Product Roadmap

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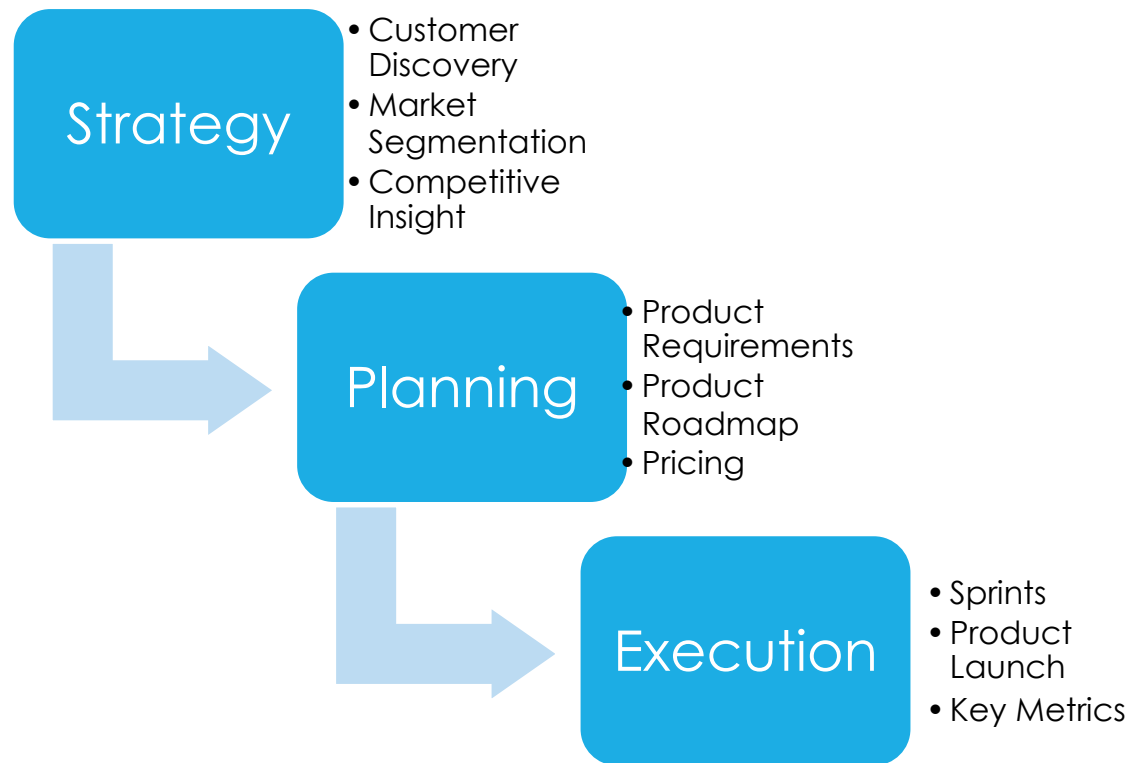
Overview

- ◻ Product Vision

- ◻ Ownership

- ◻ Goal of a product roadmap

- ◻ Gathering & prioritizing the data

- ◻ Visualization and tools

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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

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Moving from your Head to a Plan

