

Product Roadmap

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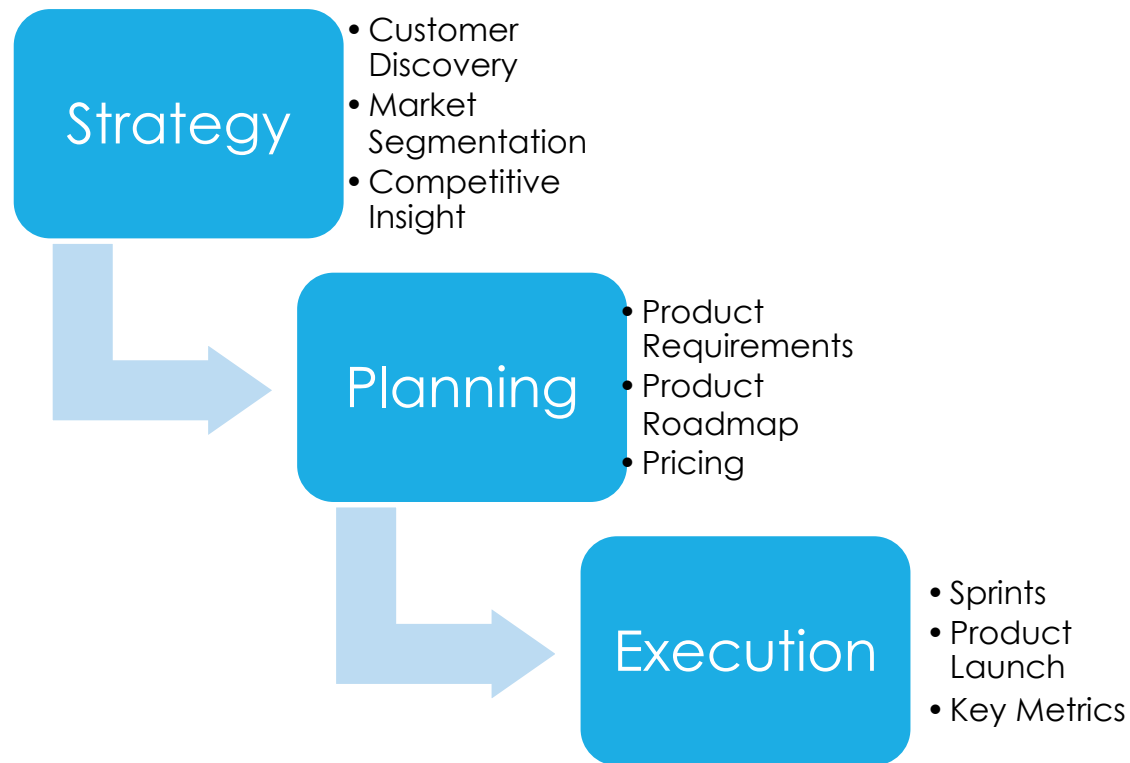
Overview

- ▣ Product Vision
- ▣ Ownership
- ▣ Goal of a product roadmap
- ▣ Gathering & prioritizing the data
- ▣ Visualization and tools

Product Vision

- ▣ A future photo of your company and product
- ▣ 3-5 years out (for now)
 - ▣ More after PMF
- ▣ The reason you exist for your customer
- ▣ Answer the "Why" not what or how
- ▣ Product Vision for now, Company (Multi-Product) Vision later

