

## HW19-Team: Product Roadmap

Team number and name: TEAM 2

Names of students who actively worked on this assignment:

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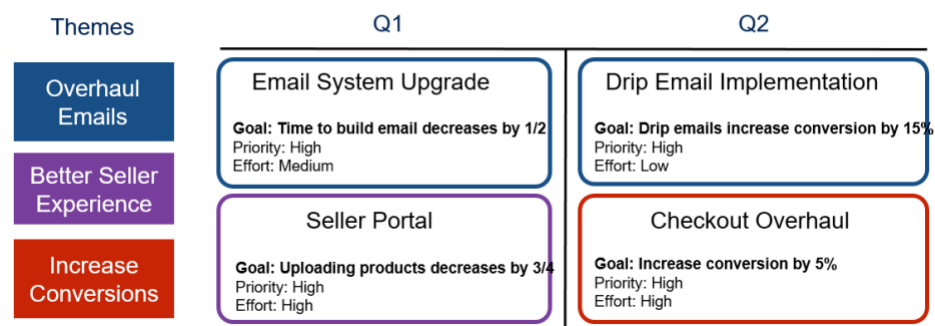
### Task:

Create a year-long product roadmap broken down by four quarters with projects in each quarter by themes. Include measurable goals, priorities and effort size for each project. Use an Example below as a template. List as many projects per Q as needed for your product (the example only has two projects per Q). Product Roadmap page limit: two

### Assumptions:

1. Your product will be launched in Q1 and all projects are “high” priority.
2. Starting Q2, you keep adding new features and improving old ones, so priority will differ
3. Effort size: S, M and L

## PRODUCT ROADMAP EXAMPLE



## Product Roadmap for HelpMeBuy Application

Themes	Q1	Q2	Q3	Q4
Application development	<p><b>Sign-In/Registration</b> Goal: Create customer base. Priority: High Effort: S</p>	<p><b>FAQ Page</b> Goal: To make application easy to understand Priority: Low Effort: S</p>	<p><b>Payment Functionality</b> Goal: Allow customers to pay using electronic wallets Priority: High Effort: M</p>	<p><b>User Analysis</b> Goal: enable user to view application usage history. Priority: Low Effort: S</p>
User Profile	<p><b>Landing Page</b> Goal: Increased user interaction in app. Priority: High Effort: M</p>	<p><b>Search list prediction</b> Goal: allow auto suggestions for shopping list while typing in the search bar Priority: High Effort: M</p>	<p><b>Security and Privacy</b> Goal: Maintain customer data privacy and security Priority: Medium Effort: L</p>	<p><b>End to End Testing</b> Goal: Increase application performance by 4% Priority: High Effort: L</p>
Better customer experience	<p><b>Digital Marketing</b> Goal: Increase user registrations by 5% Priority: High Effort: S</p>	<p><b>Shopping Tracker</b> Goal: Allow both parties to track each other Priority: High Effort: M</p>	<p><b>Barcode Scanner</b> Goal: Better shopping experience Priority: Medium Effort: L</p>	<p><b>Application Analysis</b> Goal: Analyse Daily active users and session length Priority: Medium Effort: L</p>
Increase conversions	<p><b>Community Wall</b> Goal: Allow both parties to review each other based on service. Priority: High Effort: M</p>	<p><b>Review System</b> Goal: Allow both parties to review each other based on service. Priority: Medium Effort: M</p>	<p><b>Support Team</b> Goal: Address customer issues and provide resolutions Priority: Low Effort: M</p>	<p><b>Enhance Support Team Base</b> Goal: Decrease issue resolution time by 10% Priority: Medium Effort: S</p>
		<p><b>Referrals</b> Goal: New user registrations increases by 5% Priority: Medium Effort: S</p>	<p><b>Rewards and cashback</b> Goal: Customer retention increases by 8% Priority: Medium Effort: M</p>	