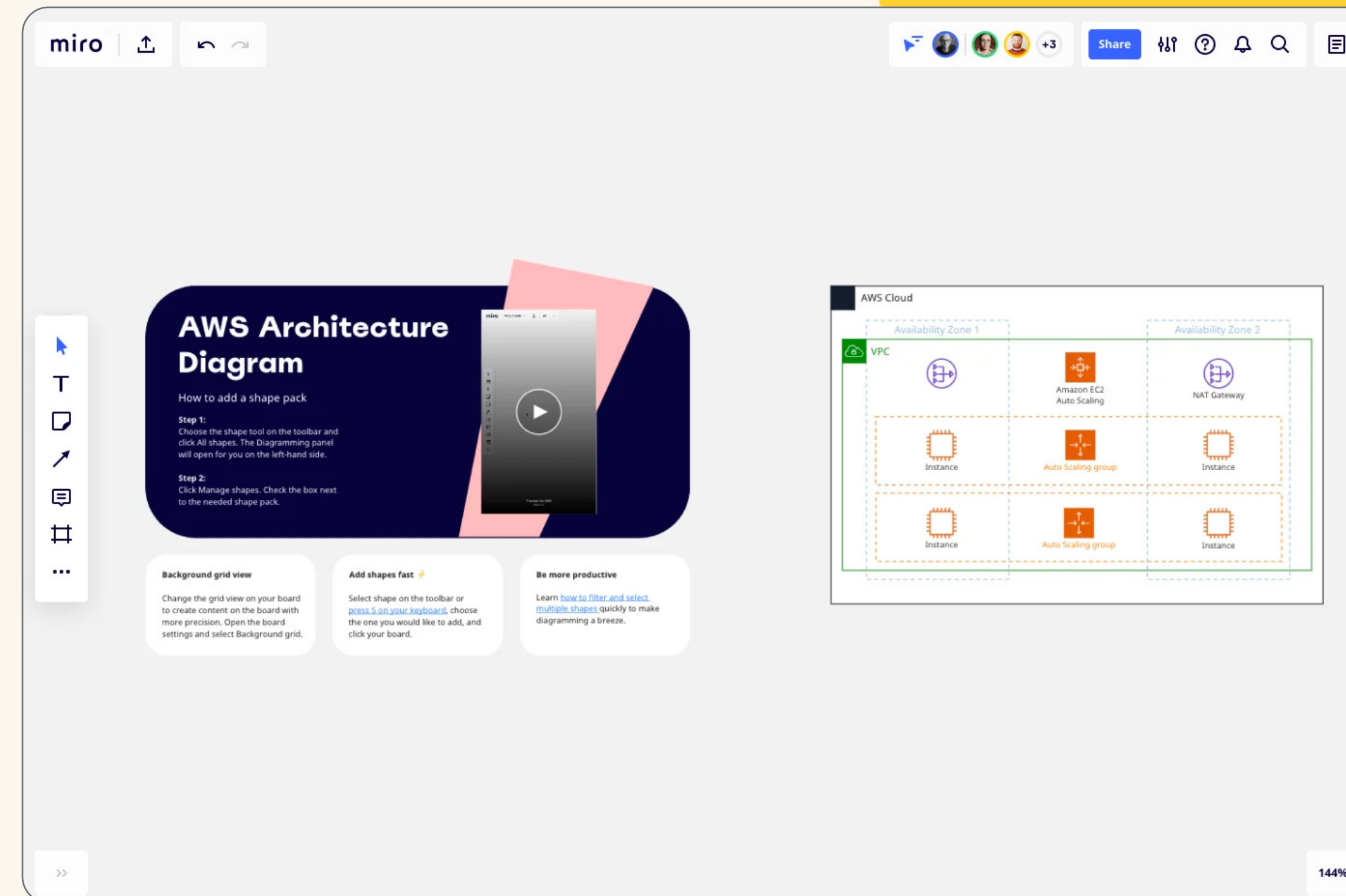


# Speed up innovation with collaborative development tools

Miro is an online visual workspace that improves the ways teams ideate, collaborate, and manage projects. Miro for AWS allows teams to build architectures as a team with advanced diagramming tools and AWS-specific features:

- ✓ AWS Shape Packs
- ✓ Reference Architecture Templates
- ✓ Well-Architected Tool integration
- ✓ Cost Calculator App
- ✓ Enterprise-grade infrastructure and security

Get Miro for AWS



# The product development landscape

Bringing a product to market has always been a complex, collaborative process. And today, a good majority of product development happens in the cloud. Visual product development and data-driven diagramming are streamlining process mapping, allowing for more scalable innovation.

When we asked product professionals what they spend most of their time on, **25% said strategy development**. Much like the complexities of building and distributing physical products, successful digital product development relies on a clear vision, a shared roadmap among teams, defined individual tasks and responsibilities, and organization-wide visibility into the bigger picture.

“You might be shipping every week, every day, every month, every quarter, doesn’t matter. But the stuff that you ship either makes the product better, or it makes it worse. It’s never the same.”



Varun Parmer  
COO, Miro





# Product development teams are striving for innovation and agility

In today's macro environment, **7 in 10 leaders cite innovation and agility as key tactics** for preserving growth. It's for a good reason; mastering innovation can generate **2.4X higher economic profits**. Product teams embracing new technologies like AI, incorporating customer feedback, and taking a cross-functional approach to launching new products are seeing more sustainable growth.

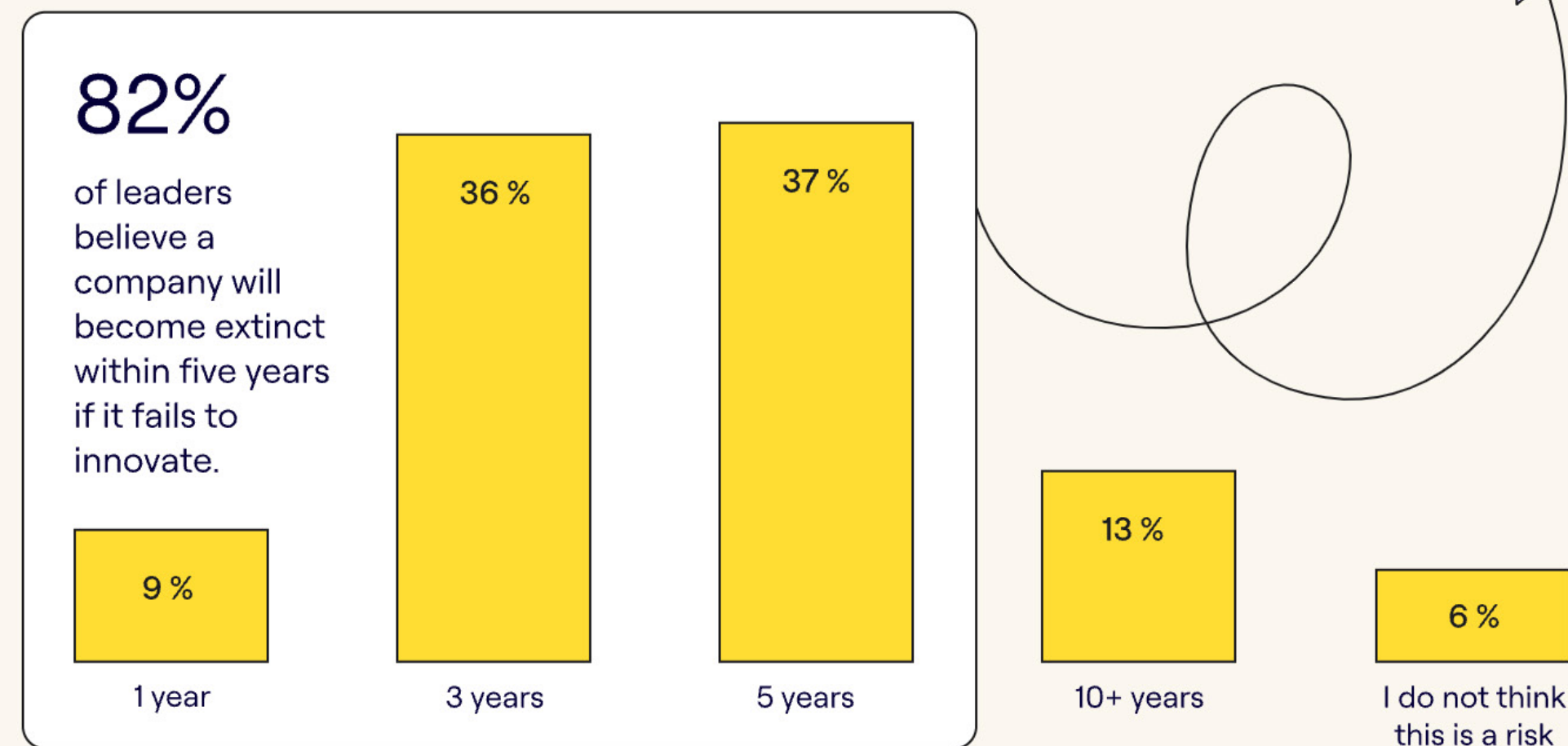


## Scaling tech growth during economically uncertain times

Miro's Marketing Innovation Insights Survey found that companies that invest in innovation during times of economic crisis outperform peers by 10% during the crisis and 30% post-crisis.

## Failure to innovate = failure to survive

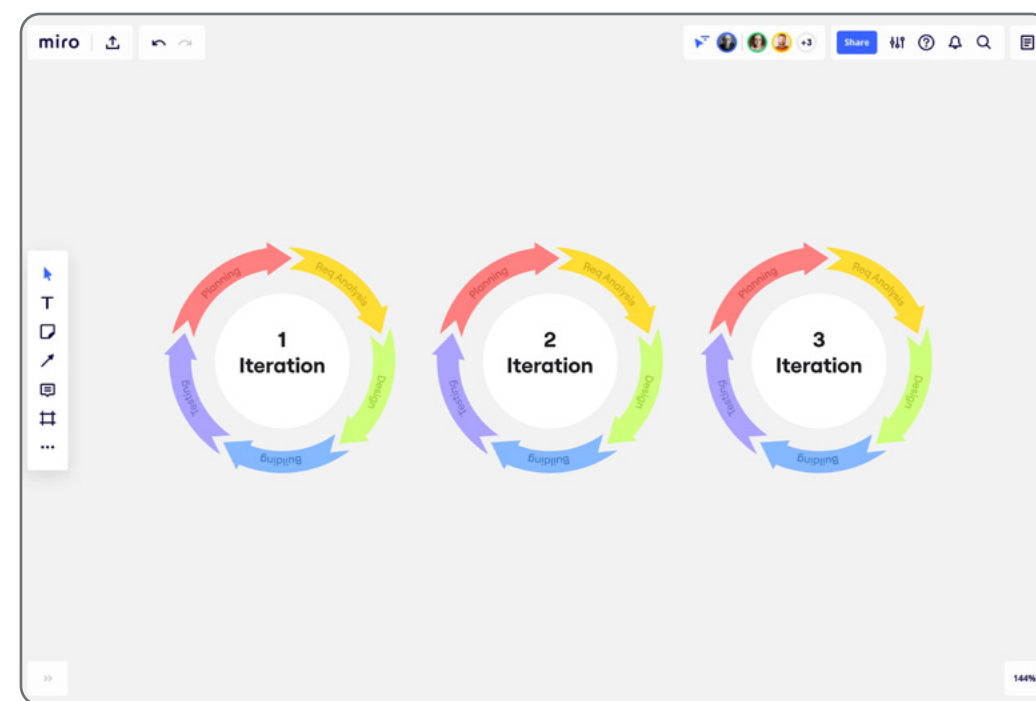
The life expectancy of a company if it does not innovate, according to leaders:





# Collaborative digital product development strategies

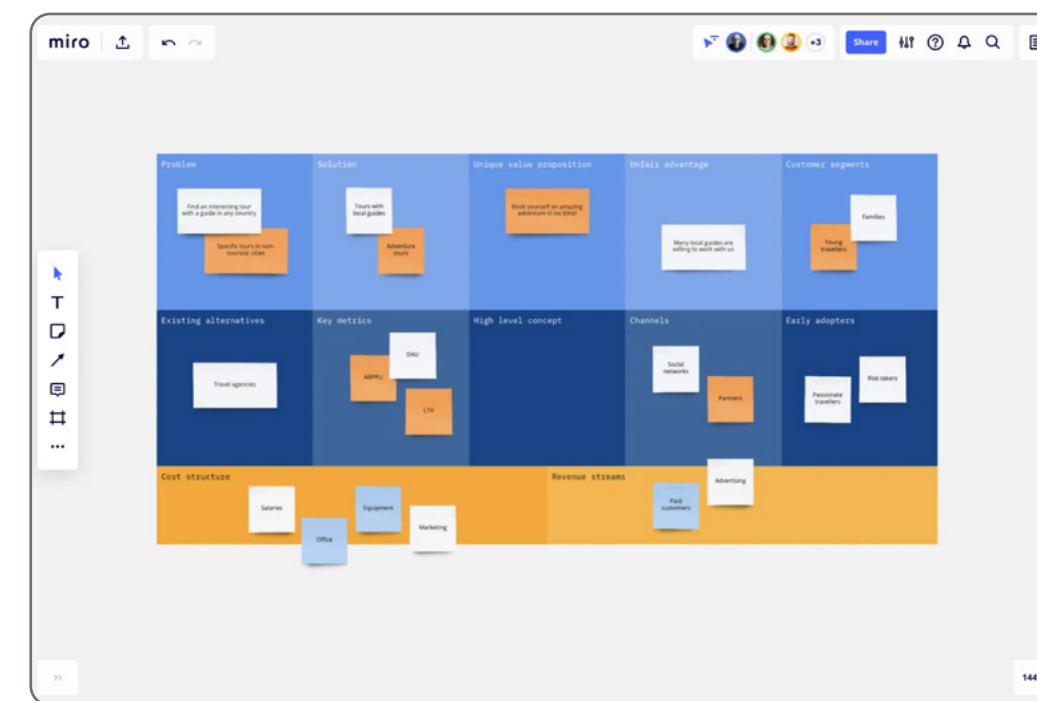
Building and shipping new digital products can't happen when product teams exist in a silo. Four of the most popular approaches to digital product development rely on shared visual workspaces that can be easily distributed among non-technical teams to maintain alignment through launch.



## Agile methodology

Agile methodology breaks down product development into sprints to help teams plan their work and their dependencies, and continuously improve products.

