

Requirements & Specs at Roadmunk

JULY 14, 2016

COLIN RHODES

roadmunkTM

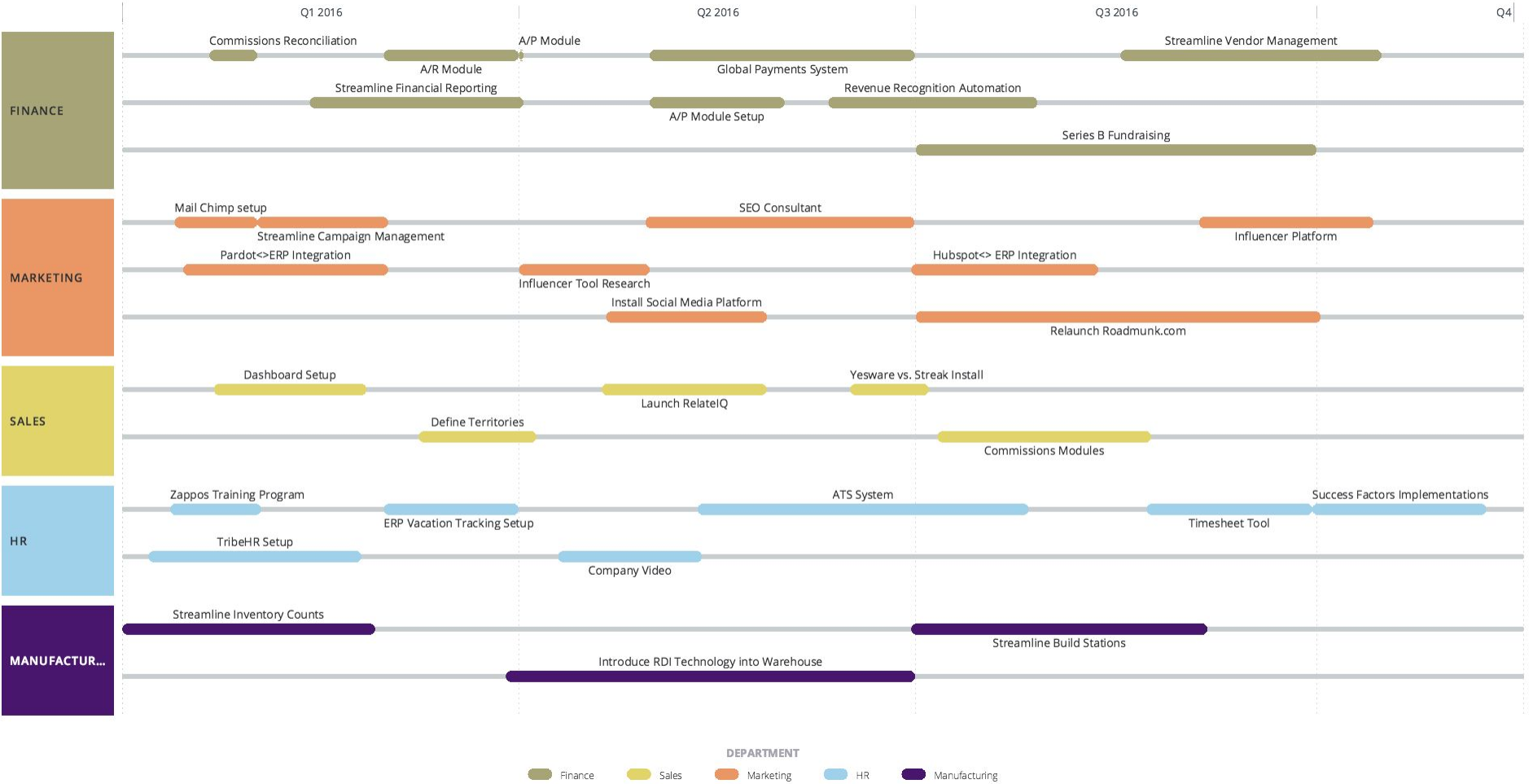
Colin Rhodes

- SoftEng 2008
- Miovision 2008-2014, Kitchener
 - traffic engineering systems
 - automated data collection
 - software + hardware
 - role: Software Developer
 - started when 6 ppl, left when 90 ppl
- Roadmunk 2014-date, Kitchener
 - product roadmaps, SaaS
 - role: Software Developer
 - started when 3 ppl, now 17

About Roadmunk

- Web app for Product Managers to create beautiful roadmaps quickly
- Multiple visualizations and pivots on the same source data
- Sharing & collaboration
- Competitive advantage:
 - slick, uncomplicated UX
 - highly responsive support
- remote culture
- Costa Rica trip

