



2025 edition Map Your API Journey

Where are you on your API journey?

Which lines are crucial for your organization right now?

Who Is This For?

- Product Managers: Drive strategy and impact.
- Architects: Plan and manage interdependencies.
- Developers: Build intuitive, effective APIs.
- Business Leaders: Harness APIs for transformation.

How to Use This Map?

- Guide collaboration: Align teams and responsibilities.
- Plan effectively: Define clear goals for each phase.
- Grow together: Manage APIs across teams and platforms.

Visit www.apiopscycles.com for toolkits, resources, and detailed guidance.



API Product Strategy

Business Opportunities Line

Platform Architecture Line

Operating Model Line

Entry Criteria

1. Business goals are defined.
2. Market research identifies API opportunities.
3. Stakeholders approve strategy discussions.

Doing the API work

Identify individual API opportunities that align with organizational strategy and business priorities. Collaborate with stakeholders to document API roadmaps and ensure alignment with business goals.

Read more at <https://www.apiopscycles.com/method/api-product-strategy>

Canvases to help you

[Customer Journey Canvas](#)

[API Value Proposition Canvas](#)

[API Business Model Canvas](#)

Exit Criteria

1. Individual API opportunities are identified and documented.
2. The API meets a clear business need and is reusable for multiple API-consumers.
3. API is designed for hiding backend data models and discrepancies.
4. Value proposition is validated with key stakeholders.
5. API consumer segments (internal and external) are identified.
6. High-level roadmaps for API development are established.

Core line starts at the API Product Strategy station:
How does this API align with our business goals?
Who are the key stakeholders for this strategy?