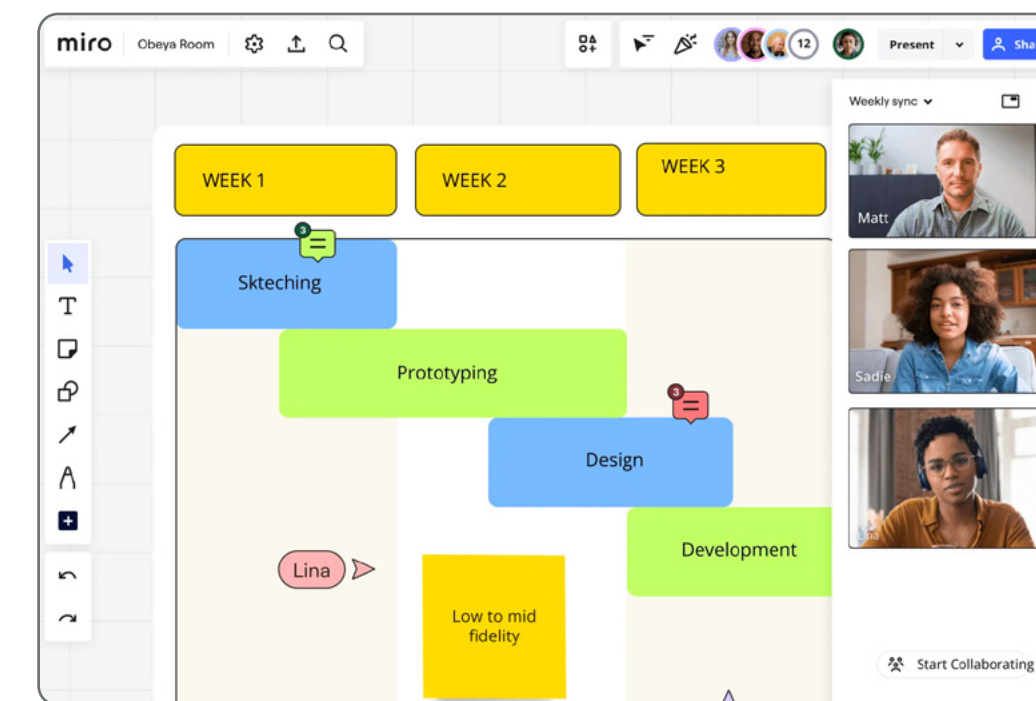
Agile Roadmap Template



## Lean methodology

Lean methodology takes out any excess steps in software development processes, focusing primarily on providing value for the customer.

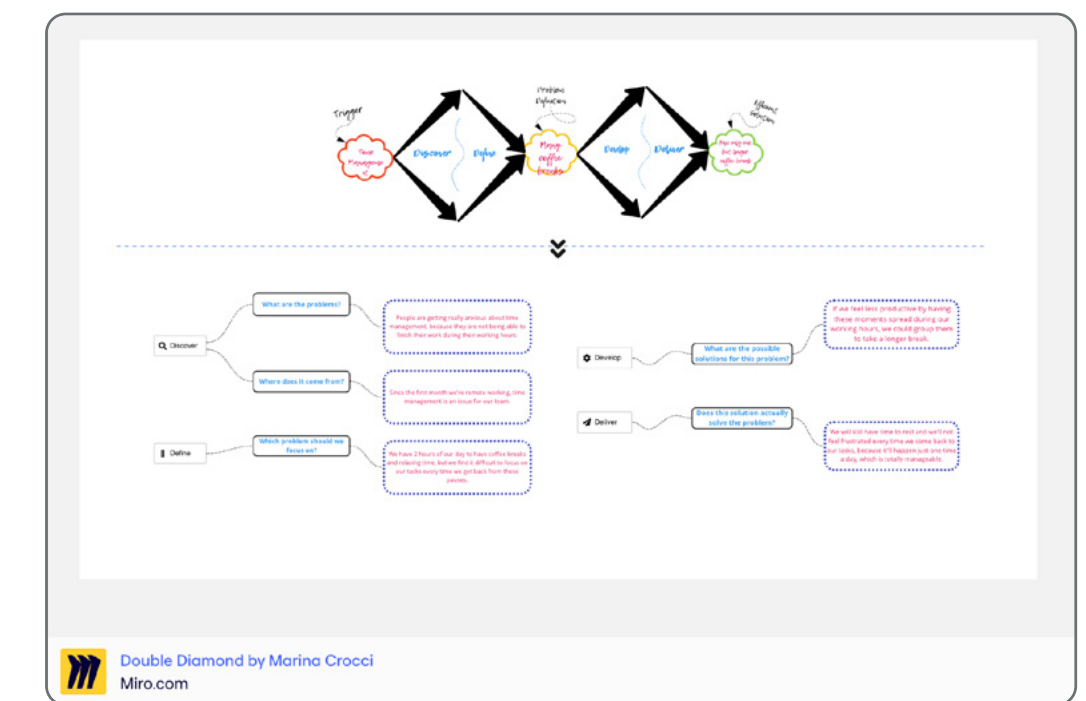
Lean Canvas Template



## Obeya rooms

The Obeya model, named for the Japanese term for “big room”, is an inclusive organizational model meant to bring diverse groups of stakeholders together to solve complex problems.

Obeya Room Template



## Double Diamond design thinking

Named for its shape, the Double Diamond methodology emphasizes problem-solving as the basis for product development.

Double Diamond Template

# Challenges and opportunities in product development

Less than half (44%) of respondents strongly agree that their company is forward-thinking around product development processes. Many feel their company is stuck in the past, which often means poor collaboration and a lack of transparency. 31% of business leaders say the [primary barrier that prevents product and service innovation](#) at their company is technology.

40% of business leaders believe that [legacy technology stifles creativity and hinders productivity](#). They also call out that insufficient, outdated hybrid work technology is holding back innovation.

Here are some of the main challenges product developers are facing today and solutions to address them.

## COLLABORATION

### CHALLENGE

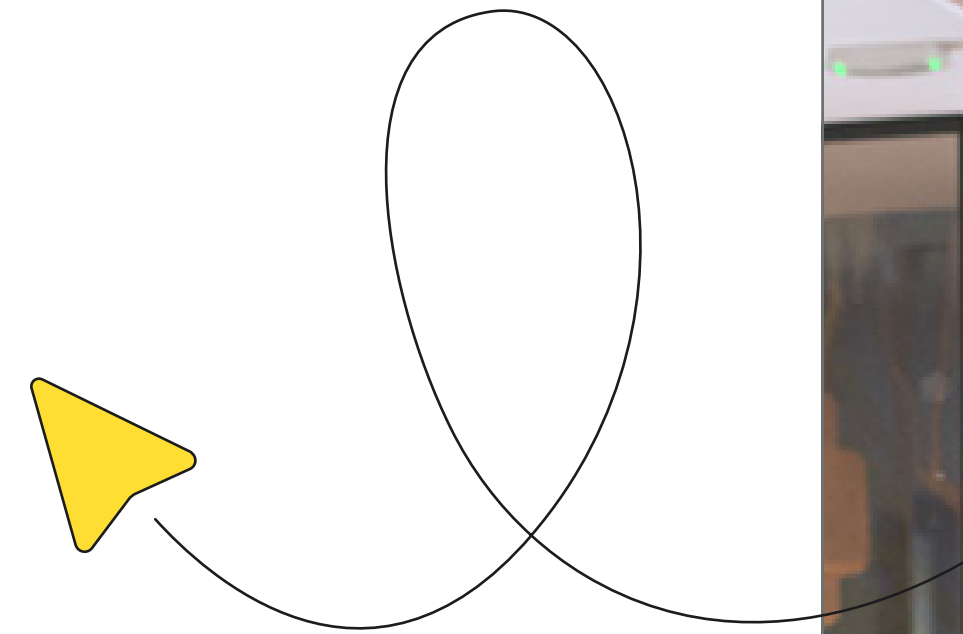
#### Building and innovating collaboratively

Bringing product, design, and engineering together to make decisions and reach milestones is a huge blocker for growing organizations. This can be especially difficult for distributed teams using legacy tools that aren't built for virtual collaboration.

### SOLUTION

#### Advanced diagramming tools and visual workspaces

Visual workspaces like [Miro for AWS](#) give teams a space to lay out the big picture, share context, and make better decisions. Tools that include mapping and diagramming options showcase complex systems in easy-to-understand formats and allow for agile decision-making across teams.





## TRANSPARENCY

### CHALLENGE

## Transparency into the product life cycle

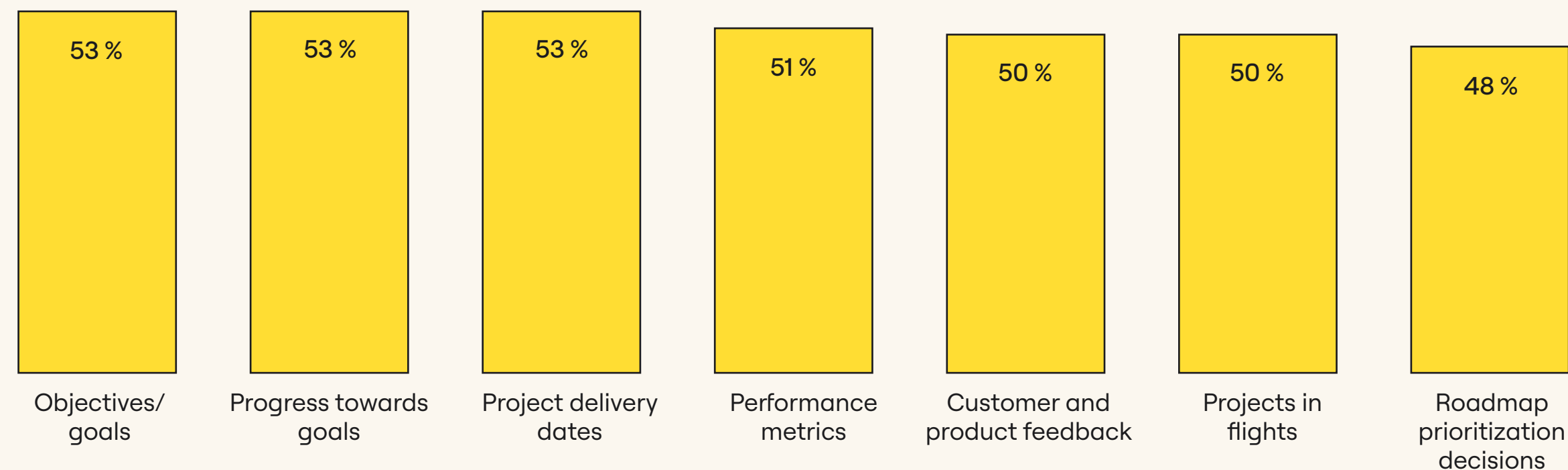
Only around half of product teams in a recent product insights report get [high visibility into the product life cycle](#), including objectives and goals, progress, project delivery dates, KPIs, customer and product feedback, ongoing projects, and prioritization decisions.

### SOLUTION

## Shared roadmaps and timelines in a single source of truth

With a platform like Miro, the [#1 Strategy & Innovation Roadmapping tool for Enterprise on G2](#), teams can benefit from one collaborative, expansive source of truth, and gain greater visibility into the work being done across the company.

### Where teams have high visibility into the product lifecycle



Airtable Product Insights Report



## DATA PRIVACY

### CHALLENGE

## Maintaining data security and privacy

Product teams struggle with operating in a private working space that can later be shared across teams and stakeholders, while maintaining security. Developers look for safe, secure workspaces that can protect proprietary information and customer data.

### SOLUTION

## Trustworthy tools across the development process

Since the [top business areas using Miro](#) are Development + Engineering and IT teams, they need to know they can trust the software they're using. "An important aspect for us was the data security, for our IT especially; it is very important if we are planning our projects or road maps for the future that no one can access the data," shared a Miro user in [a 2022 IDC survey](#).

[Miro integrates with AWS AppFabric](#) and can connect multiple SaaS apps with no coding requirements, providing better app security and protecting all proprietary information shared between tools.

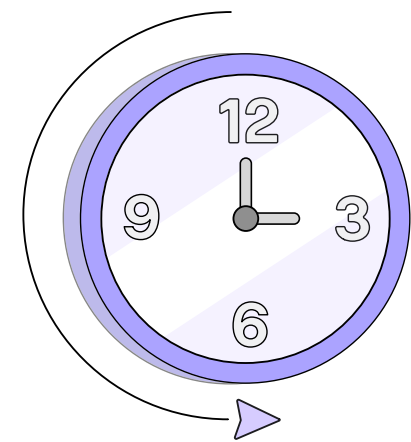


## SEARCHABILITY

### CHALLENGE

## Finding data and project resources

Only 27% of respondents strongly agree that if they need data to support their work, they know exactly where to go to find it. Digging through databases, multiple platforms, and conflicting sources of information is a massive time-waster. Not only that, but just 30% of product team members [feel they have “high autonomy”](#) when it comes to choosing how to do their work, which can limit creativity and quality work.



## 1-3 hours

spent each day by 25% of product professionals on searching for necessary data because their systems are either not integrated, too complex, or poorly organized.

### SOLUTION

## Shared, searchable knowledge hubs

Clear documentation and organized materials are essential to product teams' ability to scale. Cross-functional teams develop products together and many organizations are acquiring new teams. As they expand globally, they need to build shared knowledge hubs that integrate with data sources and have built-in search functionality. This allows teams to make accurate decisions based on the most up-to-date information.

## TIMELINES

### CHALLENGE

## Shipping new products or features on time

Only 24% of product professionals surveyed feel strongly that it's easy for them to ship new features on agreed upon timelines. It's not because they don't have the right tools, but due to delays from other organizational issues. 95% of teams feel [they have the tools they need to ship on time](#), but the majority still don't ship on schedule.

### SOLUTION

## Consistent implementation of Agile project management best practices

The Agile methodology helps teams quickly respond to change with innovative solutions while prioritizing macro business goals.

### An iterative, Agile mindset:

- Cuts out unnecessary back-and-forth
- Eliminates the need to wrangle stakeholders
- Removes time-waster meetings with no facilitator or goal
- Increases customer satisfaction by 30%
- Improves employee engagement by 30% and core operational processes by 30%
- Speeds up decision-making by 5-10X





## INTERNAL VISIBILITY

### CHALLENGE

## Silos, a lack of internal visibility, and fragmented tools

Aligning cross-functional teams with a common culture is a huge hurdle for growing companies.

1 in 5 product professionals surveyed feel that their work does not have good internal visibility. [Miro Product Development Survey, 2023](#)

Only 38% of product team members feel strongly that they're supported by other internal teams to do their best work. [Miro Product Development Survey, 2023](#)

Just 40% of respondents strongly agree that they have visibility into what's shipping at their company, and this problem persists at a macro level: 58% of product team members report they [don't have a strong understanding of the company's product vision](#).

Nearly half of product team respondents said [working collaboratively across teams and departments is a major challenge](#) for their organization.

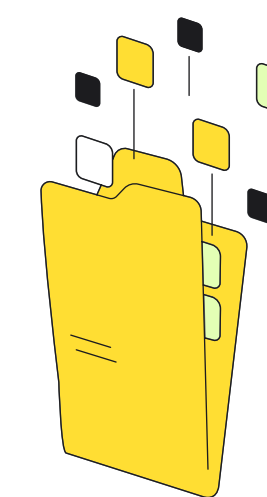
[Teams report making poor or slow decisions](#) based on the limited information they have across fragmented tools.



