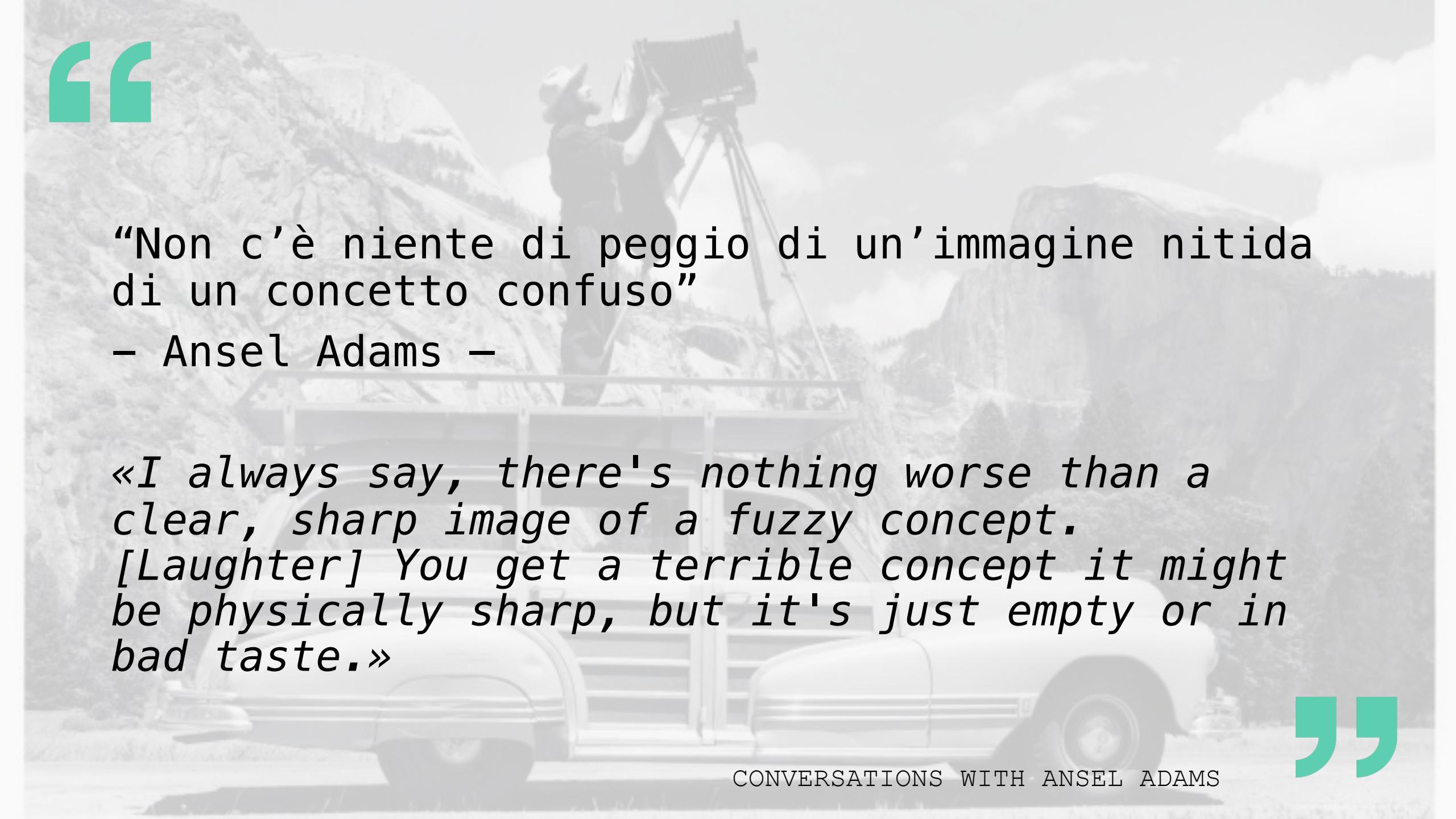


# Comunicare attraverso la roadmap: da mille idee ad una visione di prodotto

Valerio Provaggi  
Product Manager @Hyland



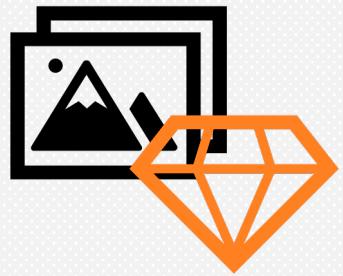




“Non c’è niente di peggio di un’immagine nitida  
di un concetto confuso”

– Ansel Adams –

*«I always say, there's nothing worse than a  
clear, sharp image of a fuzzy concept.  
[Laughter] You get a terrible concept it might  
be physically sharp, but it's just empty or in  
bad taste.»*

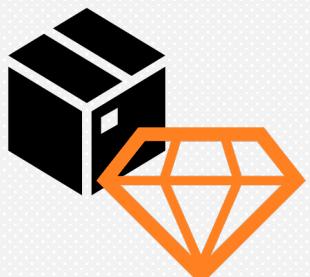


$$= ( \text{ } \text{ } \text{ } \text{ } ) + ( \text{ } \text{ } \text{ } \text{ } ) * ( \text{ } \text{ } \text{ } \text{ } )$$

