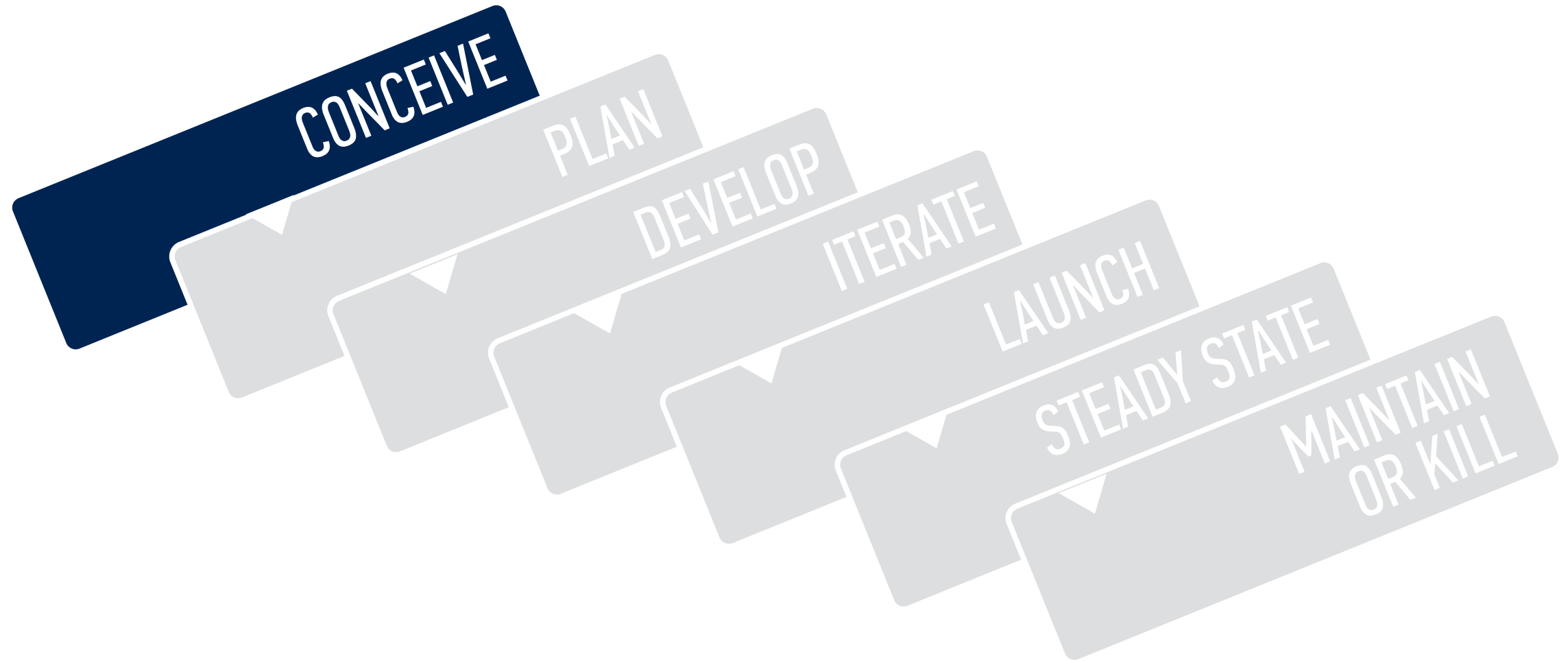


PRODUCT ROADMAP

David R. Miller
PDM7 Instructor

PRODUCT ROADMAP



PRODUCT ROADMAP

LEARNING OBJECTIVES

- › Define the purpose of a Product Roadmap in aligning a team and company
- › Learn how to build both a product roadmap and project timeline
- › Determine what factors can alter a product roadmap or project timeline

