

A photograph of the Innopolis University building, a modern structure with a large glass facade and a copper-colored upper section. In the foreground, there are wide concrete steps leading up to the building, and a row of flagpoles with various flags. Two bicycles are parked in a rack in the lower right. The sky is blue with some clouds.

innopolis
UNIVERSITY

Roadmap

The product roadmap

high-level, strategic plan, that describes the likely development of the product over the next period of time

Goal Oriented template

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- focus on the goals you want to achieve
- thinking about the most valuable features
- get an overview of products' development over the upcoming releases

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- dates could result in wrong interpretation of the roadmap by stakeholders

	Q1	Q2	Q3	Q4
DATE / VERSION	BRONZE 01-01-2020	SILVER 01-04-2020	GOLD 01-07-2020	PLATINUM 01-10-2020
GOAL	LAUNCH MVP WITH AT LEAST 1000 EARLY ADOPTER USERS	IMPROVE EARLY ADOPTER USER SATISFACTION TO AN 8+ ON AVERAGE	CONVERT 50% OF EARLY ADOPTERS TO A PAYING MEMBERSHIP WITH AT LEAST A BASIC SUBSCRIPTION	INCREASE USER BASE WITH AT LEAST 1000 MORE PAYING SUBSCRIBERS (AT LEAST BASIC MEMBERSHIP)
KEY FEATURES	HOMEPAGE WITH TOP 10 MOST READ ARTICLES SHARE WITH YOUR FRIENDS VIA SOCIAL MEDIA	SAVE ARTICLES FOR LATER READING LAUNCH IN-APP CUSTOMER FEEDBACK FUNCTIONALITY	PERSONALIZED SEARCH FUNCTION MIGRATE CURRENT USER BASE TO NEW APP VERSION LAUNCH FIRST THIRD-PARTY API'S	LAUNCH MARKETING CAMPAIGN IN USA INTEGRATE VIDEO SUBSCRIPTIONS IN THE NEW APP INTEGRATE QUICKNEWS
METRICS	# APP DOWNLOADS # REGISTERED USERS # SOCIAL MEDIA MENTIONS	IN-APP CUSTOMER SATISFACTION SCORE CUSTOMER SATISFACTION SURVEY	IN-APP CUSTOMER SATISFACTION SCORE % PAYING USERS OF ALL USERS # REGISTERED USERS	IN-APP CUSTOMER SATISFACTION SCORE % PAYING USERS OF ALL USERS # REGISTERED USERS

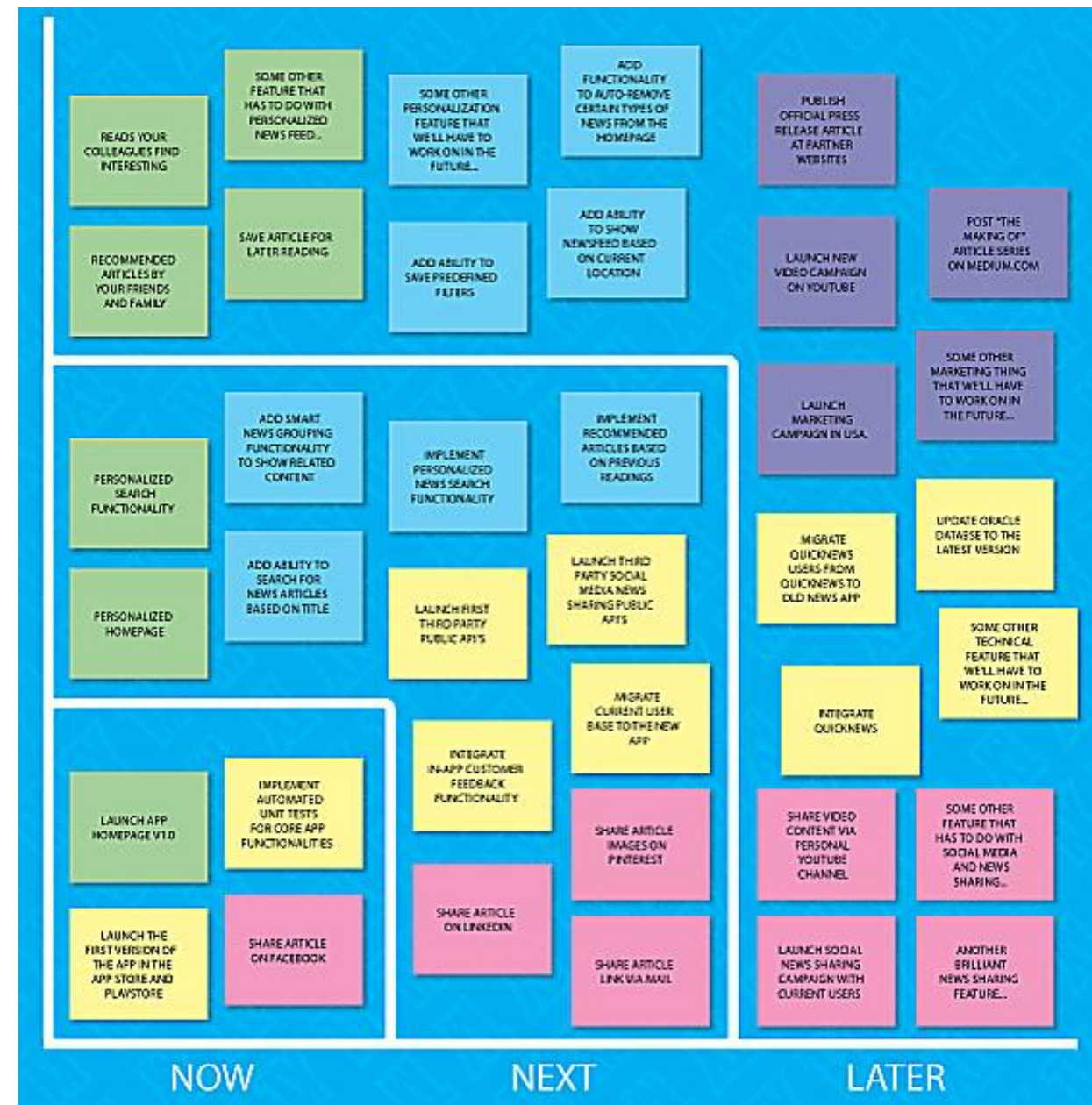
Now-next-later template

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- easy to understand

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- focussed more on the features, rather than the goals
- doesn't offer much room for including KPI's, releases or dates



Story map template

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- taking a users' perspective on the product
- provide a starting point to facilitate creative ideas for your product

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- creates the illusion that all the features for the product will be developed