Strategy
- Customer Discovery
- Market Segmentation
- Competitive Insight

Planning
- Product Requirements
- Product Roadmap
- Pricing

Execution
- Sprints
- Product Launch
- Key Metrics

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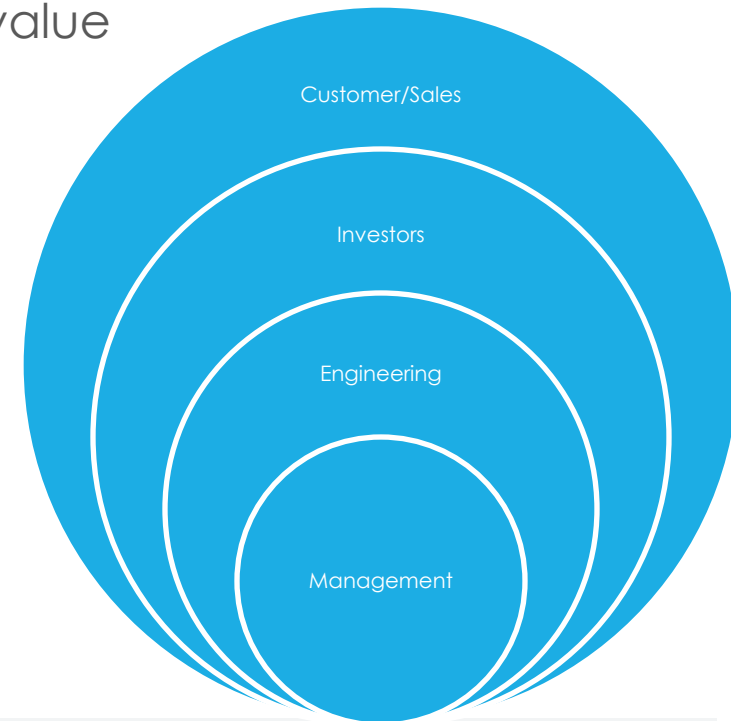# Product Ownership

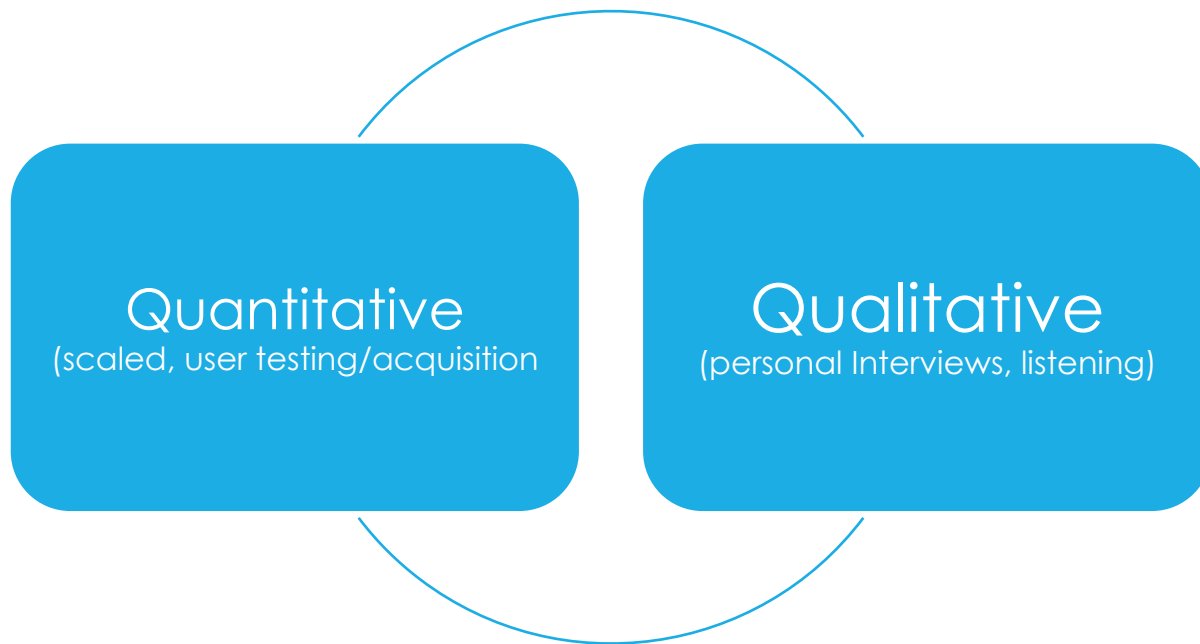- Who owns the vision?
  - Product Owner
  - Discovery and customer feedback

- Is it documented (and flexible)

- Who is doing design?