### SOLUTION

## A single system of record shared between teams

Visibility should go both ways: employees should be able to see what's going on at their company, especially when the content impacts their work. Implement shared [project management](#) and [collaboration tools](#) that keep all teams on the same page.



# 80%

of decision makers report that [reducing data and information silos is a top priority](#) for their organizations.



## FEEDBACK

### CHALLENGE

## Collecting and analyzing product and customer feedback

For any team to build a truly beloved product, collecting and analyzing user feedback is key. But it's also the [most challenging process for 77% of product teams](#) and only 39% of teams have this process properly documented.

### SOLUTION

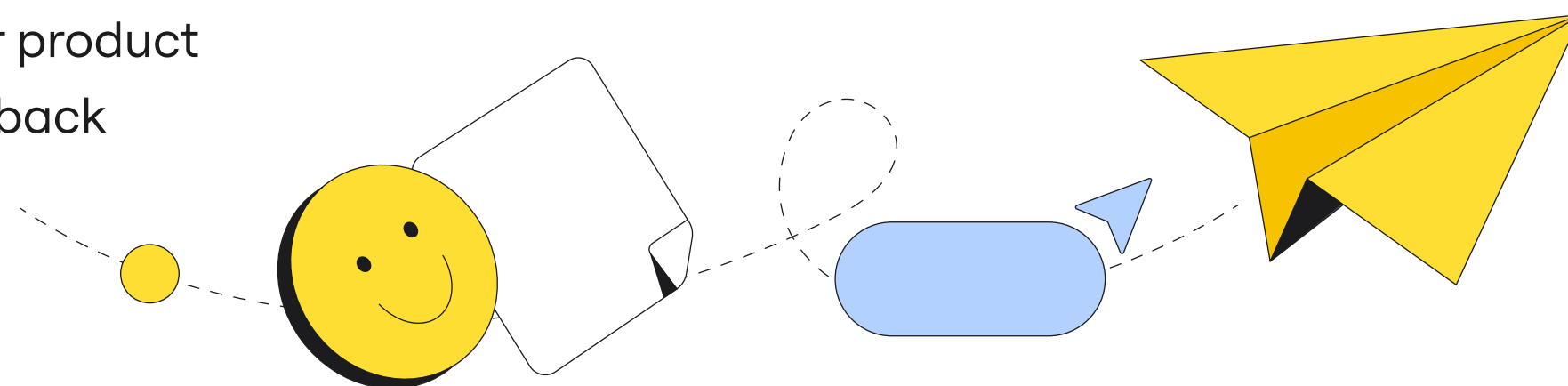
## Develop a streamlined feedback process and create a shared hub between customer-facing teams

Aggregate data from all customer feedback sources.

- Customer surveys
- Interviews
- Focus groups
- User tests
- Social media listening
- Customer support tickets
- Reviews of your product
- Customer feedback

Then, develop a process for analyzing feedback and triaging results into action items. The final and most important step is distributing results to different teams.

Airbnb is a good example of [customer feedback-led growth](#), their team used customer comments to improve search, and in turn, increase bookings.



## EFFICIENCY

### CHALLENGE

## Inefficient product development processes

77% of product professionals in a recent survey feel the [top barrier to their company's growth is inefficient processes](#).

### SOLUTION

## Proven product development systems

Since every team works differently at each phase of growth, it can be beneficial to try out a variety of approaches to planning scrums. Here are two popular template options to try:

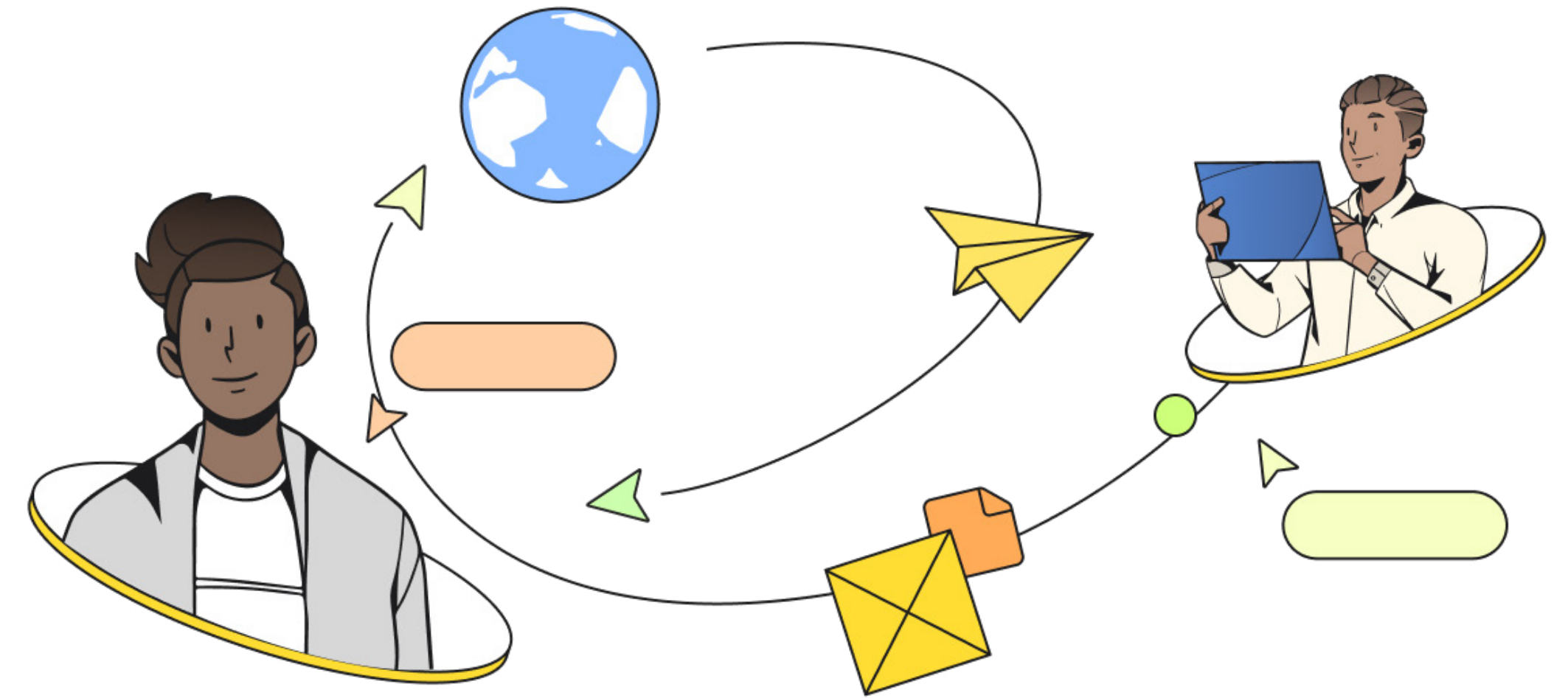
- [Scrum of Scrums Information Radiator template](#) by Flowedoo
- [Team Wall for Daily Scrum template](#) from [Kendra Dezenosky](#), a Software Developer at Foci Solutions





# How successful product teams work

Product development teams need to be flexible and adaptable, and adopt a customer-centric mindset to be successful. From managing dependencies to tracking the most important metrics, here are five best practices used by high-performing product organizations.



## 1 Establish and document clear processes

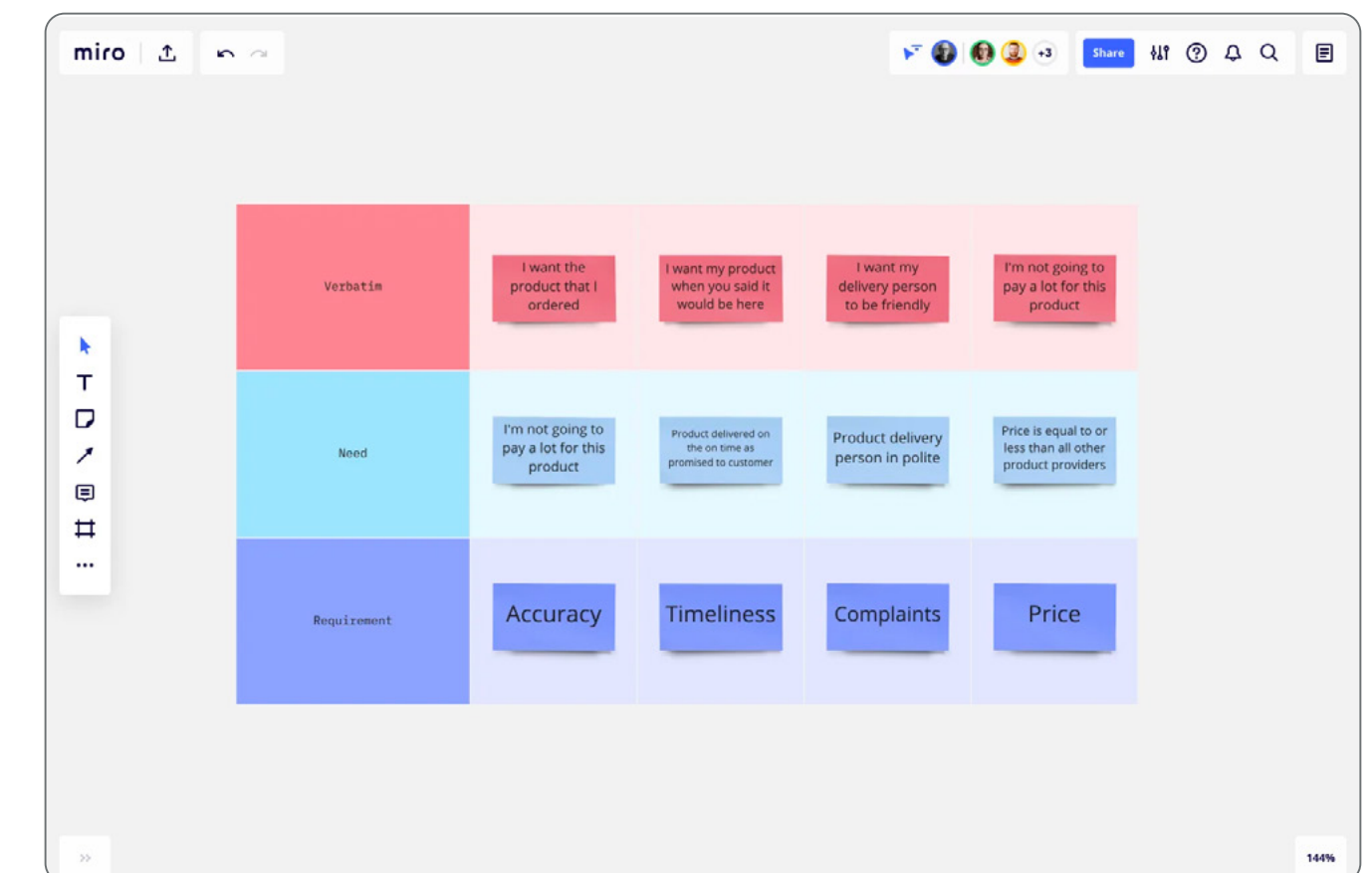
Don't just rely on longtime employees to teach newer teammates how things are done at your company, build and maintain a library of institutional knowledge.

A platform like Miro can host a company's knowledge base and product planning, so teams can ensure all systems automatically have the latest information.

## 2 Spend time with customers and users

There's no substitute for putting the hours in listening to the feedback of users and customers. 49% of teams in a recent survey say that [user research influences how they prioritize the roadmap](#) and conduct decision-making "a great deal".

Collecting and analyzing large amounts of user feedback, like survey responses, is an important piece of the puzzle. Actual conversations with actual people who use your product are irreplaceable. Ensure that even junior members of your product development team can sit in on customer calls and learn how the product they're building is making an impact.



[Miro's Voice of the Customer template](#) has space to collect and store user feedback, then easily share it with all customer-facing teams.

### 3 Prioritize feature releases collaboratively — using data-backed frameworks

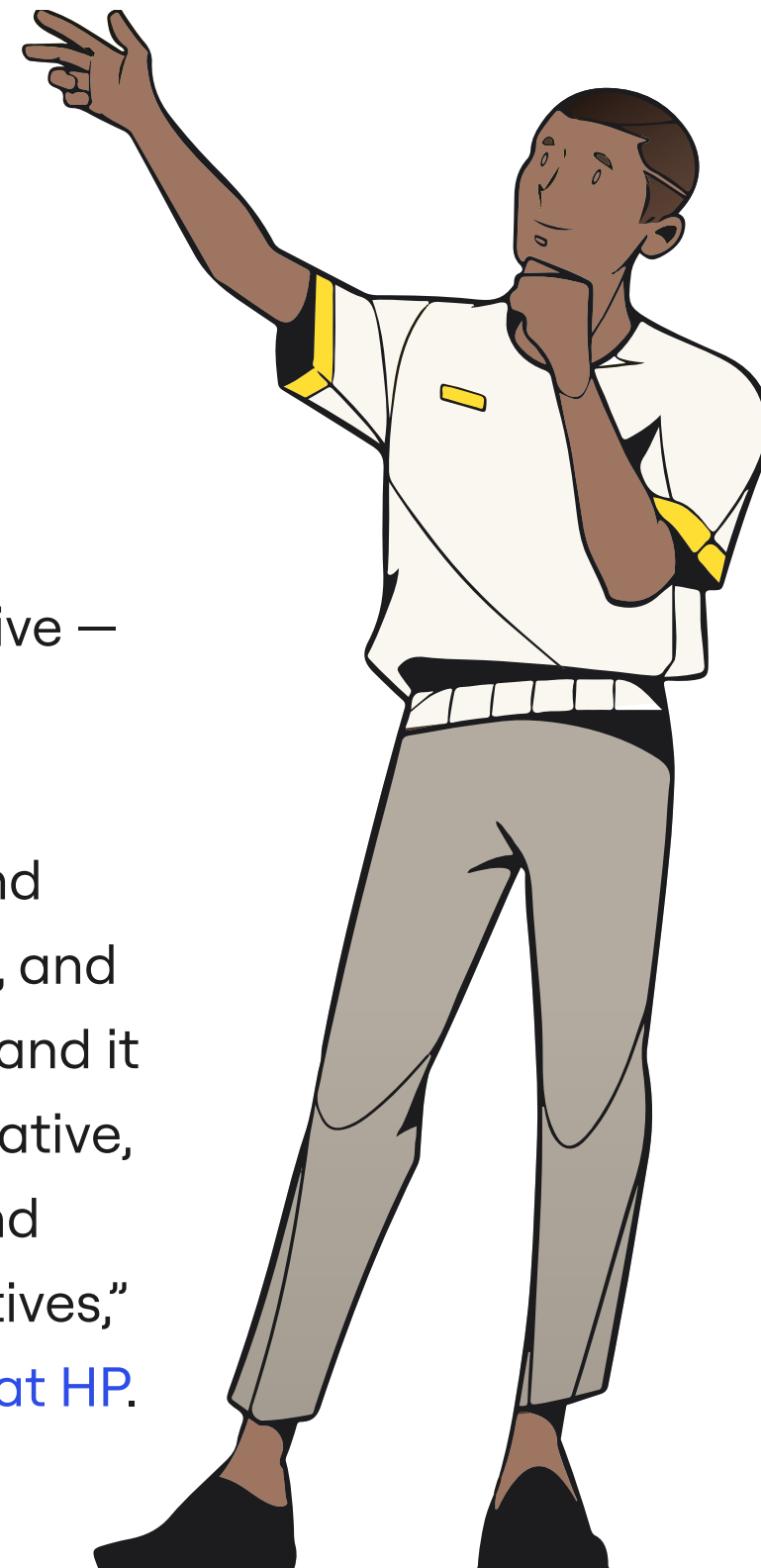
It's not easy to make the decisions that inform product roadmaps and feature release schedules, and these choices shouldn't be made on gut feeling or a whim. Instead, use a [Features Prioritization Tool](#) to plot potential feature rollouts against the following three attributes:

- Usage frequency/number of users
- Company goals/user goals
- Reward/effort

### 4 Enable transparency and distributed collaboration

By using best-in-class collaboration tools, teams can gain crucial visibility on how projects are progressing live — and who's in charge of each task.

