W14-Team: Product Roadmap

Instructions/Template

 Team number and name: Group 16 - Smart Subscription

Names of students who actively worked on this assignment:

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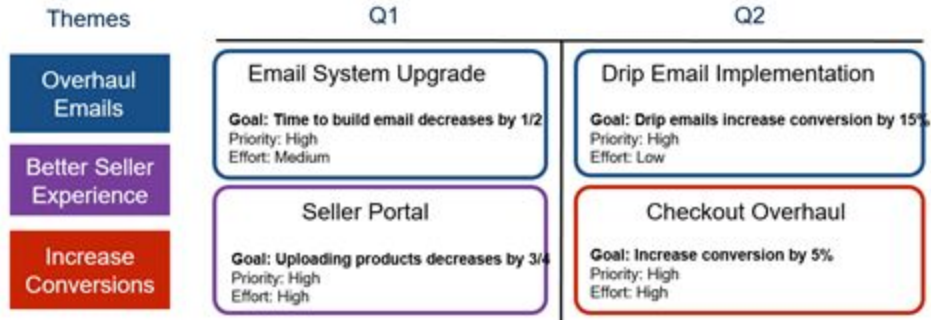
· Student 5: Shuai Shao

Task:

Create a year-long product roadmap broken down by four quarters with projects in each quarter by themes. Include goals, priorities and effort size for each project. See an exercise we did in class on an e-commerce site. Use an Example below as a template (see below). Starting on page 2 of this Template, list as many projects per Q as needed for your product (the example only has two projects per Q).

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

Themes	Q1	Q2
Overhaul Emails	**Email System Upgrade** **Goal: Time to build email decreases by 1/2** Priority: High Effort: Medium	**Drip Email Implementation** **Goal: Drip emails increase conversion by 15%** Priority: High Effort: Low
Better Seller Experience	**Seller Portal** **Goal: Uploading products decreases by 3/4** Priority: High Effort: High	**Checkout Overhaul** **Goal: Increase conversion by 5%** Priority: High Effort: High
Increase Conversions		

Your Product Roadmap

THEMES	Q1	Q2	Q3	Q4
Website/App Launch	**Goal:** Building a platform for customers to keep track of their subscriptions. **Effort:** L **Priority:** High **Features:** 1. It will be available on all platforms ios, Android 2. Target Users: Students, Professionals 3. New Admin Console 4. Market Analysis 5. Design Analysis 6. Model 7. Technology Discussion 8. Business Model	**Goal:** Write interface protocol documentation and set up a server and website Launch. **Effort:** L **Priority:** High **Features:** 1. Competitor Analysis 2. Scalability 3. User Stories 4. Design Analysis 5. User Testing 6. System Testing 7. Security	**Goal:** Website Development and Integration. **Effort:** H **Priority:** High **Features:** 1. Regression Testing 2. UX Improvements 3. Building new requirements 4. Adding Premium subscriptions 5. Adding 24*7 customer live chat option	**Goal:** Amend changes in the website and App as per customer feedback and ratings. **Effort:** H **Priority:** High **Features:** 1. Improve the billing cycle. 2. Website improvements 3. UX improvements 4. Add online templates responses for the customers 5. Improve Live Chat option

