

HW20-Team: Product Roadmap (1 p)

Instructions

Team number and name: 7, UniPlay

Names of students who actively worked on this assignment:

1. Lokesh Adapa
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Task:

Create a year-long product roadmap broken down by four quarters with projects in each quarter by themes. Include measurable goals, priorities and effort size for each project. Use an Example below as a template. List as many projects per Q as needed for your product (the example only has two projects per Q). Product Roadmap page limit: two

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		

UniPlay's Product Roadmap

