

Exercise 5: Product Roadmap for		
Product	Q1–Q2 Timeline (Jan–Jun)	Q3–Q4 Timeline (Jul–Dec)
Basic Purifier	<ol style="list-style-type: none"> 1. Design low-noise, low-ozone HEPA purifier 2. Complete prototype development 3. Start initial beta testing 	<ol style="list-style-type: none"> 1. Full production ramp-up 2. Official product launch before summer hazardous season 3. Monitor post-launch feedback
Better Purifier	<ol style="list-style-type: none"> 1. Enhance motor strength for wider coverage 2. Begin development of improved HEPA filter 3. Develop updated housing and packaging designs 	<ol style="list-style-type: none"> 1. Finalize testing 2. Launch mid-year with upgraded performance marketing campaign
Ultimate Purifier	<ol style="list-style-type: none"> 1. Integrate dual HEPA + air freshener/cleaning function 2. Reduce maintenance needs, extend filter life 3. Prototype complete 	<ol style="list-style-type: none"> 1. Launch premium model bundled with extended warranty 2. Begin loyalty/upgrade program targeting existing customers