HW Week 13-Team: Product Roadmap

Team number and name: #5 and Maroon 5

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 e-commerce site. Use an Example below as template (see below). 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

Themes

- Domain Discovery
- Customer Experience
- User Profile
- Application Development

Q1

App Launch

Goal: Launch with important functionality
Priority: High

Account Creation

Goal: Create user profile to access features
Priority: High
Effort: L

Domains for launch

Goal: Include high ranked domains based on customer interviews

App Guide and Support

Goal: Provide help and support on how the app functions
Priority: High
Effort: L

Implementing AI

Goal: Implement machine learning to capture user interest and predict recommendation
Priority: High
Effort: L

Q2

History

Goal: Ease of access of liked recommendations for future reference.
Priority: Medium
Effort: M

Domain Expansion

Goal: Include popular domains to increase customer engagement
Priority: High
Effort: M

Share recommendations

Goal: Share recommendations on the app
Priority: High
Effort: M

Q3

Include Google Maps

Goal: Give directions to user on Gmaps
Priority: Medium
Effort: S

Improve recommendation accuracy

Goal: Optimizing ML Algorithms to increase recommendation prediction by 10%
Priority: Medium
Effort: M

Social Media Sharing

Goal: Sharing on social media increases visibility by 50%
Priority: High
Effort: L

Q4

Expand App platforms

Goal: expand the platforms for the app (Android/Windows)
Priority: High
Effort: L

Refining questions

Goal: Defining more precise questions to capture user interests accurately
Priority: Low
Effort: S

Performance Enhancement

Goal: Reducing response time by 20%
Priority: Medium
Effort: M