Case Study: Air Conditioning Company Website – Strategic Roadmap Execution

Project Overview

As the Product Owner for a new website of an **air conditioning installation company**, I led the design and delivery of a platform intended to showcase services, automate customer interactions, and strengthen loyalty. The company is positioned as a personal brand of its founder, an experienced entrepreneur, and the site needed to reflect this trust-based identity while supporting core business functions.

My role included:

- Conducting user research and customer journey mapping (CJM)
- Creating wireframes and mockups for the platform
- Defining the product roadmap and prioritizing delivery phases

The roadmap was organized around:

- Initial launch of website
- Future development (price calculator, client area, online payment etc.)
- CRM implementation research
- Content marketing
- Post-sale engagement through automated reminders

Roadmap in Stages

Stage 1.1: Discovery and Planning   20 days

Conduct stakeholder interviews and gather requirements	3 days
Create Customer Journey Map (CJM)	3 days
Milestone: CJM Approved	**1 day**
Develop and validate the product roadmap	3 days
Milestone: Roadmap Approved	**1 day**
Create wireframe and structure for the website	5 days
Design mockups for key pages	5 days
Milestone: Wireframe and Mockup Approved	**1 day**

Stage 1.2: Website Design and Launch   21 days

Develop and approve graphic design	7 days
Build initial version of the website with core content and features	15 days
Milestone: Website Version 1 Ready for Testing	1 day
Conduct internal testing and review	5 days
Milestone: Website Version 1 Rolled Out	1 day

Stage 2: Cost Calculator + CRM Research   11 days

Define CRM functional requirements	3 days
Research and evaluate CRM platforms (e.g. Bitrix24) and make a decision	6 days
Milestone: CRM Solution Approved	**1 day**
Create and test a basic service cost calculator	6 days
Milestone: Calculator Launched	**1 day**

Stage 3: Client Area + Payment + Articles   23 days

Design and develop a secure personal client account area	12 days
Milestone: Client Area MVP Ready	**1 day**
Integrate online payment functionality	5 days
Milestone: Payment System Operational	**1 day**
Prepare and publish SEO-focused content	7 days
Milestone: Content-marketing series started	**1 day**
Conduct usability testing and client feedback sessions	3 days

Stage 4: Post-sale Service Automation   20 days

Design customer retention workflows (reminder messages, service checklists)	4 days
Develop backend logic for scheduling SMS/email notifications for maintenance	7 days
Milestone: Automation Workflow Designed	**1 day**
Milestone: Pilot Campaign Launched	**1 day**
Collect feedback on service reminders and post-service communication	2 days
Milestone: Loyalty Feedback Collected	**1 day**

Strategic Milestones

Milestone	Timing	Purpose
M1. Website Launch (v1)	February	Establish digital presence
M2. CRM Decision Point	March	Select tool for lead tracking & sales pipeline
M3. Client Area MVP Ready	April	Enable account-based interaction
M4. Payment Operational	End of April	Begin online transactions
M5. Automation Pilot Live	End of April	Launch post-sale loyalty and service communication

These milestones ensured delivery discipline, decision checkpoints, and commercial alignment.

Gantt Chart Visualization

A visual timeline illustrating roadmap stages and milestone checkpoints is available separately.