Moving from your Head to a Plan

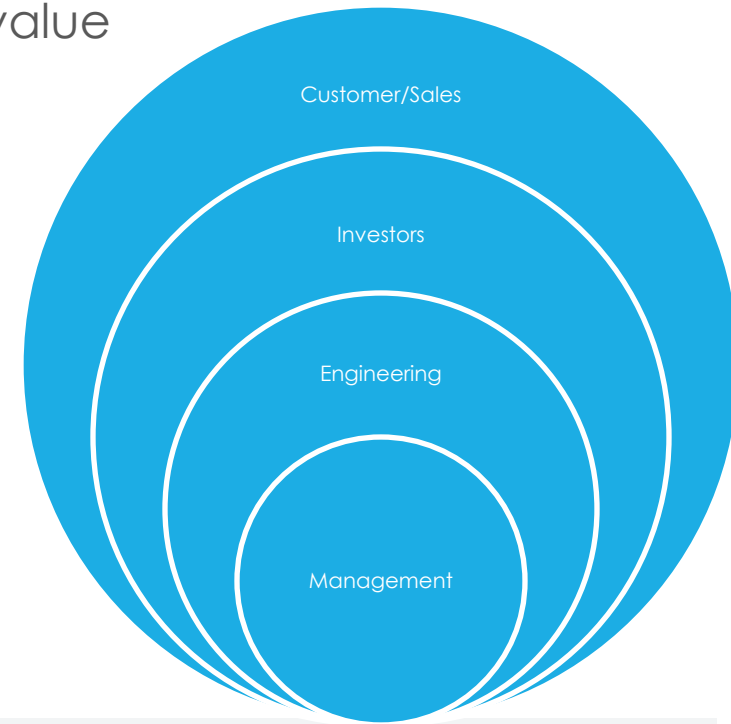


Product Ownership

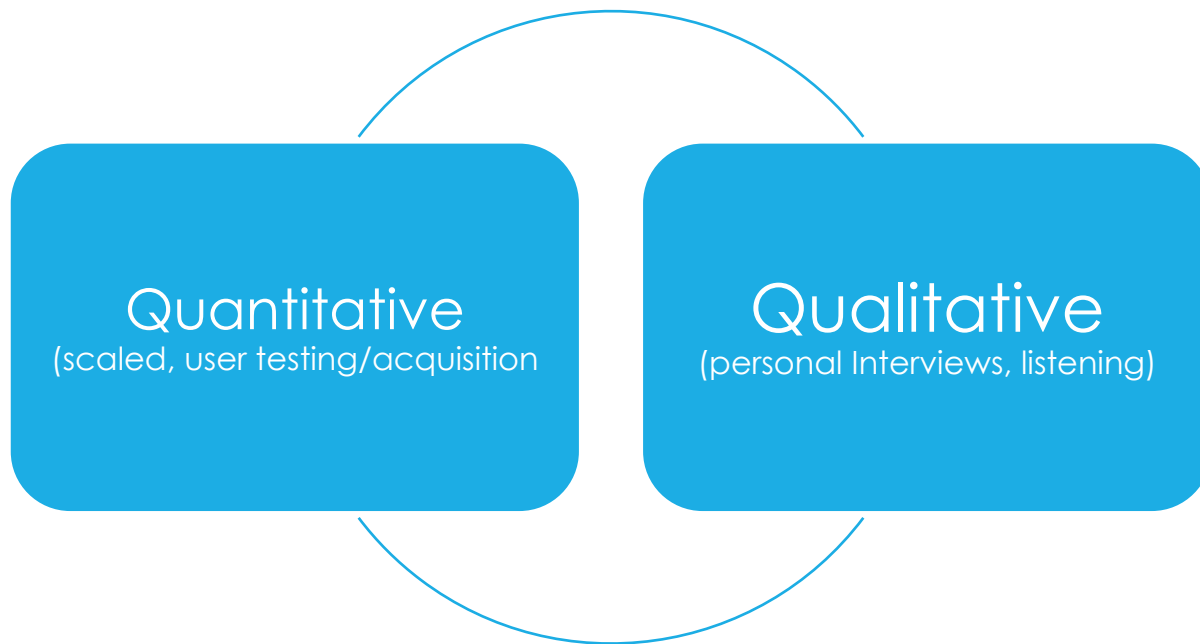
- Who owns the vision?
 - Product Owner
 - Discovery and customer feedback
- Is it documented (and flexible)
- Who is doing design?
- Who is the Product Manager?
 - CEO/Founder
 - CTO

What's a Roadmap For?

- Visual showing the evolution of the product
 - Communicate strategy and business goals
 - Prioritize customer and business value
 - Align product stakeholders
- For whom?
 - Customers/Sales
 - Investors
 - Engineering
 - Management



Iterating on ICP



Early Product/New Features

- Build on slides first
- Clickable demo
- 3-5 ICP, early adopter, ability/willingness to pay
- Build user stories
- Engage them in sprint process for feedback

Basics

- Themes – high level strategic objective for the product. Example: Move traditional pharmacy order process online. One theme.
- Epics – subset of work around smaller tasks. Example: Create POS system for Pharmacies, create inventory tracking system, create marketplace for consumers. Based on size of team, one Epic only
- Stories – subset of the product, what's “obvious to you” may not be. Example: Develop a signup process for Pharmacist, create a dashboard for existing inventory
- Features. What are the fields for the signup, what tools are you using,

Feature Priority

Prioritization of Features

- ▣ Must have
- ▣ Should have
- ▣ Could have
- ▣ Will not have

Prioritize Customer Data

- ▣ Acquisition – lower friction, POCs
- ▣ Activation – time in app/on site, usage data
- ▣ Revenue – near term/long term
- ▣ Retention – churn causes
- ▣ Referral – see acquisition
- ▣ Tech debt
- ▣ Methodologies: Value/Effort, [Kano](#),

