What Is A Product Roadmap?

Market trajectories

Value proposals

Engineering limitations

● **Explains and demonstrates how the product is expected to develop**

● **Built by product owners**

- Shows the incremental nature of how a product will be developed and delivered over a period of time

- Indicates the important factors that drive the individual releases

	Date	1st quarter	2nd quarter	3rd quarter	4th 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	• Basic game functionality • Multiplayer • FB integration	• Purchase dance moves • Create new dances	• New characters and floors • Enhanced visual design	• Street dance elements • Dance competition
	Metrics	Downloads: top 10 dance app	Activations, downloads	Daily active players, session length	Downloads

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Skeleton roadmap from:

http://www.romanpichler.com/blog/agile-productroadmap/

Stakeholder

● **The product roadmap also fosters learning, developing and requests for change from stakeholders**

Goal oriented roadmap

- **In contrast to a roadmap dominated by too many features, a goal oriented roadmap is based on goals.**

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● **Important dates when significant indicators are to be expected**

● **Name of the product being developed**

● **Goal of the product**

● **Key features and functions**

● **Various metrics for every significant/major product version or release**

Goal oriented roadmap

- **Agreed shared goals instead of arguing over different product features**

- **This allows agile teams to have high level goals while focussing on the finer details in their sprints**