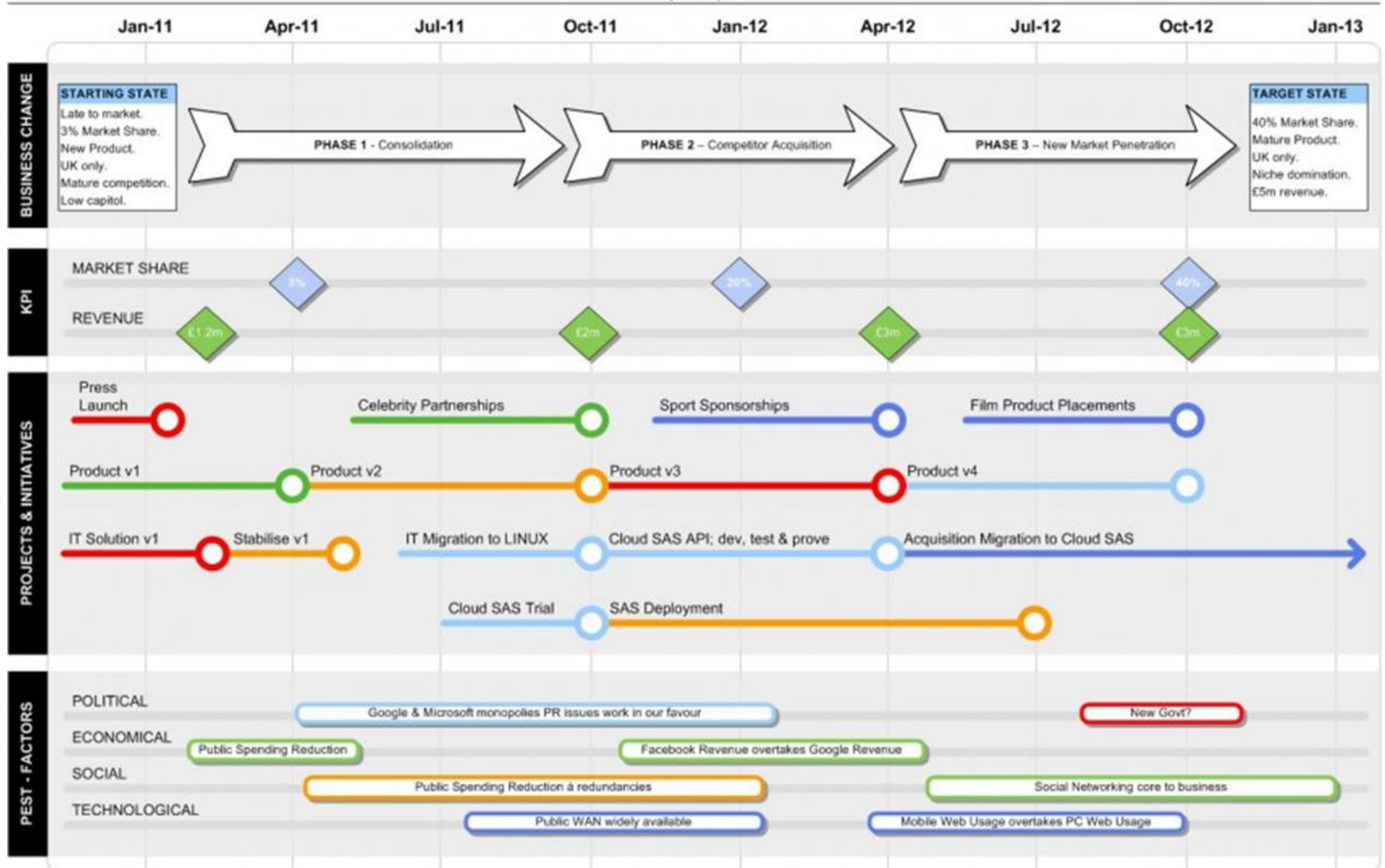
PRODUCT ROADMAP

THE PRODUCT ROADMAP

WHAT IS A PRODUCT ROADMAP?

