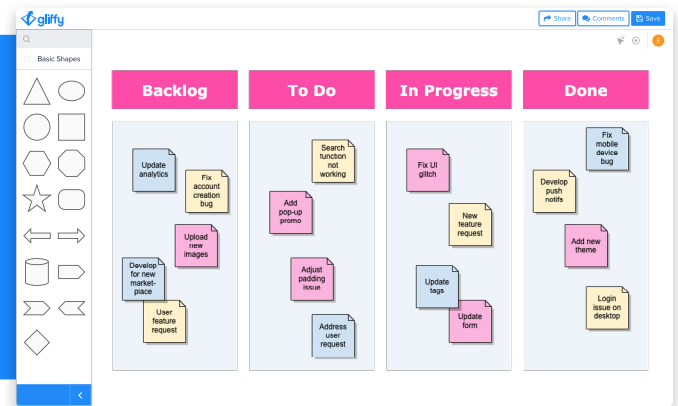




Align Your Team Around a Shared Product Vision



Collect ideas, conduct user research, and develop your concepts.

- Use **brainstorming** techniques such as **mind mapping** to think creatively and capture new ideas
- Create **empathy maps** to sort and understand user perspectives
- Translate user needs to product functionality through **story mapping**
- Organize your ideas and research with **affinity diagrams**

Get buy-in for your product plan — then set that plan into action.

- Visually demonstrate user experiences with a **journey mapping** exercise
- Build **low-fidelity wireframes** in minutes to quickly map out design ideas
- Keep your team on track and communicate progress effectively with a visual **product roadmap**

Capture and communicate market research, product positioning, and strategy.

- Complete a **SWOT analysis** to understand your product's market position
- Visualize your **situational analysis** to help you develop a research-based path to success
- Create a **business model canvas** that articulates your path to success at a glance
- Conduct a **gap analysis** to ensure your work today is building toward a successful future

Gliffy lets you build visual documentation your team will actually use.

- Skip the learning curve with an **intuitive, drag-and-drop** diagramming tool built for enterprise teams
- Create **interactive diagrams** with linked layers that engage your viewers
- Build and brainstorm together with **real-time collab-**

From Our Users:

“We can demonstrate user flows and collaborate on files across the team, **bridging the gap between designers and developers**. It has helped me create a shared understanding of intent across multiple departments.”

– Sebastian H., Lead UI Designer

