**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 Q1 Q2 Q3 Q4**

Domain

Discovery

Expand App platforms

**Goal: expand the platforms for the app (Android/Windows)**

Priority: High

Effort: L

History

**Goal: Ease of access of liked recommendations for future reference.**

Priority: Medium

Effort: M

Include Google Maps

**Goal: Give directions to user on Gmaps**

Priority: Medium

Effort: S

App Launch

**Goal: Launch with important functionality**

Priority: High

Effort: L

Customer

Experience

Account Creation

**Goal: Create user profile to access features**

Priority: High

Effort: L

User

Profile

Refining questions

**Goal: Defining more precise questions to capture user interests accurately**

Priority: Low

Effort: S

Improve recommendation accuracy

**Goal: Optimizing ML Algorithms to increase recommendation prediction by 10%**

Priority: Medium

Effort: M

Domain Expansion

**Goal: Include popular domains to increase customer engagement**

Priority: High

Effort: M

Application

Development

Performance Enhancement

**Goal: Reducing response time by 20%**

Priority: Medium

Effort: M

Social Media Sharing

**Goal: Sharing on social media increases visibility by 50%**

Priority: High

Effort: L

App Guide and Support

**Goal: Provide help and support on how the app functions**

Priority: High

Effort: L

Share recommendations

**Goal: Share recommendations on the app**

Priority: High

Effort: M

Implementing AI

**Goal:** Implement machine learning to capture user interest and predict recommendation

Priority: High

Effort: L

Domains for launch

**Goal: Include high ranked domains based on customer interviews**

Priority: High

Effort: L