At HP, the team needed more than Microsoft Teams and Zoom in order to collaborate effectively before, during, and after meetings. They decided to try Miro as a solution, and it paid off: "We want to be more agile, open-minded, iterative, and have a dedicated space that fosters new ideas and innovation. Miro is the best tool to support those initiatives," shared [Brian Ciccotelli, Learning Experience Designer at HP](#).



### 5 Build a culture of trust and support

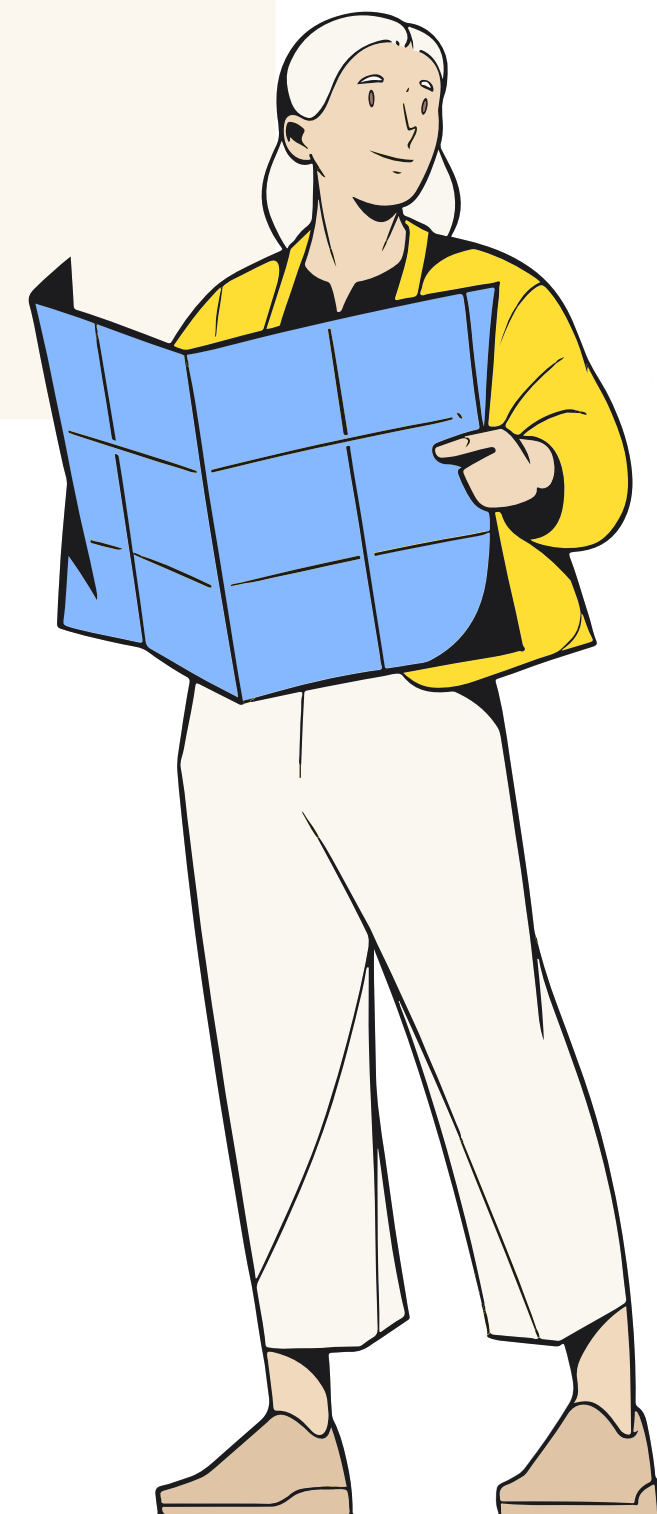
Team culture is make-or-break for product teams. Unhappy employees can't sustainably do their best work and create the products that take your company to the next level.

#### Leaders can build a collaborative culture by:

- Leading with inclusivity in mind
- Providing constructive feedback with kindness
- Hiring based on skills while also considering emotional intelligence
- Never pitting teammates against one another
- Facilitating mentorship and growth opportunities
- Encouraging work-life balance by ensuring direct reports use their time off, even in busy times

For example, at Shopify, the product development team proactively works to build [a supportive, effective developer culture](#) by encouraging trust and collaboration, embracing automation, providing meaningful resources (like an internal support team), letting developers grow their confidence by having ownership over processes, and more.

Learn more about building workplaces that keep employees engaged and collaborating effectively with our webinar → [Building a culture of trust: How to develop strong Engineering, Product and Design partnerships](#).





## 6 Build and maintain the most important integrations

As previously mentioned, if a product doesn't integrate well with major players in your space, the product won't be able to meet the needs of its users.

“You have to make sure that you always integrate in a very deep way with Microsoft, so there's never a situation where you find yourself with the customer saying, “Oh, guess what? We're not going to be replacing Microsoft, but you don't play well with Microsoft.” So as long as you don't directly compete with Microsoft, go after the end user or business users, and deeply integrate with Microsoft to neutralize their positioning — that's actually a winning formula.”



Varun Parmer  
COO, Miro

## 7 Visualize dependencies virtually

Dependency mapping is vital — but it looks different than it used to. What used to be done with strings on a whiteboard can be more effectively done with a virtual whiteboard platform like Miro: no more trying to search for photos of the whiteboard in a [big-room planning](#) session from months ago.

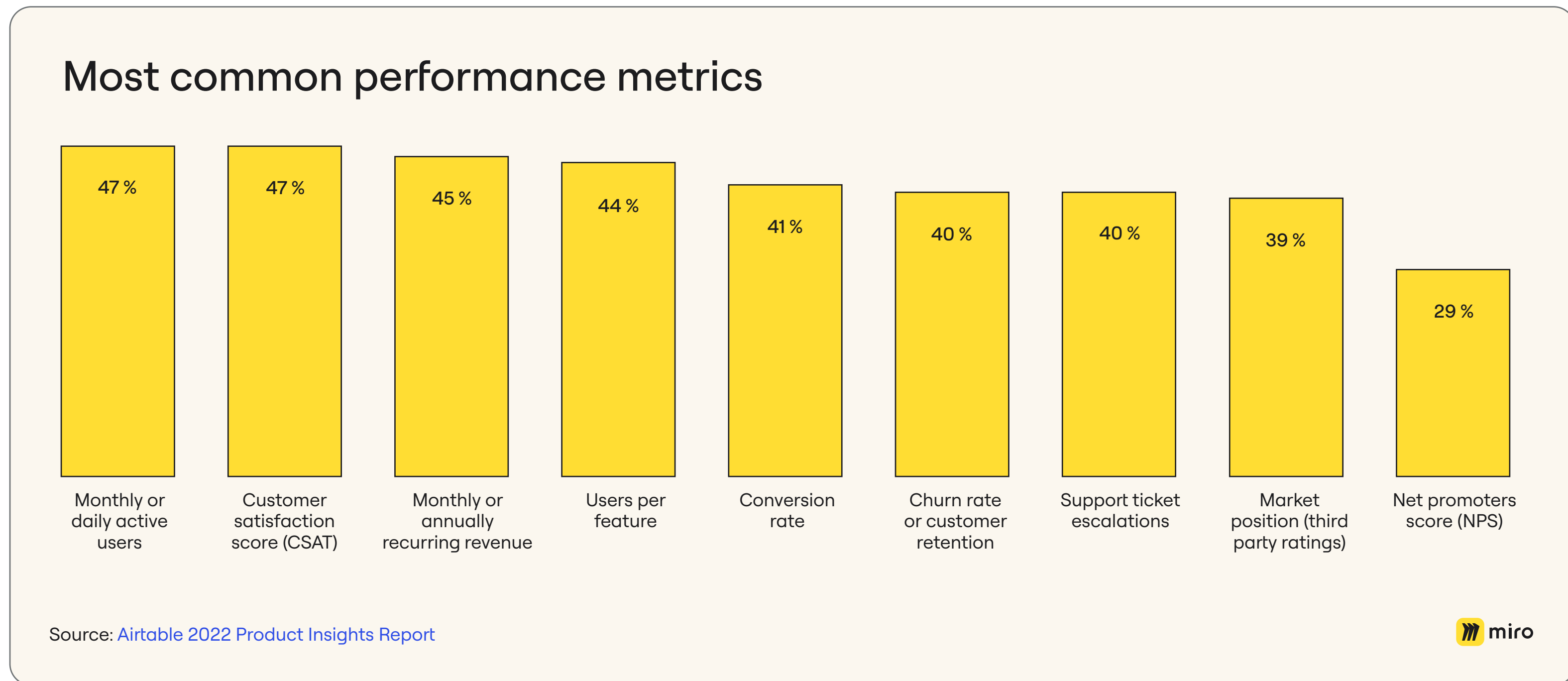




## 8 Track product development metrics on a regular basis

There are dozens of ways to track the success of a product – 47% of product teams are measured against monthly or daily active users: this is the most-used KPI among product teams (tied with customer satisfaction).

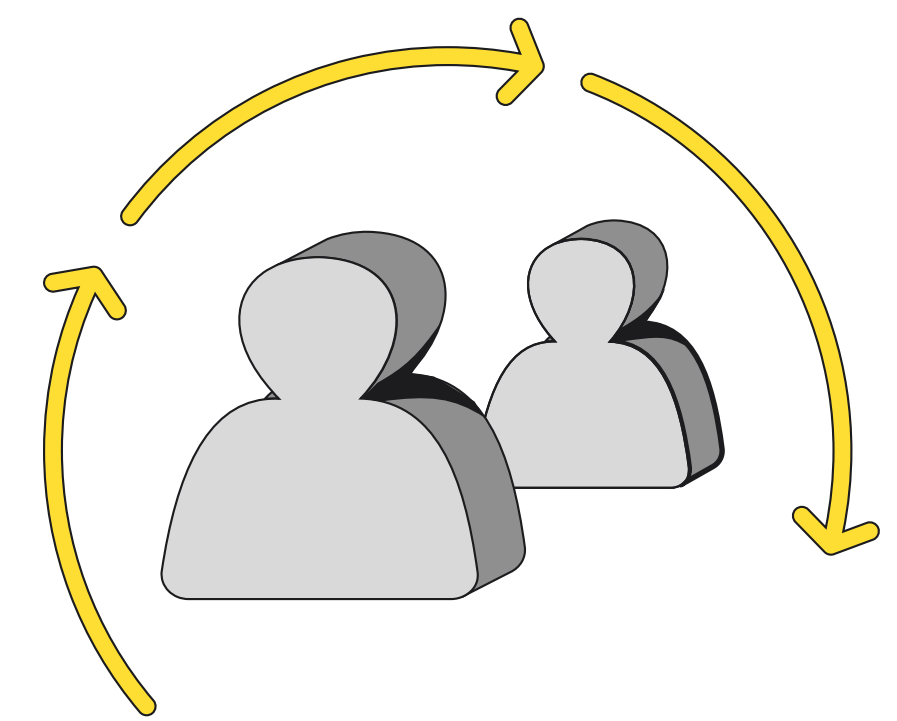
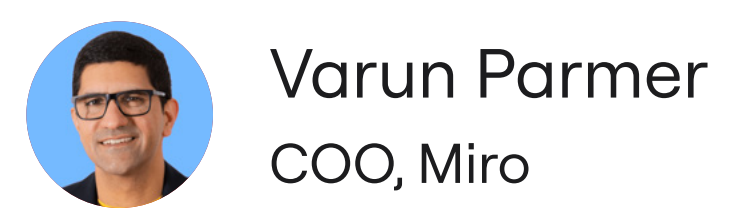
Here are some of the most popular product team metrics to track on a yearly, quarterly, or monthly basis:



## 9 Focus on customer retention

Bringing on new customers is an important part of keeping revenue coming in – but ensuring the product is great enough to warrant signing up for another year of billing is even more important.

“It doesn’t matter what you’re going to do in a year, or two or three years, if the foundation is not strong – you’re not able to make sure that you can hold onto your existing customers.”