Tecnologia

Tecnica

Contenuto



$$= ( \text{ } \text{ } \text{ } \text{ } ) + ( \text{ } \text{ } \text{ } \text{ } ) * ( \text{ } \text{ } \text{ } \text{ } )$$

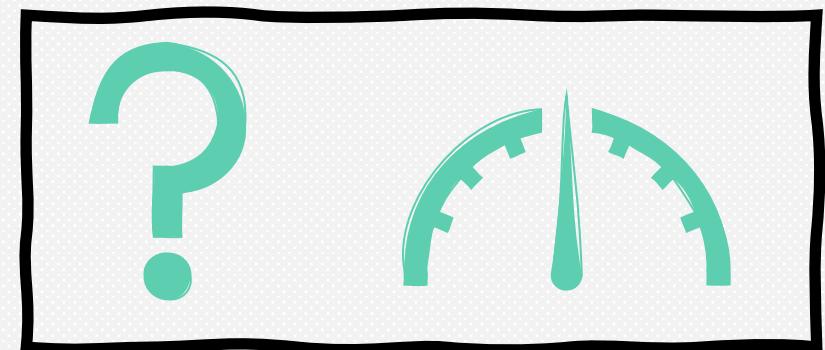
“Non c’è niente di peggio di uno sviluppo  
perfetto di una visione confusa”  
– chiunque ci sia passato –

# Una visione chiara

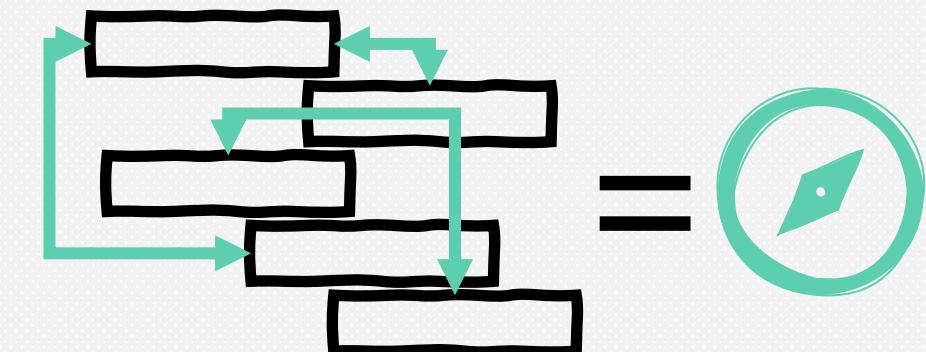
*"I could go "click" and get a perfectly good record of you, which you would date on the back, and it would be very valuable. I think I have enough mechanics to get a good exposure, but that wouldn't be a picture.*