Sample Roadmap View



Sample Roadmap View

	MOBILE	WEB APPLICATION	DESIGN / UX	ANALYTICS
ALPHA RELEASE	<ul style="list-style-type: none"> Drag and Drop Tools Google Single Sign Slider Menu 	<ul style="list-style-type: none"> Integration with Roadmunk Stripe for Mobile Payments 	<ul style="list-style-type: none"> Upgrade Icons to IconMoon Flat UI Custom Color Palettes 	<ul style="list-style-type: none"> CRM Reporting Analytics Engine
BETA RELEASE	<ul style="list-style-type: none"> Testing System Cross Browser Testing Suite 	<ul style="list-style-type: none"> SEO Moz Buffer Integration 	<ul style="list-style-type: none"> Design Admin Backend 	<ul style="list-style-type: none"> SQL DB Streamline Google Analytics Integration
GA RELEASE	<ul style="list-style-type: none"> iPhone app (MVP) Responsive Homepage 	<ul style="list-style-type: none"> Website re-tooling Filtering on Directory Page 	<ul style="list-style-type: none"> Profiling of team Squarespace Setup for Blog Homepage Redesign on Wordpress Product Video with Feature Overview 	<ul style="list-style-type: none"> Operations Setup Build Project Management tool Setup ZenDesk
FUTURE	<ul style="list-style-type: none"> Stabilization on List Preview and Searching 	<ul style="list-style-type: none"> Update App to New Navigation Menu 		<ul style="list-style-type: none"> Year-end Support for Finance

RELEASE

Future
GA Release
Alpha Release
Beta Release

Published on November 5 2015

Designed with Roadmunk

TEAM STRUCTURE

- Split Office
 - Toronto: sales, marketing, product, design
 - Kitchener: dev (6), QA (1)
- Co-founders are mid-30s with involvement in 2-3 previous startups each
- Product Manager
 - what should we build?
 - high-level workflow
- Designer
 - how should it look?
 - detailed workflow

Roadmunk Process

1. Backlog Management
2. Feature Ideation
 - output: rough spec
3. Functional Prototype
 - output: working prototype
4. Detailed Design
 - intermediary output: pretty mocks
 - final output: finished feature

1. Backlog Management

Tracking Ideas

“What problem are you trying to solve?”

1. Record ideas for projects/features
2. Determine market value
 - total requests
 - enterprise deal blockers
 - churn reduction
3. Prioritize and investigate further

Backlog Sources

- Tag every support case
- Customer calls & face-to-face meetings
- Competitive analysis
- Big spreadsheet to track number of requests for each feature by month

Sub-roadmapping	123
JIRA Sync Enhancements	214
More Integrations	122
Dependency Tracking	100
Existing Functionality	766

2. Feature Ideation

Feature Idea Tracking

- Brainstorm ways to solve problem
 - team: product manager, senior devs
- Define use cases and prioritize
 - required so that when we debate UX, we can back up our arguments
- Scoping: MSP vs MVP
- Iterate towards written overview of workflow
- Rough wireframes
- Interactive mocks as needed
- Buy-in from internal stakeholders
- Validation with customers

Sample Use Cases

P1

- As an editor, I want to **create shared fields** that may be accessed by all users on my account, so that we can centrally manage shared fields in the org
- As an editor, I want to **merge a shared field** with a non-shared field, so that I can decrease the duplication of the same fields and centrally manage the fields

P2

- As an **editor**, I'd like to be able to **reuse fields** across my different roadmaps but not necessarily expose them to the entire account

MSP vs MVP

MSP: Minimum Sellable Product

- enough features to convince someone to buy

MVP: Minimum Viable Product

- enough features for most users to be satisfied when they actually use the product

Feature sets overlap, but often don't have subset relationship.

Rough Wireframes

- Avoid spending too much time on details
- Re-use existing widgets
- Goal is to define workflow rather than aesthetics

Merge Fields

Select two fields to begin merge

Merge

Shared Fields	Type		Select
Status	List	Owner	<input type="checkbox"/>
Owner	Multi-select	John	<input type="checkbox"/>
Budgeted?	List	John	<input type="checkbox"/>
Revenue	Number	John	<input type="checkbox"/>
Effort	List	Sandy	<input type="checkbox"/>
Additional Notes	Free-form	Sandy	<input type="checkbox"/>
Non-Shared Fields	Type	Sandy	
Dependency	List	Owner	<input type="checkbox"/>
Value	Multi-select	George	<input type="checkbox"/>
		George	

◀ Back

Interactive Mocks

Clickable mockups that demonstrate workflow & navigation

- More work to create than static
- Allow designer to identify more problems before presenting to devs
- Great for validation with customers

Tools: Framerjs, Pixate, ...

3. Functional Prototype

Why Functional Prototype?

- Designer was wasting time defining details before the workflow validated
- Devs were wasting time building details before workflow validated
- Hard to catch all workflow issues without having something to play with

Efficient Prototyping

- Focus on workflow, not visuals
- Re-usable widgets!
- Make UI clean enough to not distract from the workflow
- Iterate as necessary
 - build prototype
 - automated & manual testing
 - review with sr dev, product, design
 - revise

4. Detailed Design

Detailed Design

- Start after workflow is finalized
- Designer can make pretty mocks
- Be prepared to back up all decisions against our design philosophy
- Implement
- Tweak with dev & designer at one computer
- Repeat manual testing
- Targeted beta vs full release?

Variants

How Miovision was Different

- Multiple dev teams coordinating on projects
- Several systems coordinating
- Longer release cycles
- More focus on data & reporting than UX

Result:

- No prototyping phase
- More work into up-front designs with detailed mocks
- Clear contracts between systems

Review

- Backlog Management
- Feature Ideation
- Functional Prototype
- Detailed Design

Retrospectives & Iterate on Process!

Questions?