# Agile product development tools

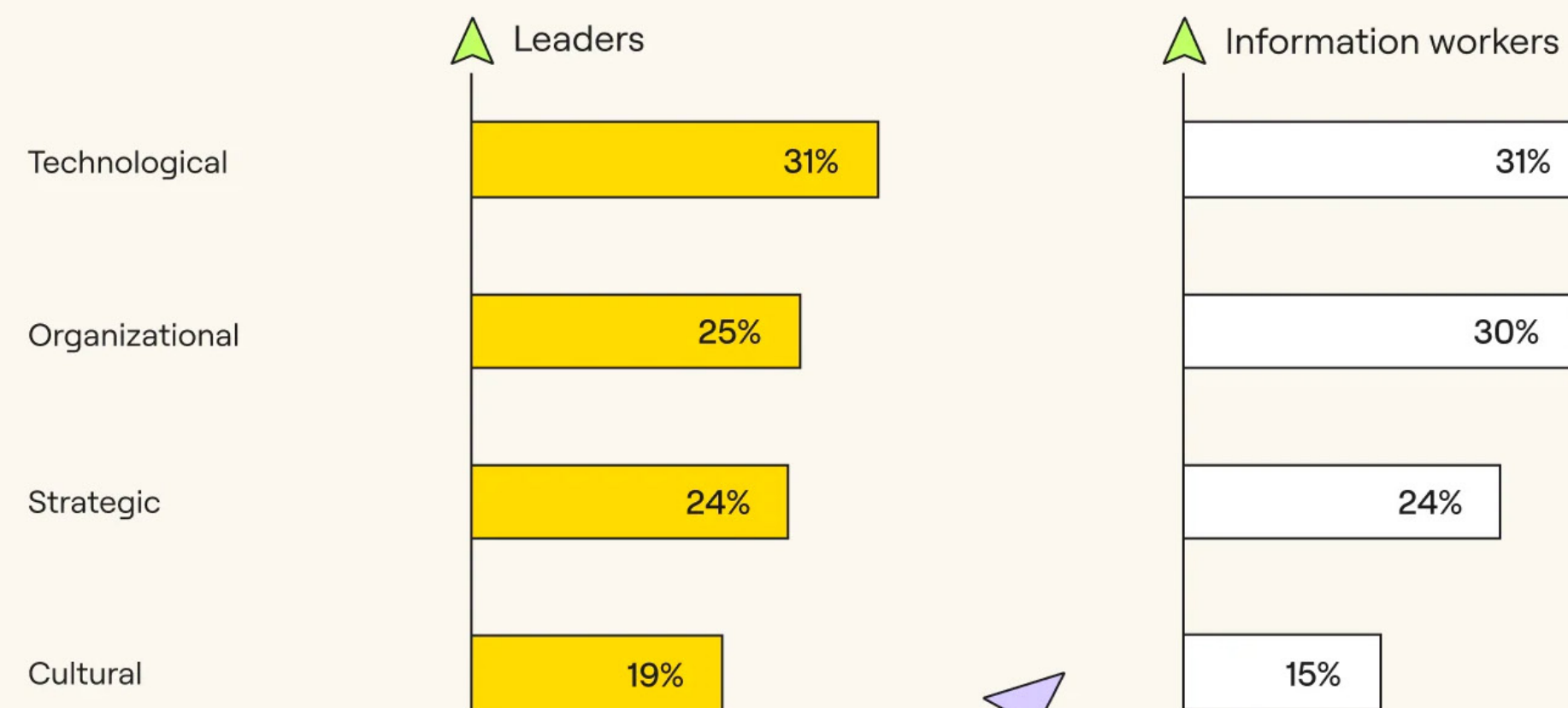
Having the right product development tools is important for efficiency and productivity, but it's also an important contributing factor towards employee satisfaction. In fact, 17% of product professionals reported that [not having the tech employees want to work with has hurt their retention efforts](#).

Across tech, companies have been eager to bring on new tools, perhaps too eager. Many have a very fragmented techstack, and teams have to spend their time making tools talk to each other instead of doing more productive work. Plus, trying to collaborate by using tools that aren't built for collaboration results in frustration and hinders innovation.

The [top reason that employees aren't engaged at work](#) is that it's too hard to find the information they need to do their job. Large organizations' business processes are fractured by data silos and manual and electronic workflows like spreadsheets and email.

## What's getting in the way of innovation?

Leaders and information workers share the top business challenges to innovation at their company:





## CASE STUDY

# ASOS uses Miro to align 60 Agile teams and help improve its online shopping experience

The ASOS website needs to address two key objectives: deliver the fashion that customers want to find, and provide the delightful user experience that shoppers expect.

But since teams at ASOS were using a wide range of tools to plan and execute their product roadmap, they faced misalignment and inefficiency, and wasted time syncing information between platforms and managing avoidable backlogs.

By aligning teams in Miro rather than using fragmented tools, ASOS experienced:

**71%**

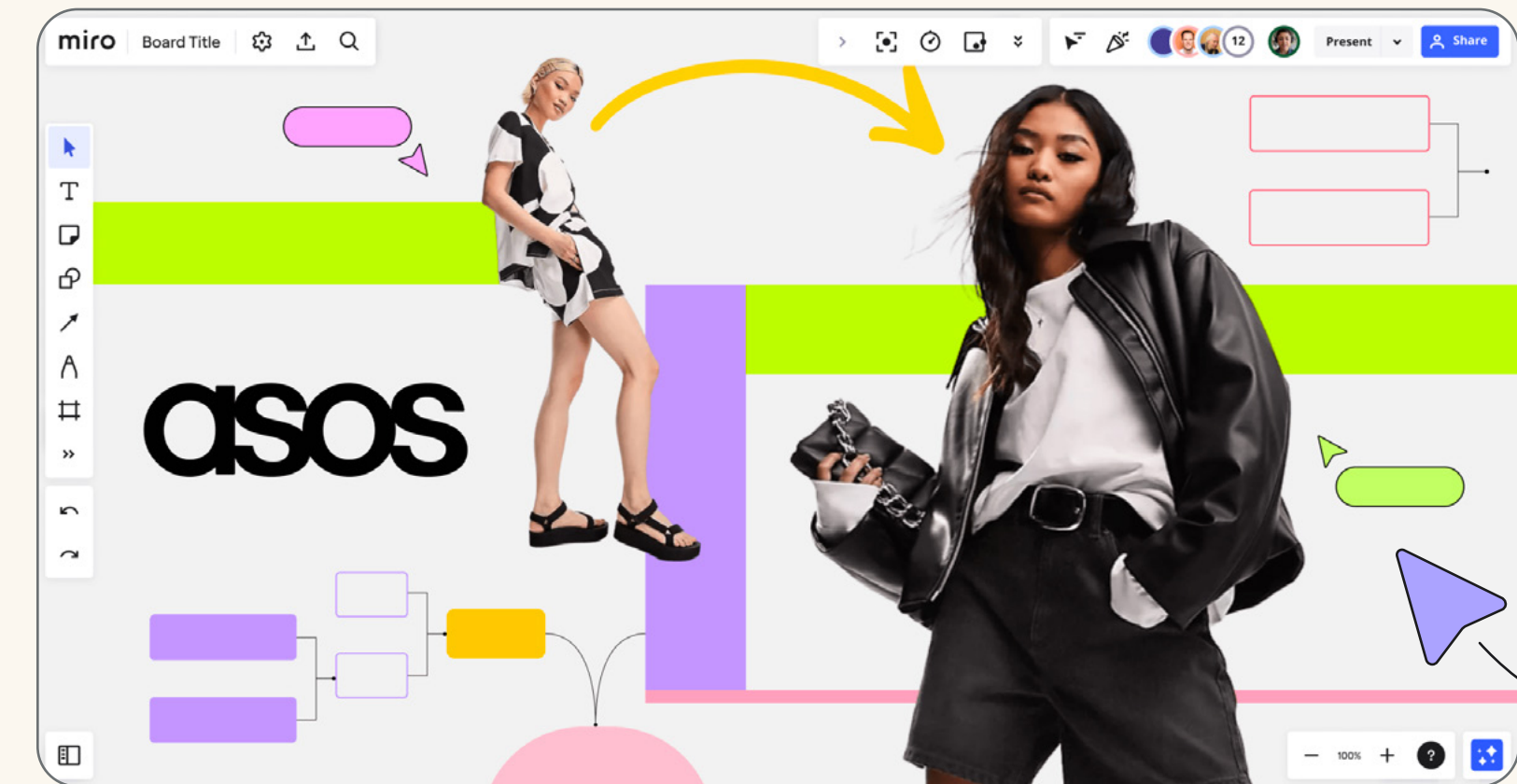
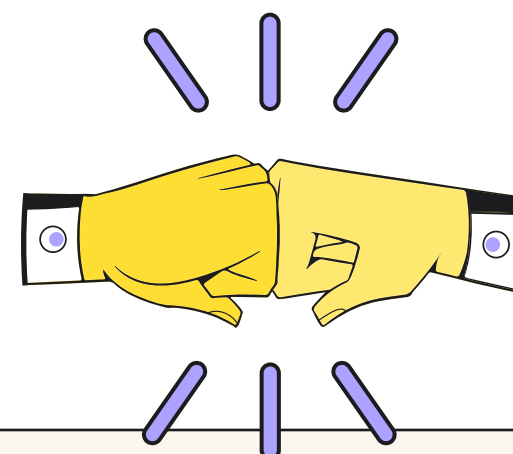
more effective meetings

**~50%**

less time spent on product planning

**3.75**

hours saved per Miro user per week



Miro helped establish a unified planning practice that brought together over 60 Agile teams in one online workspace to share priorities, visualize dependencies, and conduct “semester planning”.

The ASOS team used Miro to facilitate a live planning session where collaborators simultaneously worked together in real-time, and created a “homebase” to document asynchronous work during the planning cycle.

Now, during sprints and project cycles, teams come back to Miro, note their progress, update completed work, manage dependencies, and keep everyone on the same page.

[Learn more about how the ASOS product development team collaborates to bring new products to market with Miro.](#)



# Which tools do product teams use?

The most popular tools product teams use are Microsoft Teams, JIRA, Slack, and Atlassian, and 60% of BCG's 50 Most Innovative Companies in the world and 99% of the Fortune 100 use Miro.

Where in the product development process do they use certain tools?

## IDEATION

Miro, ProductPlan, Slack, Teams, Jira, Pivotal Tracker, Asana, Aha!

## DEVELOPMENT

JIRA, Code::Blocks, Microsoft VisualStudio, AWS Cloud9, IntelliJ IDEA

## VALIDATION

SurveyMonkey, Typeform, Pollfish, ProductPlan

## LAUNCH

Miro, Split.io, LaunchDarkly

## PROTOTYPING

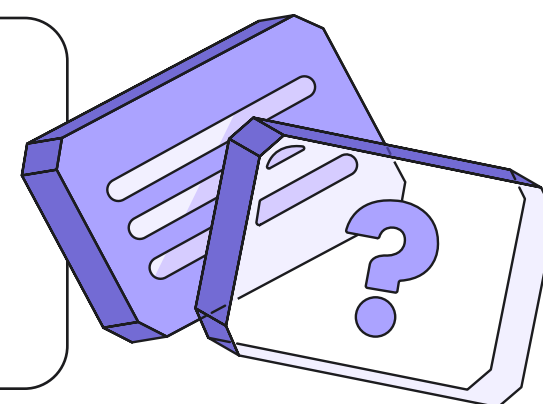
Miro, Adobe XD, Google Drive

## IMPROVEMENT

Pendo, MixPanel, Amplitude, FullStory, Hotjar

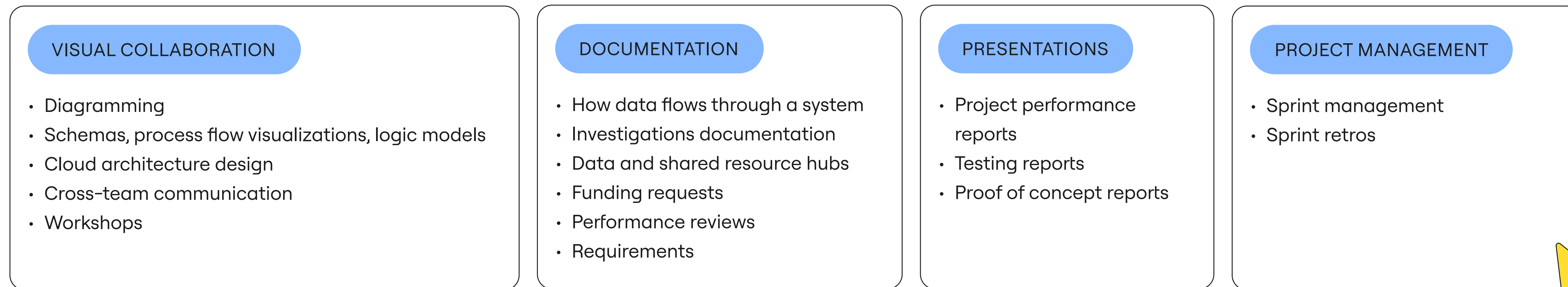
## MARKETING

Miro, Visio, HubSpot, Aha!, Social Media

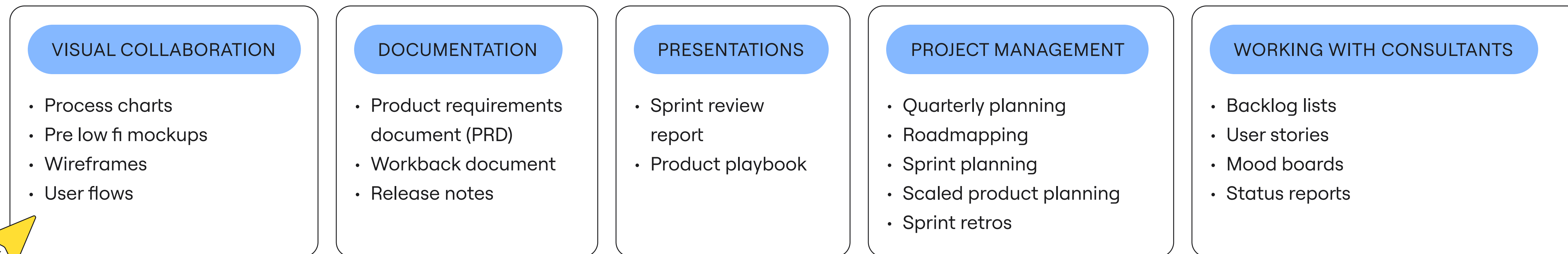




## How cloud architects use Miro



## How product managers use Miro



### MORE RESOURCES

[15 Essential Templates for Team Practices from Agile Experts](#)



With [Miro's Program Board](#), teams can quickly and easily import epics, stories, and tasks from Jira without wasting time copying and pasting. A platform like Miro can host a company's knowledge base and product planning, and [Miro also integrates with Asana, Jira, and ADO](#) so teams can ensure all systems automatically have the latest information.