***The picture would be the combination of all the relationships, the black line on your dress, and the black lines on the blanket [on the couch], and the element of light, and the distractions of the environment to get rid of.***

1



2



# Agenda

1

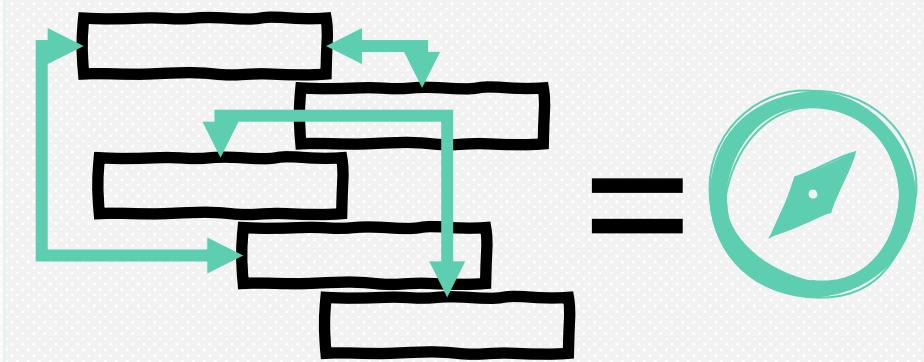
Mettere  
a fuoco

2

Temi

3

Profondità



# Ma la metafora della pittura?



zjedli PIS

obieta Sprawiedliwość

zostkę!

MIEJSCE

6  
SEJMU RP

KEBAB KING

KEBAB KING

KEBAB  
KING

KATOWICE

TAJLANDIA

1400 Polonez

THAILAND

20



APTEK

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

+

PiS

obiega sprawiedliwość

zostkę!

- MIEJSCE

6  
SE JMU RP

Polaka  
w naszych  
sercach

20

KEBAB KING



Discovery



Delivery



A black and white photograph of a city street scene. In the foreground, several people are walking across a paved area. In the middle ground, there's a row of buildings with classical architectural details like columns and cornices. A car is parked on the right side of the street. The overall atmosphere is somewhat hazy or overexposed.

Mettere a fuoco i pensieri



# Versione draft

## Quarter 1: Enhancing User Experience

**Objective:** Improve user satisfaction and engagement on the e-commerce platform.

- **Initiative 1:** Responsive design for mobile users.
- **Initiative 2:** Enhance search with autocomplete and filtering.
- **Initiative 3:** Recommendation engine based on user preferences.
- **Initiative 4:** Conduct a user feedback survey to identify pain points and areas for improvement.

## Quarter 2: Expanding Product Range

**Objective:** Increase the variety of products to attract a broader customer base.

- **Initiative 5:** Onboard new vendors and expand product categories.
- **Initiative 6:** Launch eco-friendly collection.
- **Initiative 7:** Collaborate with influencers for product endorsements and reviews.
- **Initiative 8:** "New Arrivals" section to highlight the latest products.

## Quarter 3: Strengthening Logistics and Operations

**Objective:** Enhance the efficiency of order fulfillment and delivery.

- **Initiative 9:** Optimize the checkout process
- **Initiative 10:** Implement a real-time order tracking system for customers.
- **Initiative 11:** Explore partnerships with regional logistics providers for faster delivery.
- **Initiative 12:** Loyalty 2.0.

## Quarter 4: Marketing and Seasonal Campaigns

**Objective:** Boost sales during peak seasons and holidays.

- **Initiative 13:** Plan and execute targeted marketing campaigns for Black Friday and Christmas.
- **Initiative 14:** Introduce limited-time promotions and discounts.
- **Initiative 15:** Collaborate with social media influencers for holiday-themed content.
- **Initiative 16:** Launch a referral program to encourage customers to bring in new business.

