

How Does A Product Roadmap Help You Build Products?





- **Work on the product starts as soon as an idea is formulated, the roadmap can therefore be utilized to visualize the idea and make it into a concrete vision**

- It starts building the product before it is put to use





Product Owner

Developers

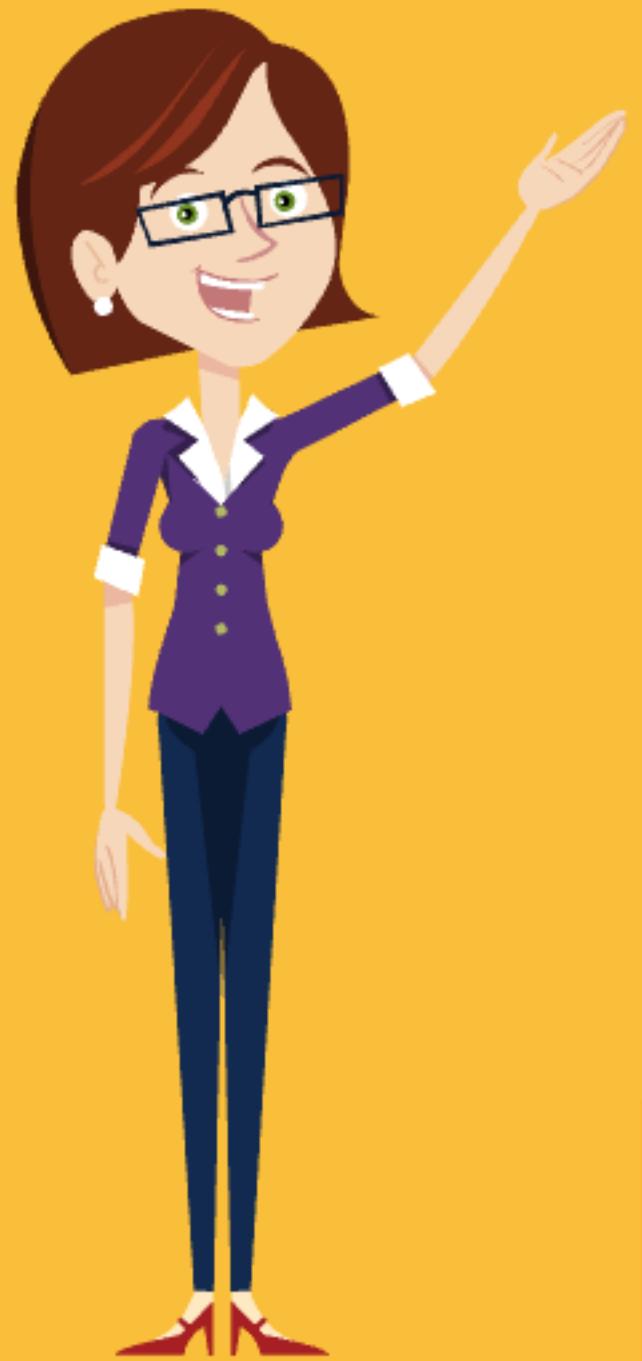
- **Many of the strategies which will be useful for the project come to the core**

- To ensure that everyone understands the vision behind the product and direction to be taken





- **Product owners typically create their roadmaps in PowerPoint and spreadsheets**



GoogleDocs



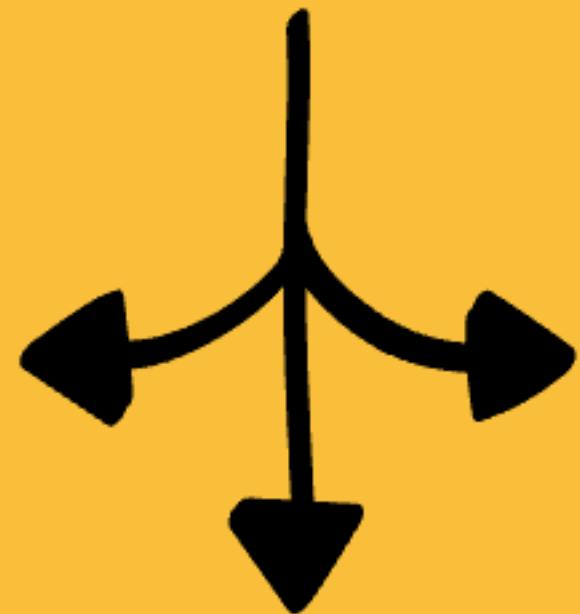
Dropbox



EverNote

(Check if these are secure
enough for your
business/project)