- Who is the Product Manager?
  - CEO/Founder
  - CTO

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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

Customer/Sales

Investors

Engineering

Management

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Iterating on ICP

Quantitative
(scaled, user testing/acquisition

Qualitative
(personal Interviews, listening)

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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

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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,

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Feature Priority

Prioritization of Features

- Must have

- Should have

- Could have

- Will not have

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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,

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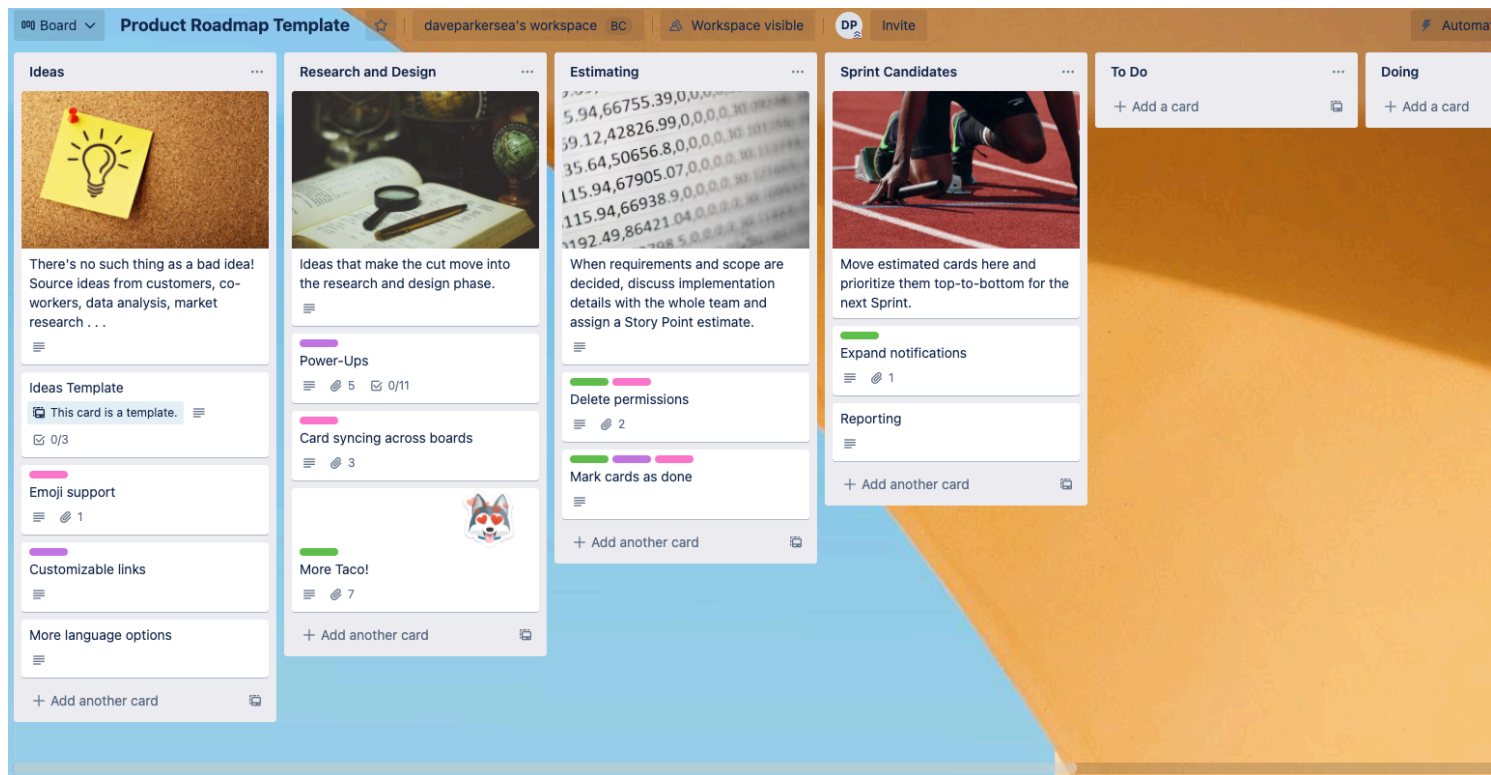.com

