

A Better Goals Product, Built for You (and with You) | Lattice

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Executive Summary

This article, published by Lattice, announces and describes a redesign of the Goals feature within the Lattice People + AI platform. The stated problem is that the existing Goals experience underperformed relative to the rest of the platform, creating friction in core workflows such as goal creation, editing, bulk updates, and navigation. The author's central argument is that Lattice conducted a customer-informed, iterative redesign process — involving over 30 customer calls, two years of CSAT and NPS data, and support ticket analysis — that resulted in a more intuitive, cohesive product. Key changes highlighted include a modernized interface, streamlined workflows, improved navigation with persistent breadcrumbs, and enhanced collaboration features. The article concludes by framing these improvements as evidence of Lattice's commitment to customer-centric product development, and closes with promotional calls to action including a demo request and a downloadable OKR program guide. The piece functions primarily as a product announcement and brand communication rather than an independent analysis.

Key Insights

1. Lattice identified goals management as the weakest area of its platform through systematic customer feedback analysis, including 30+ customer calls, two years of CSAT/NPS data, and support ticket review.
2. The redesign prioritized reducing click-heavy workflows, improving navigation clarity, and enabling bulk updates — pain points surfaced directly from end-user behavior and voice feedback.
3. 98% of customers who encountered the new Goals experience opted to remain on it rather than revert to the classic design, a metric Lattice uses as a proxy for product-market fit — though this figure is self-reported and unaudited.

Practical Takeaways

- Organizations evaluating goal-setting tools may find value in assessing whether the platform supports bulk updates, cascading goal visibility, and role-based audit log access — features Lattice identifies as high-friction pain points.
- The article illustrates a product development pattern in which CSAT, NPS, and support ticket data are used in combination with qualitative customer interviews to prioritize UX improvements in HR software.

Frameworks Mentioned

OKRs — Referenced in the article's closing section, where Lattice promotes a downloadable guide on designing an OKR program; not substantively discussed within the body of the article.

Critical Analysis

Strengths: The article provides a structured account of the product development process, including specific research methods (30+ customer calls, multi-year data review), which lends some transparency to the redesign rationale. **Limitations:** The article is vendor-authored marketing content with no independent verification of claims. The 98% retention statistic is self-reported with no defined methodology, sample size, or timeframe disclosed. No external benchmarks or comparative data are offered. The language is consistently promotional, and the closing section pivots explicitly to sales conversion. **Biases:** The article frames all changes as successful and customer-validated, with no acknowledgment of any limitations, trade-offs, or unresolved issues in the new design. It functions as a product announcement rather than an objective assessment.

Organizational Practice

The article describes Lattice's internal product development practice of combining quantitative data (CSAT, NPS, support tickets, sales feedback) with qualitative customer interviews (30+ calls) to identify UX friction points and prioritize platform improvements. It also describes a phased rollout approach that allowed users to revert to a previous design version during the transition period.

Strategic Implications

The article reflects a broader trend in HR technology toward continuous, customer-informed product iteration rather than periodic major releases. The emphasis on reducing workflow friction in goal-setting tools points to an industry recognition that adoption failure in PMS platforms is often a UX problem rather than a strategy problem. The bundling of a goals product update with an OKR program guide suggests vendors are positioning themselves as strategic advisors alongside software providers.

Validation Status: passed