- It is becoming trendier to just post it online
- To ensure that everything is available at the touch of a button



- **Reviews and updates are easier to post and conduct and get to all stakeholders that way. Responses are also immediate.**

 Date	1 st quarter	2 nd quarter	3 rd quarter	4 th quarter
 Name	Version 1	Version 2	Version 3	Version 4
 Goal	Acquisition: Free app, limited in-app purchases	Activation: Focus on in-app purchases	Retention	Acquisition: New segment
 Features	<ul style="list-style-type: none"> Basic game functionality Multiplayer FB integration 	<ul style="list-style-type: none"> Purchase dance moves Create new dances 	<ul style="list-style-type: none"> New characters and floors Enhanced visual design 	<ul style="list-style-type: none"> Street dance elements Dance competition
 Metrics	Downloads: top 10 dance app	Activations, downloads	Daily active players, session length	Downloads

● **The following points indicate how the roadmap does that**

Product Roadmap



- Ensures alignment between corporate objectives and product deliverables
- Makes it easy to identify product requirements to counteract impediments

Product Roadmap



- **Helps determine high-level time frames**
- **Helps set and try to maintain the pace**
- **The team can easily make adjustments on the fly as product priorities change**

Product Roadmap



- **Enables easy collaboration**
- **Makes it easier to visualize and communicate product strategies**

Product Roadmap



- **Helps categorize requirements and effectively prioritize them**
- **Helps teams to know what their current commitments are and what the plan of action entails and aligns all stakeholders to current position.**

Product Roadmap



- Broader contextual awareness of workload, which helps the developers keep things in perspective
- Feedback is immediate and this makes it easier for it to be integrated into planning circle

Product Roadmap



- Enables the team to execute the plan of action as expected
- The roadmap mentally and physically prepares the team for unforeseen impediments

Product Roadmap



- Provides the context around the team's every-day work
- Responds to shifts in the competitive environment

Product Roadmap



- Helps the PO to communicate how he or she sees the product development
- For any product to win the company's support; it has to be aligned to the company's strategies

Product Roadmap



- **It is easy to show how the product helps your organization to reach its goals.**
- **Makes it easier to secure a budget for the product development**
- **The stakeholders know every stage of the development process**

Product Roadmap

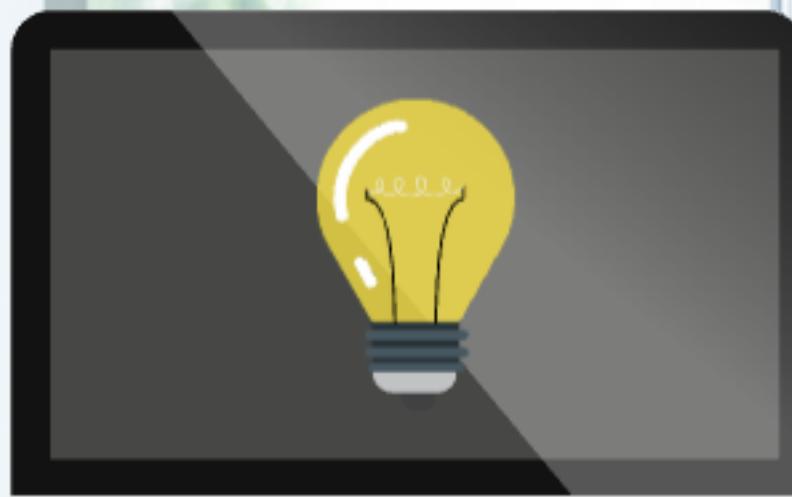


- Promotes effective portfolio management
- Supports and supplements the product backlog

Product Roadmap



- **Maps out the release schedule which can translate into individual release backlogs**
- **Validates deductions about the product target group and the needs the product address**



Whatever impediments are faced, they are immediately known by all, and solutions are generated promptly





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