Value/Effort Matric
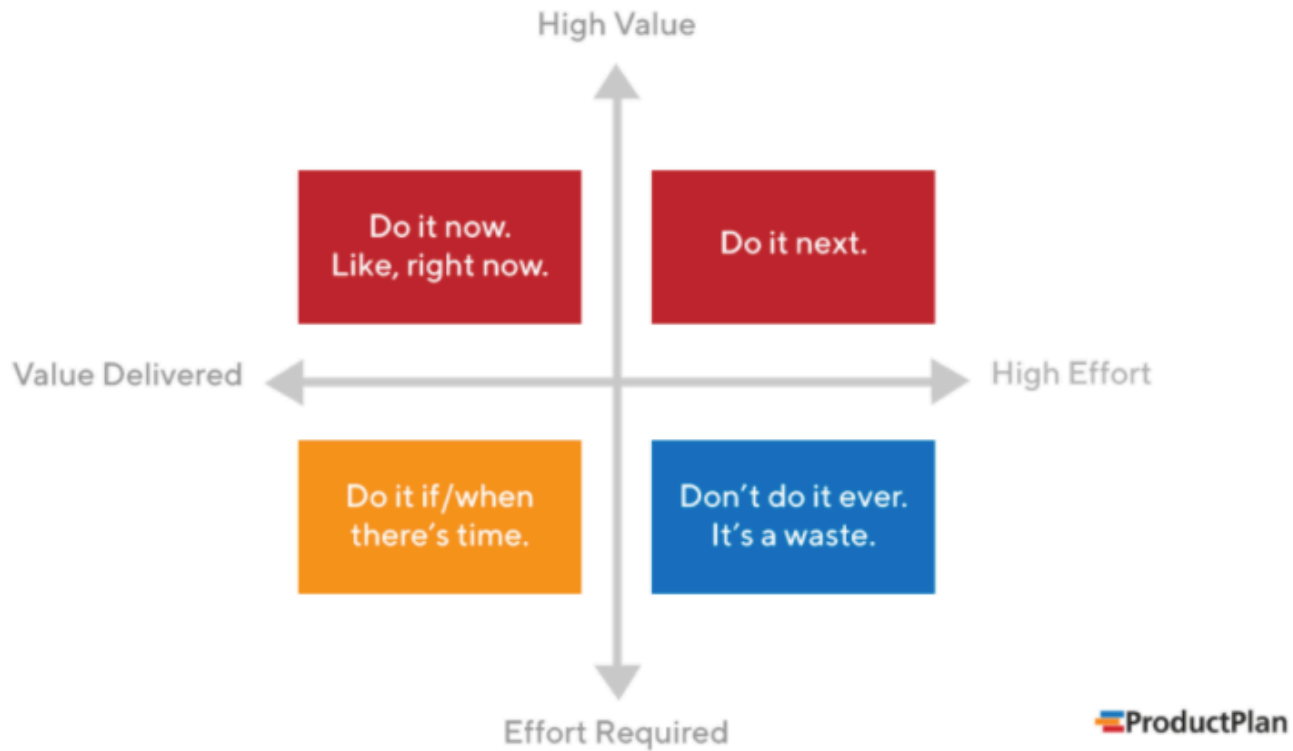
Roadmap Template

- ☐ Ideas
  - ☐ Listed/Named

- ☐ Research and Design
  - ☐ Answers Why are we doing this?

- ☐ Estimating

- ☐ Sprint Candidates

- ☐ To Do/Doing/Done

- ☐ Past Sprints

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Tools – Trello

Tools should be

- Accessible

- Easy to update

- Collaborative

- Consistent

- Visual

Some Tools:

- Trello

- ProductPlan

- Monday.com

- Product Stash

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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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