Value/Effort Matrix

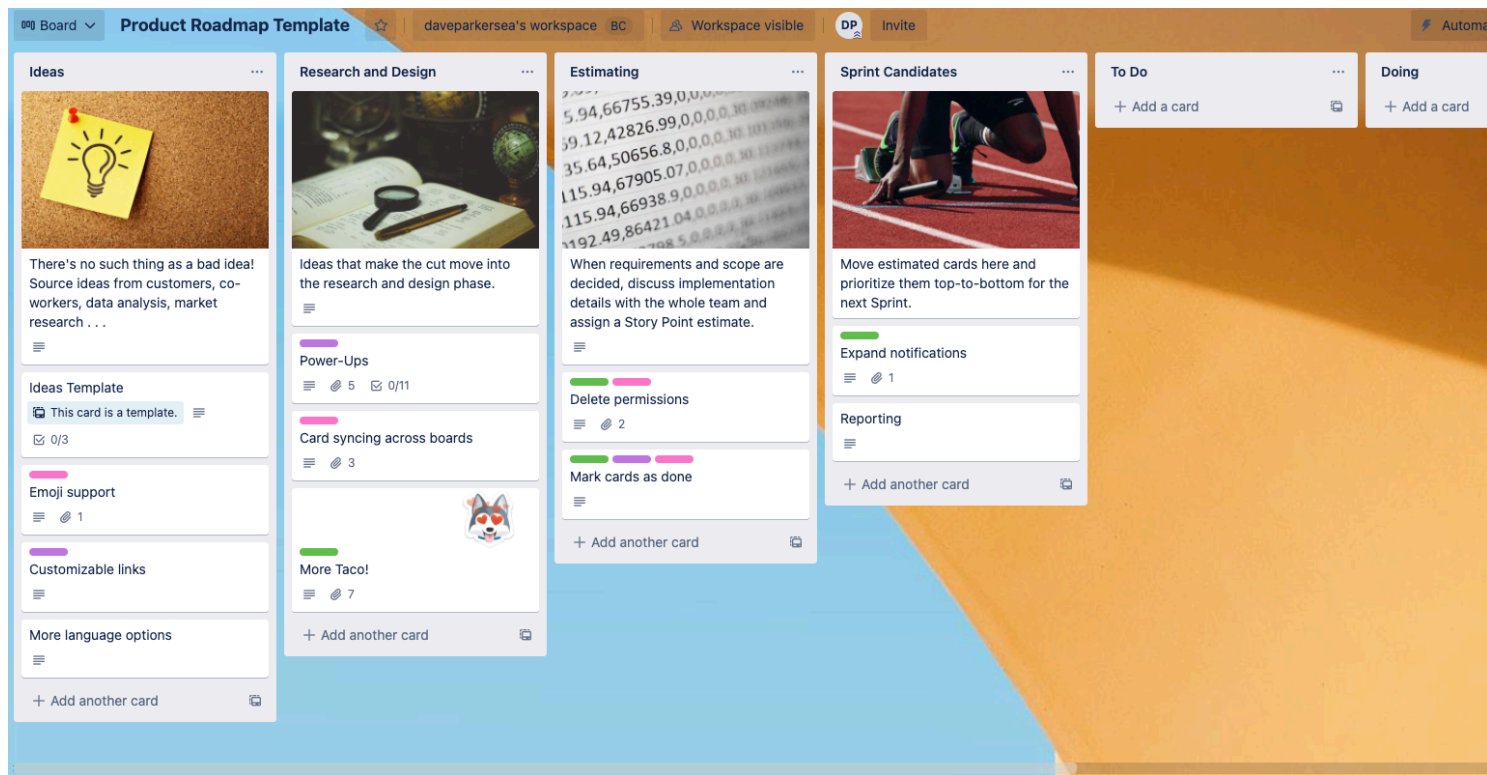


<https://www.productplan.com/glossary/2x2-prioritization-matrix/>

Roadmap Template

- ▣ Ideas
 - ▣ Listed/Named
- ▣ Research and Design
 - ▣ Answers Why are we doing this?
- ▣ Estimating
- ▣ Sprint Candidates
- ▣ To Do/Doing/Done
- ▣ Past Sprints

Tools – Trello



Tools should be

- ▣ Accessible
- ▣ Easy to update
- ▣ Collaborative
- ▣ Consistent
- ▣ Visual

Some Tools:

- ▣ [Trello](#)
- ▣ [ProductPlan](#)
- ▣ [Monday.com](#)
- ▣ [Product Stash](#)

What Can (possibly) Go Wrong?

- Laundry list of features only – missing context and priority
- Nailing the features (document past the white board)
 - Feature for whom and why
- Involving development too late
- Estimating in the early days is rough
- Making commitments to customers



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