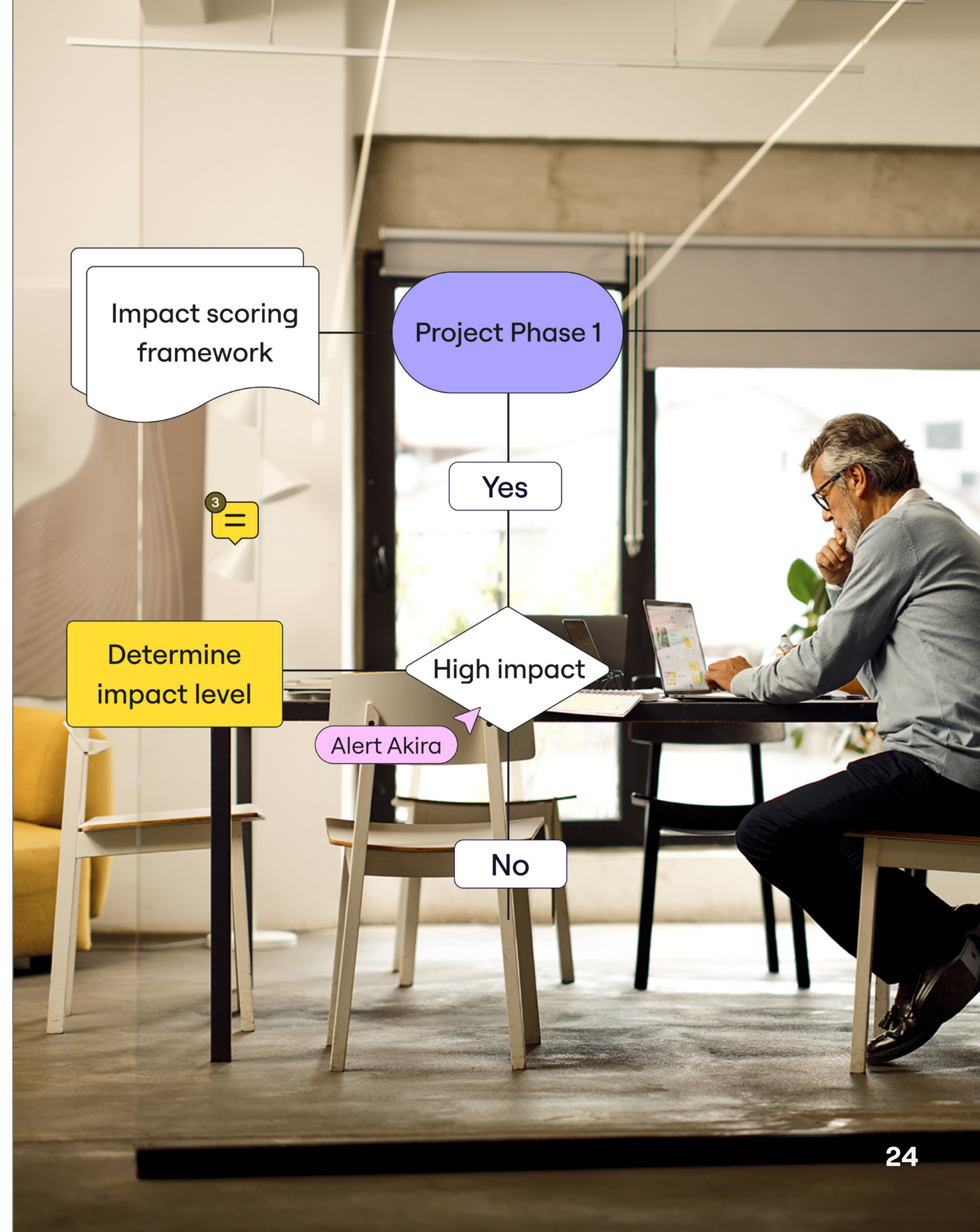


# Mapping and diagramming to innovate at scale

Whether your team is developing a product, designing a new system architecture, or revamping a business process or team org chart, visual collaboration and diagramming systems make it easier to design and visualize complex processes, systems, ideas, architectures, and structures.

Cloud infrastructure teams have particular challenges aligning around architecture development and diagramming as they switch between tools for cloud visualization and cost calculations. In many organizations, systems audits are difficult to act on, requiring manual tracking across spreadsheets.

There's a solution to messy cloud environment management. A powerful visual workspace built for complex mapping and diagramming like Miro with AWS gives teams the ability to design, ideate, and innovate more effectively. Why? Teams can set up cloud infrastructures, then automatically calculate costs using the AWS cost calculator. Then, in the same shared documents showing cloud infrastructures and costs, embedded content brings in even more context for faster decision-making and easier collaboration.





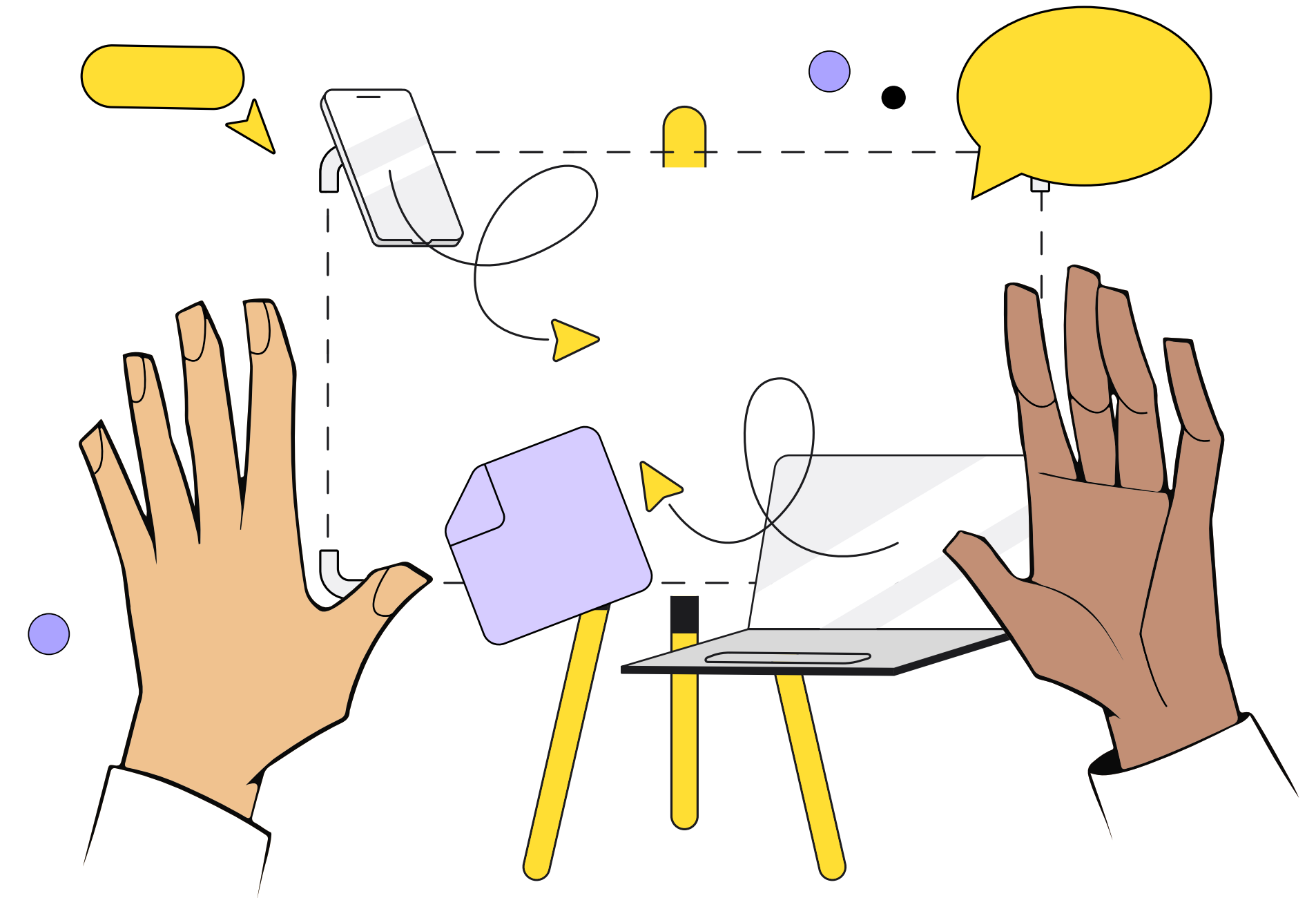
# Benefits of visualizing architectures as a team with advanced diagramming tools

## Build, collaborate, and optimize complex architectures and systems with advanced mapping and automated diagramming

Miro's advanced mapping and diagramming features have a friendly user interface and make it easy for teams bringing products to market to get started with [AWS shape packs](#) and pre-designed [AWS Architecture Diagram Templates](#). [Miro Assist](#) can help draw complex diagrams like Unified Modeling Language (UML) sequence diagrams, or build out mind maps around concepts to kickstart systems planning.

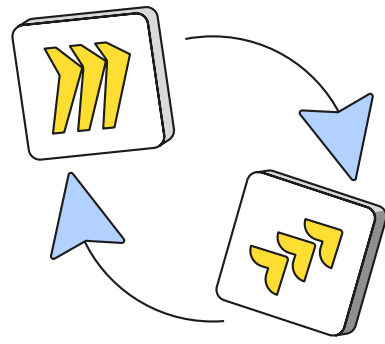
### Miro has built-in shortcuts for:

- Share creation, insertion, or replacement
- Suggested corrections and smart recommendations for building diagrams
- Grid views, snapping to grid, smart guides, and object dimensions
- Diagram themes
- Callouts to highlight key information
- Vertical and horizontal swimlanes
- Hundreds of visualization templates like flowcharts, Business Process Model and Notation diagrams (BPMNs), and Unified Modeling Language (UML) diagrams
- Visualizing large cloud architecture diagrams including AWS, Microsoft Azure, Cisco, Google Cloud, Kubernetes, and VMware
- Automatic mind mapping and data parsing
- Expanding a data set with questions, ideas, or new topics



Product managers, cloud architects, IT teams, or developers can also record voice overs, add comments, and create Code Blocks with actionable configurations that can be shared between stakeholders. Or, they can import diagrams from tools like Lucidchart, Draw.io, or Microsoft Visio.





## See the big picture, share context, and make better decisions that stick with centralized project hubs

Centralized project hubs bring all relevant information and context into one place and keep documentation up to date. Create live charts and dashboards that integrate data from Looker, Tableau, Amplitude, and Grafana Cloud. Add in Figma or Adobe XD mockups and UserTesting or Typeform results for the team to provide real-time feedback and align on decisions.

## Speed up project delivery and improve outcomes with a hub for each project

Streamline project management in Miro with AWS. Add Miro cards to dynamic Kanban boards and visualize and organize issues and program boards with dependencies and estimations using Fibonacci or t-shirt sizing. Miro connects to popular project management tools and ticket systems like Jira to facilitate more seamless processes and can help users envision, plan, and accelerate execution of modernization and migration projects.



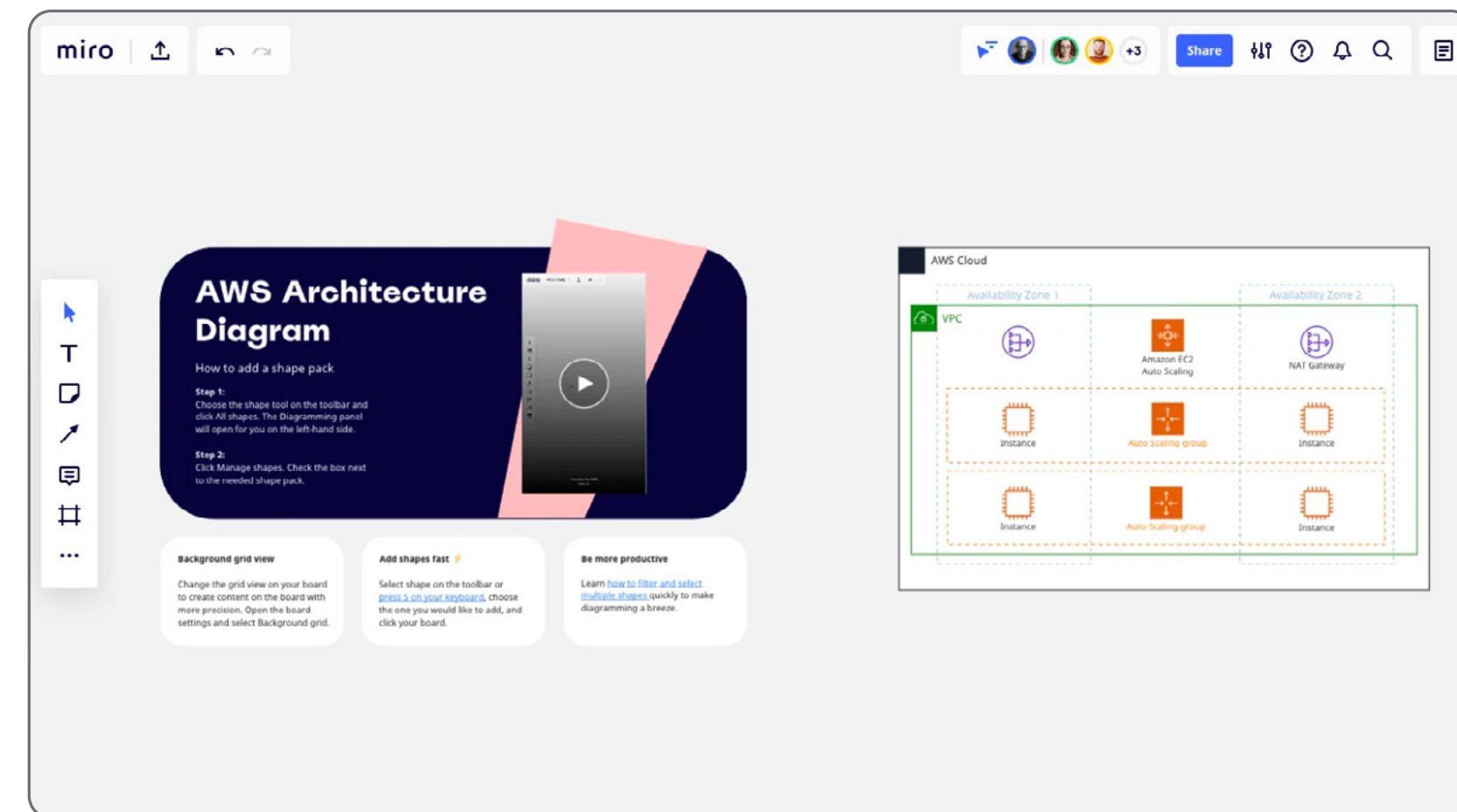
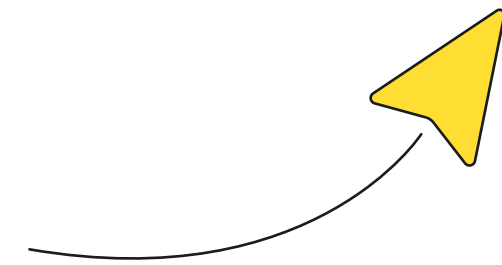


# Visualize and optimize your cloud environment with Miro for AWS

Bringing on a tool that's built for effective collaboration can make a huge difference in the level of productivity and revenue generated by an organization.

Miro is the proud winner of the [2023 AWS CEE Independent Software Vendor Partner of the Year Award](#), in recognition of our commitment to building software that shapes the future. Miro is the only visual collaboration vendor in ISV Accelerate, and we're easy to find on the AWS Marketplace.

How can teams reinvent how they collaborate and innovate with Miro and AWS?



Estimate infrastructure costs, optimize spend, and improve cloud architecture

- Use the [AWS Cost Calculator App](#) to automatically estimate cloud infrastructure costs and optimize spend.
- Use the [AWS Architecture Diagram for Miro](#) to find best practices for using the AWS architecture.
- Evaluate cloud architecture and implement product designs that scale over time using the [AWS Well-Architected Tool](#) with Miro.