# Cambiare il vocabolario



Parole ombrello:  
Enhance, improve, augment, update



Parole per gli addetti ai lavori:  
Fase II, acronimi interni, versioni



Come cambiamo il mondo > \$

# Es.

Enhance search with autocomplete and filtering options.

Faster and more accurate search result?

- Troppi risultati?
- Troppi errori nella search?
- Risultati desiderati sempre a pagina 3+?



Filters in the browsing experience

- Non è chiara la disponibilità?
- Non riesco rapidamente ad arrivare alle SKU desiderate tramite colore , taglia?

Es.

Collaborate with social media influencers  
for holiday-themed content. +XX.X\$ RPV



Influencer collaboration to increase traffic from teenagers segment for holiday-themed content.

- Quindi puntiamo su questo segmento?
- Riusciamo a supportare l'aumento di traffico atteso?

Be inspired from your social network on your holiday-themed shopping

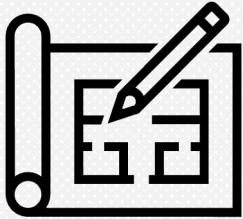
- Vogliamo aggiungere le shopping list degli influencer?
- Dobbiamo pianificare contenuti ad-hoc?

# Temi e soggetti





# Temi



**Strategic themes are portfolio-level business objectives** that provide competitive differentiation and strategic advantage. **They provide business context for portfolio strategy and decision-making, representing aspects of the enterprise's strategic intent.**



Soggetto sviluppato, come ispirazione, ideologia e contenuto espressivo fondamentale

– Treccani –

- **Risuona** nella mente del customer
- Garantisce una **narrativa solida**
- **Unisce** le diverse iniziative

# La scelta dei temi

Sustainable choice

Get faster to what you love

Your personal shopper

Always trendy

Holiday first choice

Best deals

# Mappature delle iniziative

## Sustainable choice

- Launch eco-friendly collection
- Explore partnerships with regional logistics providers for sustainable delivery.

## Get faster to what you love

- Enhance search with autocomplete and filtering.
- Explore partnerships with regional logistics providers for faster delivery.
- Implement a real-time order tracking system for customers

## Your personal shopper

- Recommendation engine based on user preferences.
- Collaborate with influencers for product endorsements and reviews
- Responsive design for mobile users.

## Reinterpreta o scarta

Introduce limited-time promotions and discounts.  
Onboard new vendors and expand product categories.  
Loyalty 2.0.



Che posto vogliamo  
avere nella mente  
del nostro target  
customer?