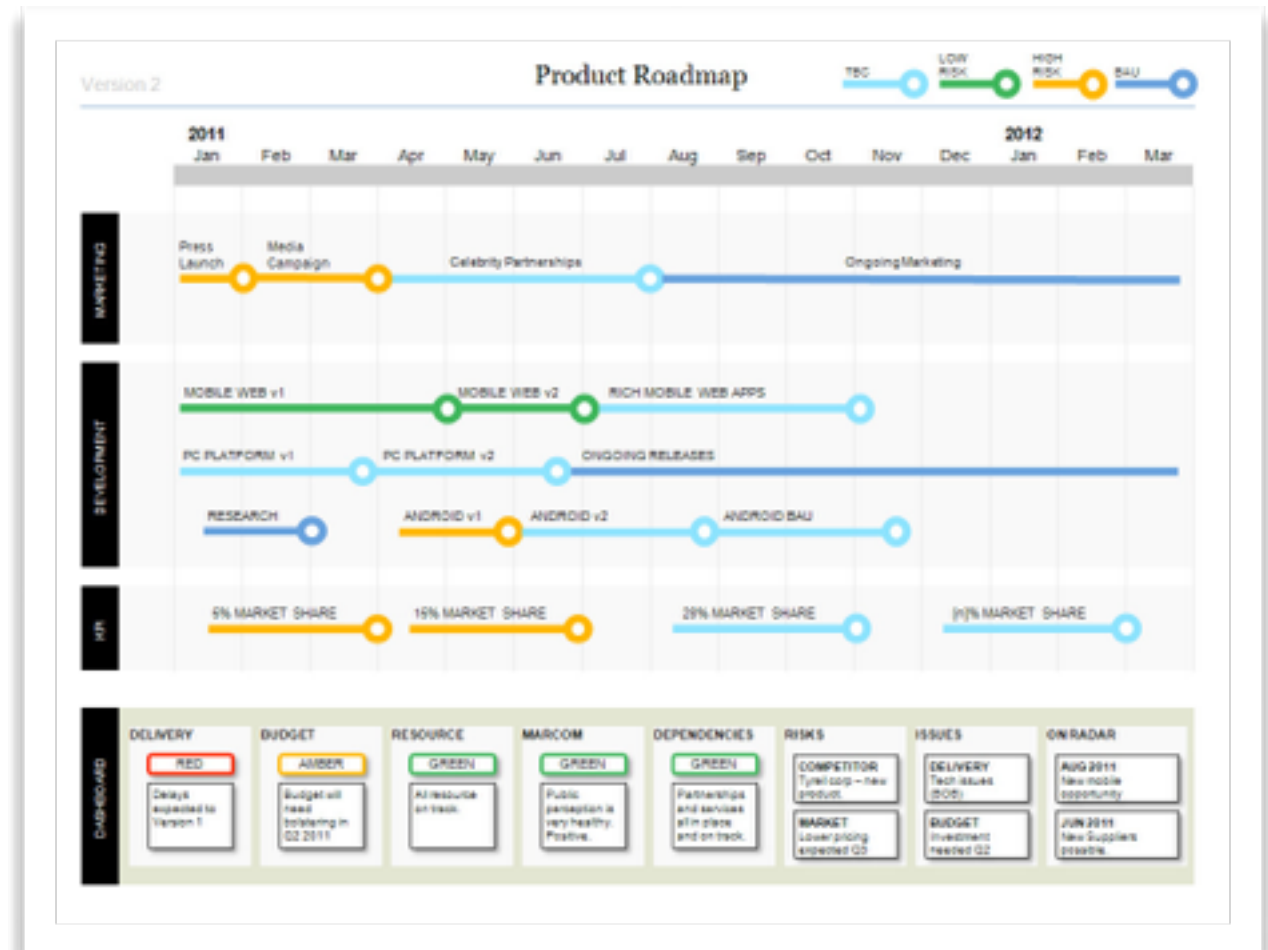
0.7.2 (current version)	0.8.0	0.8.1	0.9.0
----------------------------	-------	-------	-------

Modes	+ translate + jukebox
Website	community + ranking + shop
in game DLC	song updates + free songs + shop
Ranking	local top5 online
Game	free



THE PURPOSE OF A PRODUCT ROADMAP

- Internal Communication
- Team Alignment
- Product Positioning
- Resource Planning
- Achieving Stakeholder Buy-in
- Future Vision



THE PRODUCT ROADMAP

WHAT SHOULD BE IN A PRODUCT ROADMAP?

- Themes (near term and long term)
- Goals and progress
- Individual projects
- Broad Timelines
- Priorities

THE PRODUCT ROADMAP

**EVERYTHING IN A PRODUCT
ROADMAP SHOULD RELATE TO A
GOAL OR KPI.**

THE PRODUCT ROADMAP

BASIC PRODUCT ROADMAP EXAMPLE

Themes	Q1	Q2
Overhaul Emails	<div>Email System Upgrade</div> <div>Goal: Time to build email decreases by 1/2</div> <div>Priority: High</div> <div>Progress: Not started</div> <div>Effort: Medium</div>	<div>Drip Email Implementation</div> <div>Goal: Drip emails increase conversion by 15%</div> <div>Priority: High</div> <div>Progress: Planned & Designed</div> <div>Effort: Low</div>
Better Seller Experience	<div>Seller Portal</div> <div>Goal: Uploading products decreases by 3/4</div> <div>Priority: High</div> <div>Progress: Planned</div> <div>Effort: High</div>	<div>Checkout Overhaul</div> <div>Goal: Increase conversion by 5%</div> <div>Priority: High</div> <div>Progress: Not started</div> <div>Effort: High</div>
Increase Conversions		

THE PRODUCT ROADMAP

HOW DO YOU ESTIMATE TIME FOR PROJECT?

- Talk to the design and development team about effort
- Consider all the resources you'll need (marketing, design, development)
- Figure out what you need to launch - spec lightly
 - Don't try to build everything, consider time constraints
- Try to balance large efforts with smaller efforts for a time frame per team.