Map out processes and ideas visually

- Organize ideas and thoughts in the early stages of problem identification and solutioning, and structure and share thought processes visually with others.
- Leverage [Miro Assist AI tools](#) to rapidly explore new ideas and concepts with automatically expanding mind maps

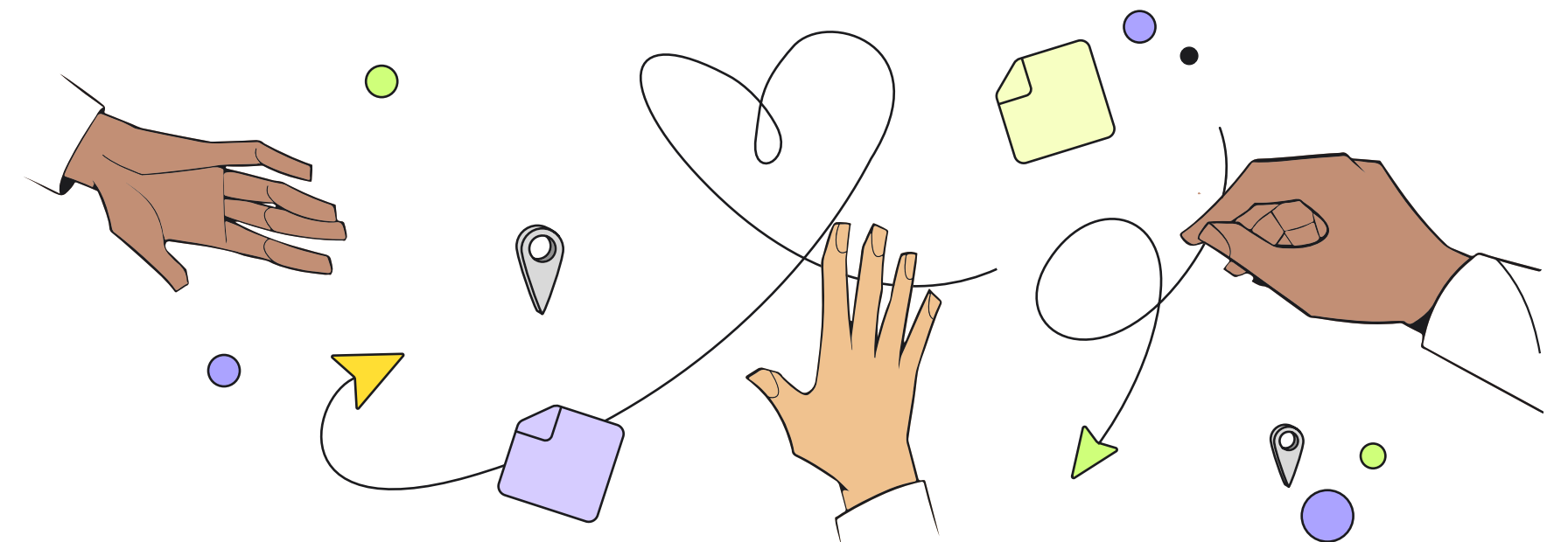
Try Miro for AWS

Quickly design complex technical diagrams

- Visually map business processes and design complex technical diagrams like entity-relationship (ER) systems or cloud architecture.
- Quickly build flowcharts and diagrams with dynamic collapsible branches, advanced styling, and automatic alignment using the [AWS Shape Pack](#) and Miro's Smart Diagramming features from scratch or via import.

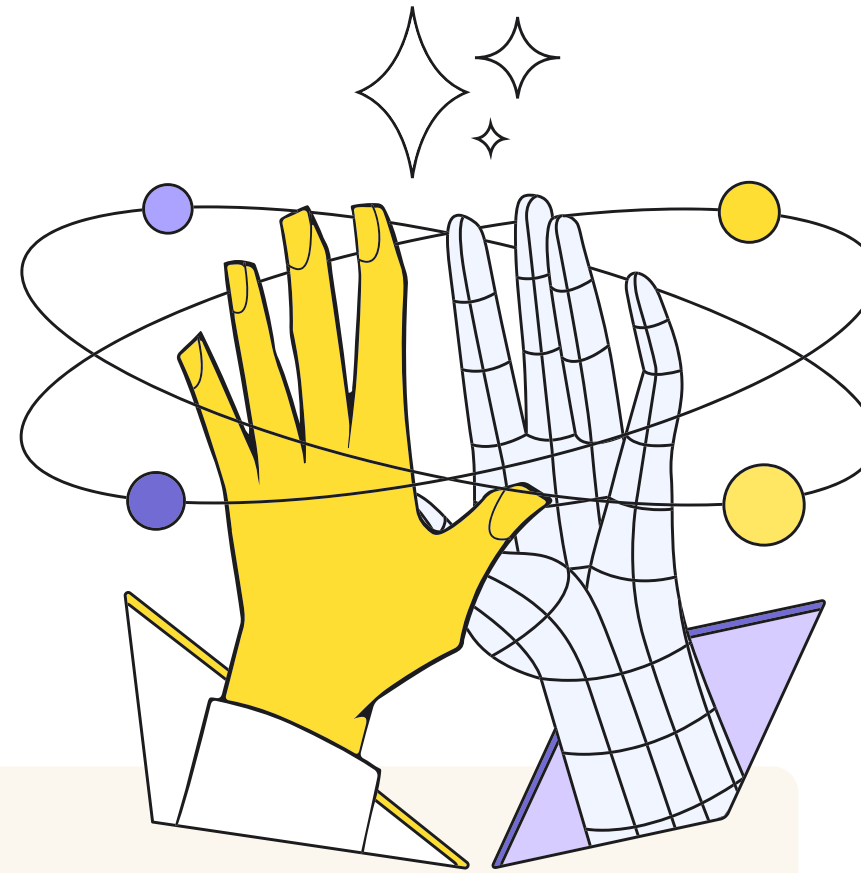
Integrate tools and systems securely, and improve team productivity

- Connect SaaS apps securely using [AWS AppFabric](#) and automate task management.
- Automatically build organizational charts from data and generate visualizations from plain text with [Miro Assist](#).





# AI + automation in product development



AI is enabling new product development frameworks that reduce time-to-market while improving product quality, flexibility, and customization. Today, 35% of respondents are using AI to make their work easier or faster.

## 35%

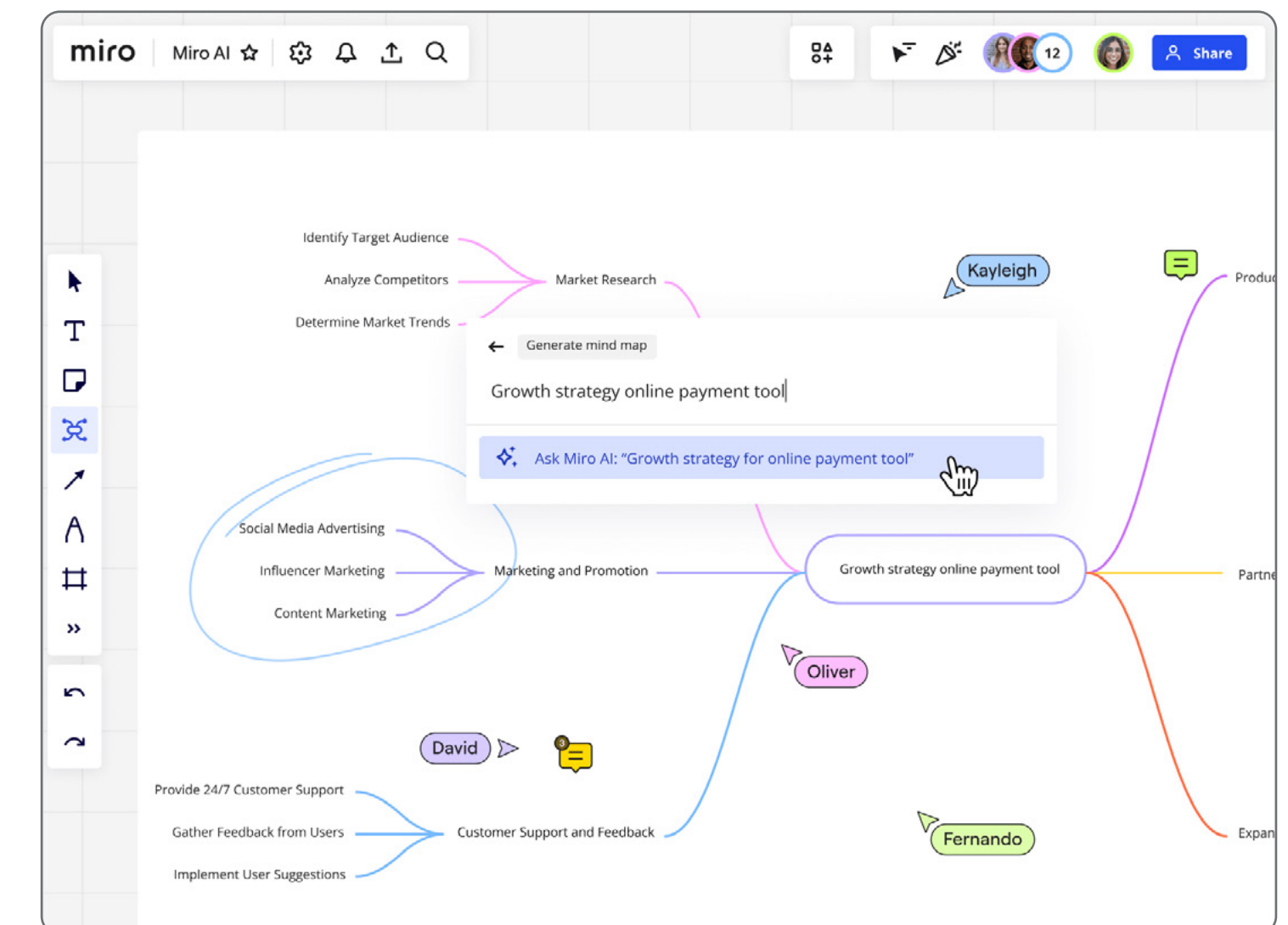
of product teams are using AI in their product development processes.

Deepam Mishra, Amazon Web Services (AWS) Senior Advisor to Startups and AI expert, [shared five major ways AI and automation will impact the product development cycle:](#)

- 1 AI tools will improve product-market fit predictions; they'll be more accurate thanks to better, broader data analysis and collection.
- 2 AI tools will vastly improve speed of iteration and overall time to market.
- 3 AI tools will change how customer feedback is collected and analyzed.
- 4 AI tools will accelerate employee training and change how they interact with new software.
- 5 AI tools will cut down on repetitive tasks and leave more room for human creativity.

## How can product developers and designers use AI?

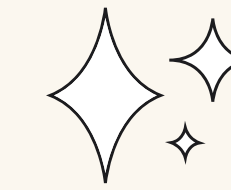
Generative AI can support more efficient product analysis, provide continuous recommendations to improve product usability, and [help to speed up the concept phase in new product development.](#)



61% of companies that are [skilled in using AI and machine learning \(ML\)](#) use "fully integrated Product Lifecycle Management (PLM) systems". During each stage of the product development process, AI tools can help developers and designers move through their to-do lists more efficiently.

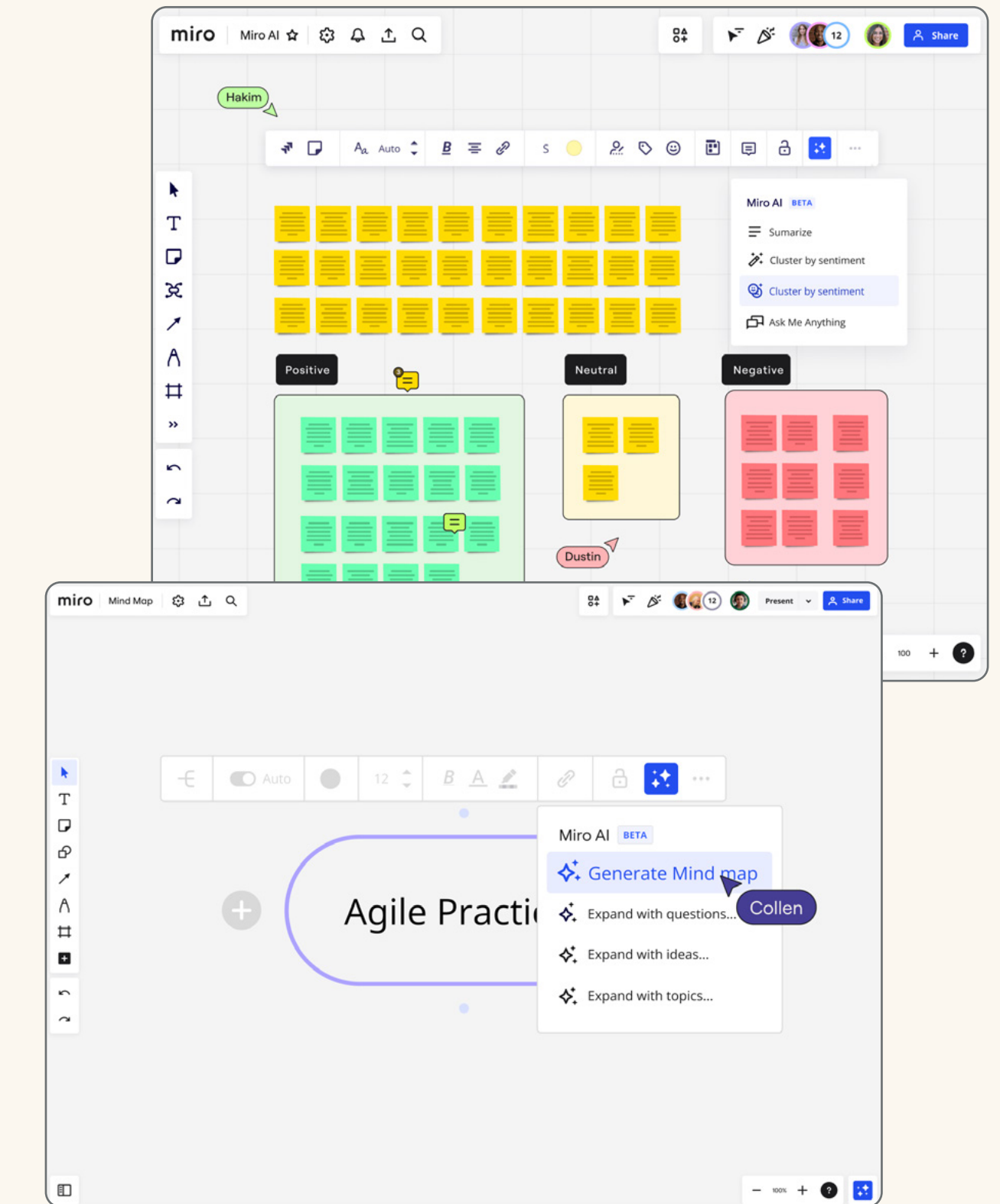


# Ways to use Miro Assist to kickstart product development



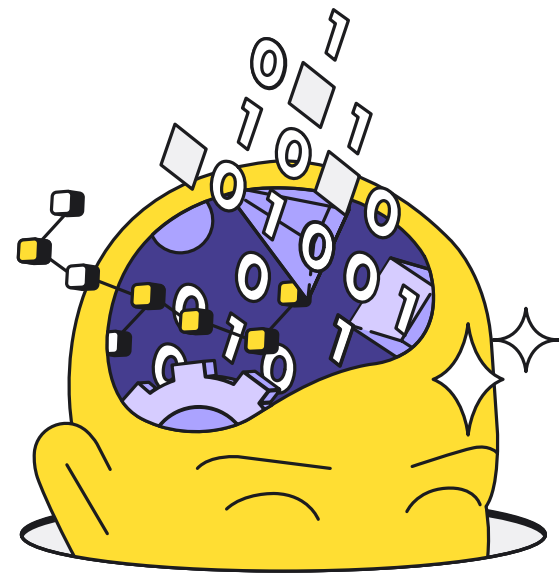
- 1 Get projects started and speed up early-stage development work.
- 2 Automatically break down big product and feature ideas into multiple user stories.
- 3 Remove the heavy-lifting task of creating acceptance criteria by instantly generating it from user stories.
- 4 Speed up the development process by generating code from text and having AI explain your code in natural language.
- 5 Synthesize data on your Miro boards and uncover valuable insights from unstructured information.
- 6 Quickly identify trends from workshops, retrospectives, or customer research.