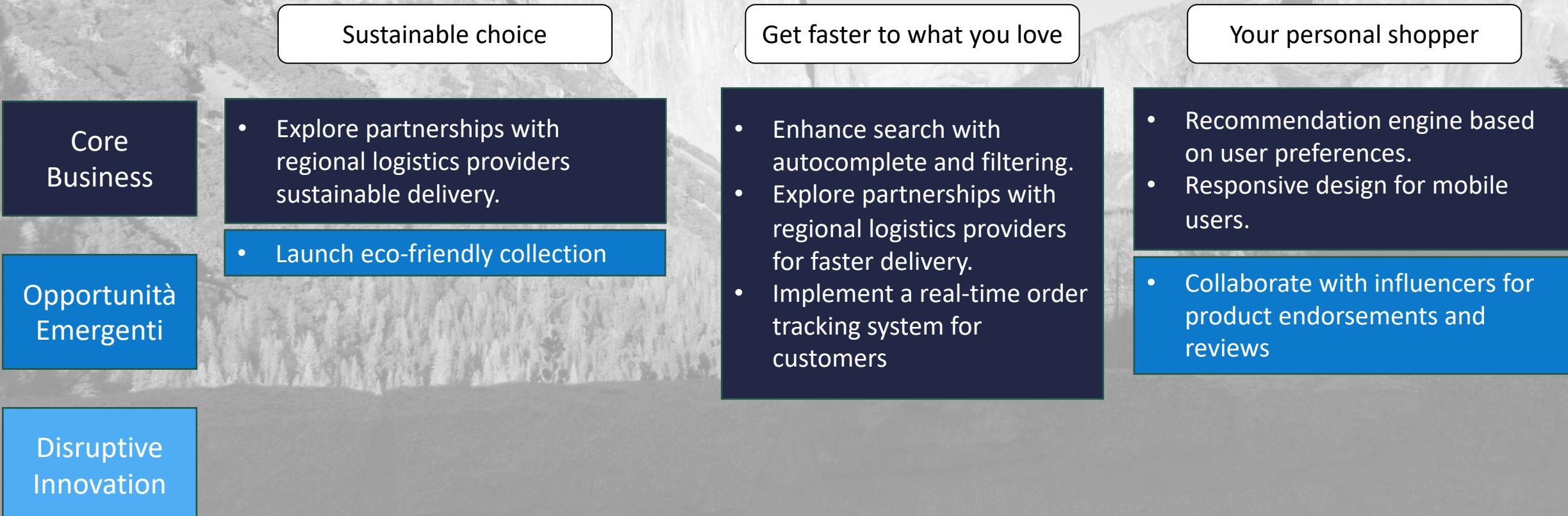


# Profondità



# 3 Horizon model

Come si bilanciano le iniziative sui 3 orizzonti temporali?



# Passi

1

Mettere  
a fuoco

2

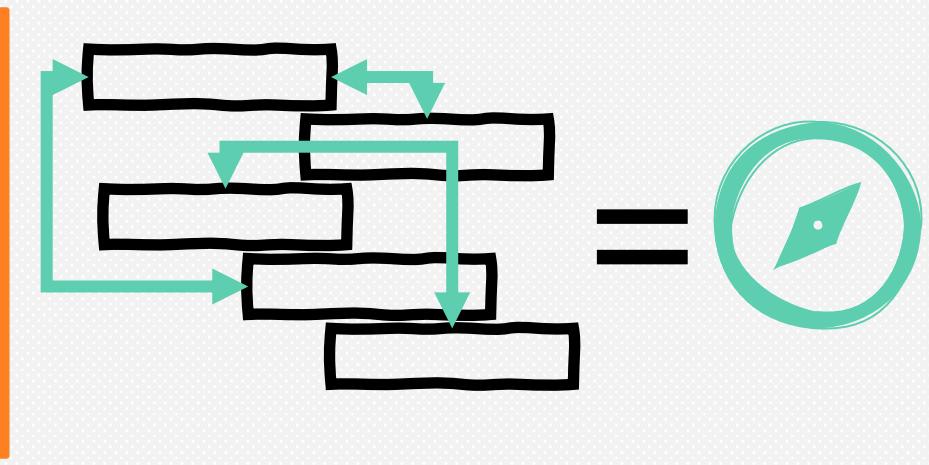
Temi

3

Profondità

4

Visualizzazione



# Visualizzazione



Ovunque guardi nel mondo, vedi una combinazione di forme e le vedi in termini dell'immagine finale. Non le vedi più come 'esterne'.

*"where you look into the world, you see a combination of shapes, and you see them in terms of the final picture. You don't see them "outside" any more"*

# Visione e Visualizzazione

**Visualizzazione** è riuscire a pre-visualizzare l'immagine finita

**Visione** è il momento in cui aggiungiamo noi stessi all'equazione.



“Alcune persone cercano sinceramente di dare un'interpretazione. Altri si limitano a riempire lo spazio con fatti.”

*«some people try very sincerely to make an interpretation. Others just fill up space with facts.»*

CONVERSATIONS WITH ANSEL ADAMS

”

# Grazie!

ChatGPT & Me can make mistakes. Consider checking important information.

# Riferimenti

Conversation with Ansel Adams:

<https://digicoll.lib.berkeley.edu/record/217383>