Development	**Goal:** Requirement gathering. Building a SRS document. After preparing SRS document, design the application **Effort: M** **Priority: High** **Features:** 1. Gathering functional and nonfunctional requirements. 2. Preparing software requirement specification document. 3. Preparing design of the application.	**Goal:** Developing the application. Programming to create the application. **Effort: H** **Priority: High** **Features:** 1. Coding the application. 2. Unit testing, integration testing and functional testing performed throughout the development process. 3. Hosting the application on a server.	**Goal:** Alpha and beta testing. **Effort: L** **Priority: High** **Features:** 1. Alpha testing performed to identify bugs before final release of the application. 2. Beta version of application released to get feedback and reviews from the customers.	**Goal:** Make changes according to customer feedback. Release the application. **Effort: L** **Priority:High** **Features:** 1. Feedback from the customers is taken(from beta testing). 2. Requested changes are done(if any). 3. Bugs are fixed(if any bug is identified). 4. Application release.
Marketing	**Goal:** How potential customers learn about the app and ultimately download it. (Awareness) **Effort:** H **Priority:** High **Features:** 1. Promotional effort that will help to acquire, keep and grow customers. 2. Digital advertisements on social media and websites related to video streaming 3. Outreach programs through	**Goal:** Make a list of keywords that most customers will use to search the product so that they will click on it and download(Traffic) **Effort:** M **Priority:** High **Features:** 1. Keyword Research(audience, category, semantics) 2. AdWords Optimization 3. Paid/Organic Search Initiative 4. Search Engine optimization 5. Thesaurus 6. Competitor	**Goal:** Create an ad campaign to track the key performance metrics of the app(Analytics) **Effort:** H **Priority:** High **Features:** 1. Create a dashboard to collect all data and keep a track of the metrics 2. Perform day-to-day analysis and compare the values 3. Create charts and	**Goal:** Test a number of variations of a campaign and determine which performs better(Visibility) **Effort:** M **Priority:** High **Features:** 1. A/B testing also known as split testing/ bucket testing to compare two versions of an app 2. User experience test 3. Design of the product test

	influencers 4. Email marketing to target customers from various segments	Analysis 7. Marketing automation	visualizations with filters 4. Generate insights and act accordingly 5. Onboarding optimization	4. Conversion rate analysis 5. Bounce rate and revenue improvement
UI Experience	**Goal:** Building basic UI with cost-efficient ways. **Effort:** H **Priority:** High **Features:** 1. Attractive color combinations 2. Different theme colors available for users	**Goal:** Revise UI compared with competitors' products. **Effort:** M **Priority:** High **Features:** 1. Competitor analysis 2. SWOT analysis 3. Market tendency analysis 4. Learning from competitors, making up the shortcomings.	**Goal:** UI development and Integration **Effort:** H **Priority:** High **Features:** 1. Designing UI for newly added functions 2. Amending UI to user-friendly designs 3. Collecting user feedback 4. Examining workflows	**Goal:** Modify changes in UI according to user feedback **Effort:** M **Priority:** High **Features:** 1. UI improvement 2. Following up user feedback 3. Adding new themes 4. Changing part of UI according to user feedback
Customer Service	**Goal:** Receive In-app Bug Reports **Effort:** H **Priority:** High **Features:** 1. Testers can directly report bugs from the app. 2. They can attach annotated screenshots, voice notes or screen recordings to better describe their problem. 3. Create rules so that whenever a new bug is	**Goal:** Use Targeting to survey the right users at the right time **Effort:** H **Priority:** High **Features:** 1. Use more in-app surveys rather than email surveys to increase the response rate. 2. Show surveys contextually right after the user has experienced a feature so that we can get their	**Goal:** Collect Feature Requests in one place **Effort:** M **Priority:** High **Features:** 1. Use submitted requests, user votes, and comments to make feedback-driven decisions about the app. 2. Use a discussion board to engage with users, ask for details, and reply to their	**Goal:** Reduce Negative App Store Reviews by 80% **Effort:** M **Priority:** High **Features:** 1. Handle negative comments privately by providing users a channel to communicate with you. 2. Use saved replies and automated rules to

	reported, the team gets notified or it gets forwarded as an issue.	feedback when it's fresh in their minds. 3. Filter your survey responses by timeframe, keywords, or NPS scores. 4. Use the feedback to prioritize your backlog, strengthen your relationship with your users, and drive positive reviews.	questions and concerns. 3. Keep the users engaged and updated with the status of the feature and excited about upcoming releases.	manage incoming messages. 3. Convert complaints into bugs to be fixed and ask happy users to rate you in the app stores.