- 7 Summarize information like sticky notes.
- 8 Extract key insights from data sets by applying custom prompts. For example, 'What are the top three pain points?' or 'Give me three positive quotes from customer research.'
- 9 Cluster sticky notes by sentiment or keyword.
- 10 Create visualizations in structured models like diagrams and mind maps to explain complex ideas, systems, and process mapping in an easy way.
- 11 Generate UML sequence diagrams to document the sequential interactions between objects or components during a specific process or use case.
- 12 Build mind maps to explore new ideas or deepen your knowledge of existing topics.



Try Miro Assist





## What does the future of product development look like?

AI is a major factor in the changes coming to the product development landscape and [AI skills are showing up in job postings already](#). There are over 7,800 open product development positions on Monster, over 3,400 on LinkedIn and over 4,200 on Indeed that emphasize the need for AI expertise.

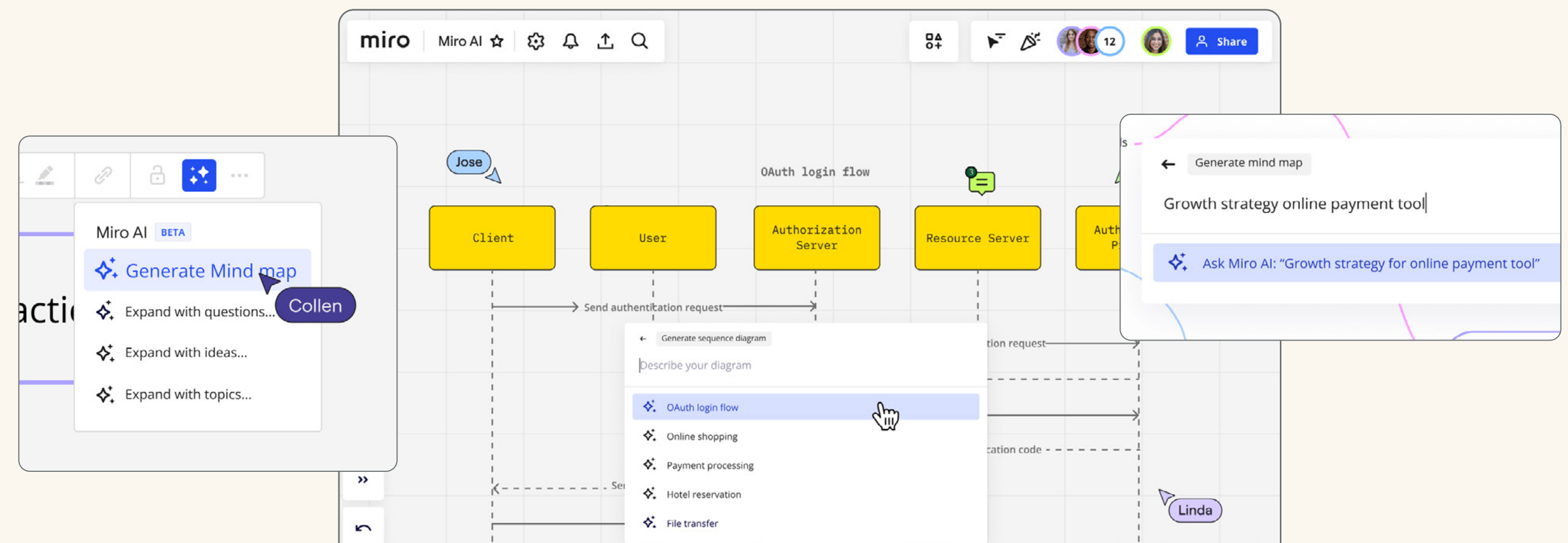
And according to MMC Ventures, [1 in 10 enterprises now use ten or more AI applications](#), including chatbots, process optimization, and fraud analysis systems.



# Miro Assist is your AI partner that helps you create the next big thing, faster.

Supercharge product development with your AI personal assistant, Miro Assist. Speed up time-consuming tasks like data synthesis and product development workflow planning and guide your team towards new horizons.

Try out Miro Assist





# The future of product development

One of the most important changes in product development is the fact that the way we work has changed forever, and teams will likely stay distributed. As a result, organizations will have to continue focusing on hybrid and remote product team culture and collaboration, and invest in the right tools to help keep everyone on the same page.

90%

of workers don't want to be in-office full-time.

88%

of workers would choose to be hybrid or fully remote.



Interestingly, 69% of hybrid workers say they're working in their ideal work environment, compared to 46% remote and only 20% of fully onsite workers.

Just like teams track the effectiveness and success of their products in the market, it's also important to track how well teams can work together within their teams and across departments. If a project management framework or tool isn't currently working, stay flexible and consider trying a new approach.





## Conclusion

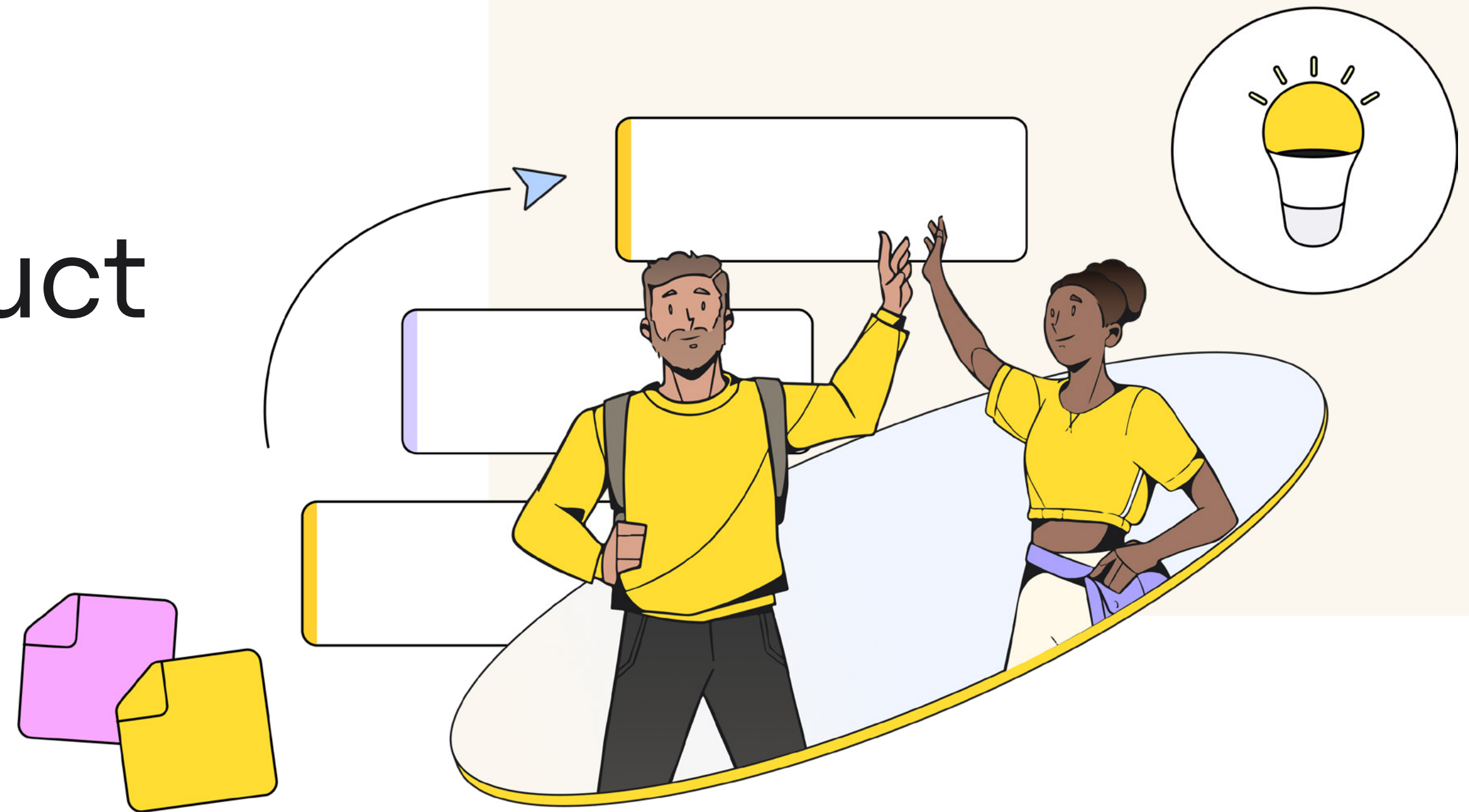
# The power (and ROI) of visualization in the product development process

When cross-collaboration is a challenge, organizations [see poorer productivity, lower employee morale, and less revenue](#). Disconnected and inefficient processes lead to [24% lower productivity](#), and a reduced ability to innovate.

42% of respondents in a recent survey noted a [decrease in employee productivity as a result of poor business processes](#) which, in turn, contributes to organization silos, inaccurate data, broken work processes, weaker products, poorer services, and lower revenues.

Investing in a visualization platform like Miro is saving product teams hours every week, and helping organizations bring in greater revenue by enabling easy collaboration and boosting efficiency across teams.

[Learn more about how Miro helps product development teams do their best work.](#)



“We want to be more agile, open-minded, iterative, and have a dedicated space that fosters new ideas and innovation. Miro is the best tool to support those initiatives.”



Brian Ciccotelli  
Learning Experience Designer,  
HP





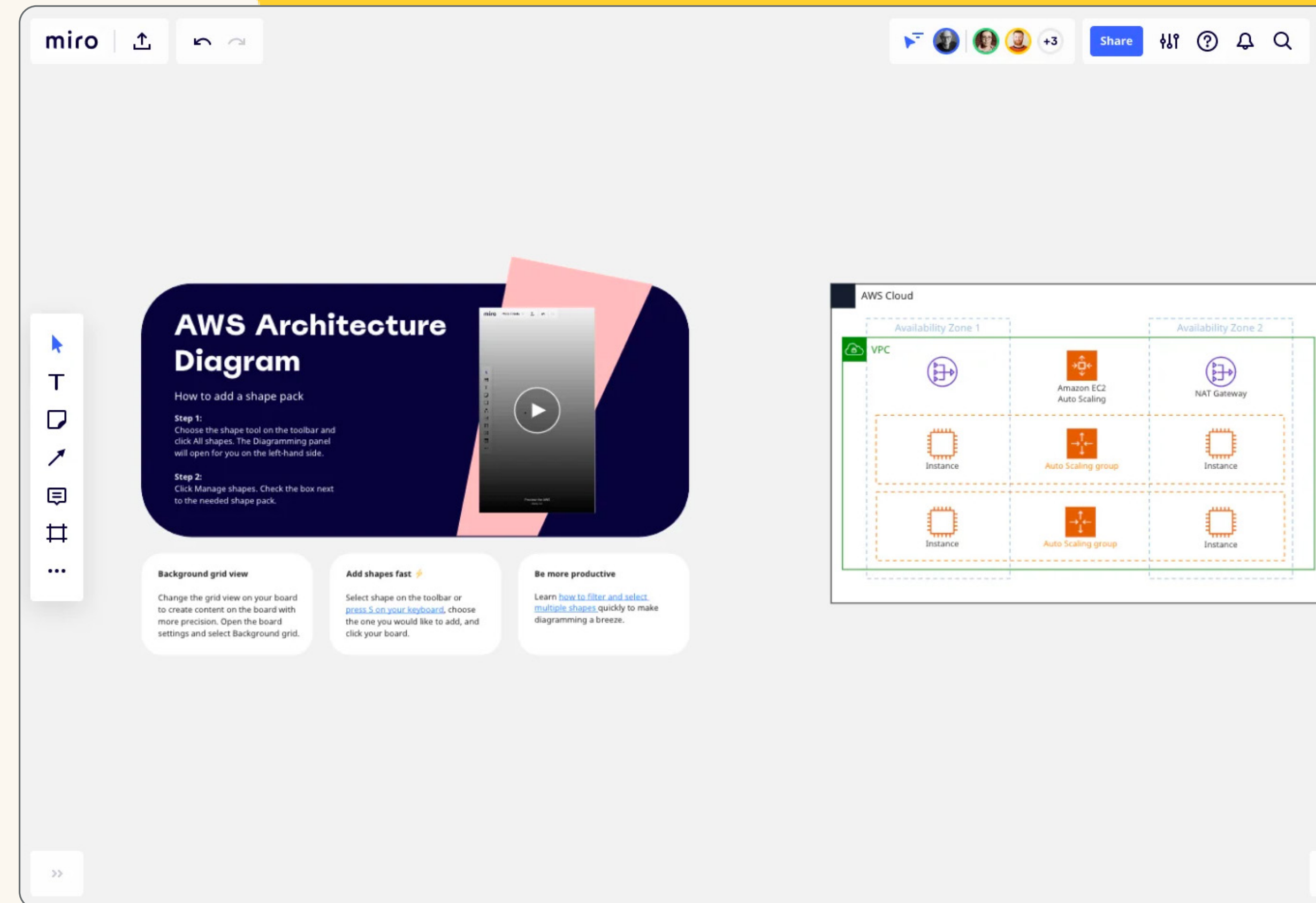
# Visualize and build the next big thing

Align product, design, and engineering teams in one visual workspace. Miro for AWS is made for teams bringing new products and services to market that want to improve the speed and impact of innovation, no matter where they're working from.

Tackle complex visual challenges like product planning workflows, workshops and asynchronous teamwork, and AWS cloud architecture design in a shared workspace, using intuitive tools that move ideas forward.

Miro for AWS is trusted by 99% of the Fortune 100 and offers secure and intuitive access management, robust data protection, and GDPR compliance.

Try Miro for Business free







## About Miro

Miro, co-headquartered in San Francisco and Amsterdam, serves more than 60M users worldwide, including 99% of the Fortune 100. Miro was founded in 2011 and currently has more than 1,800 employees in 12 hubs around the world.

## Methodology

To collect the data for this report, Miro surveyed 100 product professionals in September 2023 across organizations with 1 - 5,000+ employees. Respondents included product managers, designers, engineers, CTOs, and other roles on product teams.

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**Report created in collaboration with CXD Studio.**

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