**PREDICTING TIME
FOR DEVELOPMENT IS HARD.**

ACTIVITY



EXERCISE

KEY OBJECTIVE(S)

Create a product roadmap for an ecommerce company.

TIMING

- | | |
|--------|---|
| 10 min | In groups of 4, think through what main themes would be needed to build out a basic ecommerce site. |
| 10 min | Think of which main projects would likely sit in each of those themes. |
| 10 min | Discuss the priority and effort of each piece, and slate projects in quarters for a year plan. |

DELIVERABLE

A year Product Roadmap broken down by quarters with projects in each quarter. Include priorities and effort for each project.

THE PRODUCT ROADMAP

WHO **REALLY** BUILDS THE PRODUCT ROADMAP?

Enterprise:	Senior Product Directors per division
Mid-Size:	VP of Product, maybe CEO
Startups:	CEO & VP of Product

PRODUCT ROADMAP

PROJECT TIMELINES

PROJECT TIMELINES

THE PRODUCT ROADMAP IS MADE UP OF PROJECTS.

Themes	Q1	Q2
Overhaul Emails	<div>Email System Upgrade</div> <div>Goal: Time to build email decreases by 1/2</div> <div>Priority: High</div> <div>Progress: Not started</div> <div>Effort: Medium</div>	<div>Drip Email Implementation</div> <div>Goal: Drip emails increase conversion by 15%</div> <div>Priority: High</div> <div>Progress: Planned & Designed</div> <div>Effort: Low</div>
Better Seller Experience		
Increase Conversions	<div>Seller Portal</div> <div>Goal: Uploading products decreases by 3/4</div> <div>Priority: High</div> <div>Progress: Planned</div> <div>Effort: High</div>	<div>Checkout Overhaul</div> <div>Goal: Increase conversion by 5%</div> <div>Priority: High</div> <div>Progress: Not started</div> <div>Effort: High</div>

PROJECT TIMELINES

DECIDE WHAT YOU WANT TO LAUNCH IN THIS TIME.

MVP

V1, V2, V3

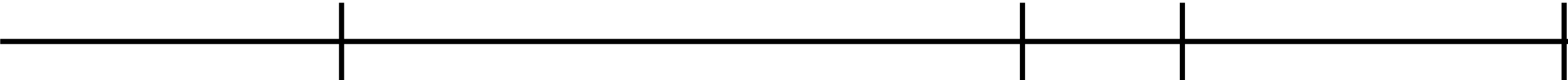
Added Features

Redesign

Improvements

PROJECT TIMELINES

THE PROJECT TIMELINE



Product Specs
& Designs

Development Time

QA

Beta
Testing

Iterate

PROJECT TIMELINES

YOU SHOULD SCHEDULE TIME FOR:

- User research
- Speccing
- Designing
- Development
- QA Testing
- User Testing
- Iteration
- Approvals from stakeholders

ACTIVITY



EXERCISE

KEY OBJECTIVE(S)

Create a project timeline for a checkout flow for an commerce site (ie. Amazon).

TIMING

- | | |
|--------|---|
| 10 min | In groups of 4, think through what is needed on an ecommerce site to checkout. |
| 20 min | Create a rough project timeline to build a new flow. Use your best judgement for the development piece, but explain how you would find out better estimates in real life. |

DELIVERABLE

A project timeline for a new checkout flow in an commerce site.



ProdPad

prodpad.com

idea management,
roadmap, feature
prioritisation

(US\$59/month)



Trello

trello.com

collaborative task
management, feature
prioritisation.

(FREE)

PRODUCT ROADMAP

HOMework

PRODUCT ROADMAP

**CREATE A 3 OR 6 MONTH PRODUCT ROADMAP FOR YOUR PRODUCT
DETAILING THEMES AND HIGH LEVEL EFFORTS.**

PRODUCT ROADMAP

Q&A

PRODUCT ROADMAP

EXIT TICKETS

[HTTP://GA.CO/PDMTICKET](http://ga.co/pdmticket)

1. What is a product roadmap?
 1. The exact dates products will be delivered throughout the year.
 2. A high level plan of themes and products to be built over a given timeframe - Answer
 3. The breakdown of the lifecycle of one product.

2. What is the main purpose of a product roadmap?
 1. To make sure everyone abides by the due dates.
 2. To show commitment to all the work that is on there.
 3. As a communication tool to align the company - Answer

3. What should you schedule for in a project timeline?
 1. Development, User Research, Testing - Answer
 2. Development Only
 3. Answering customer questions after launch