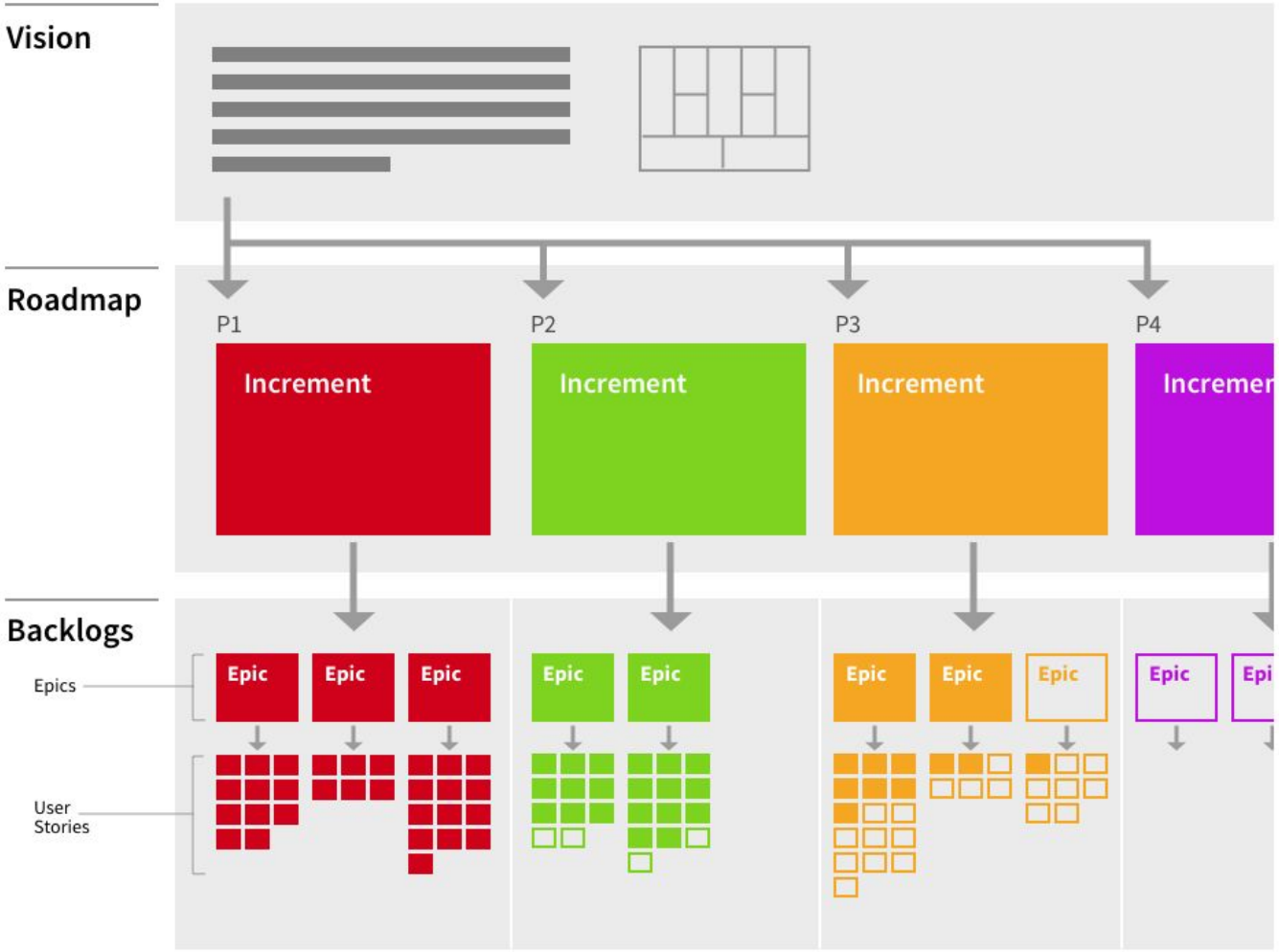
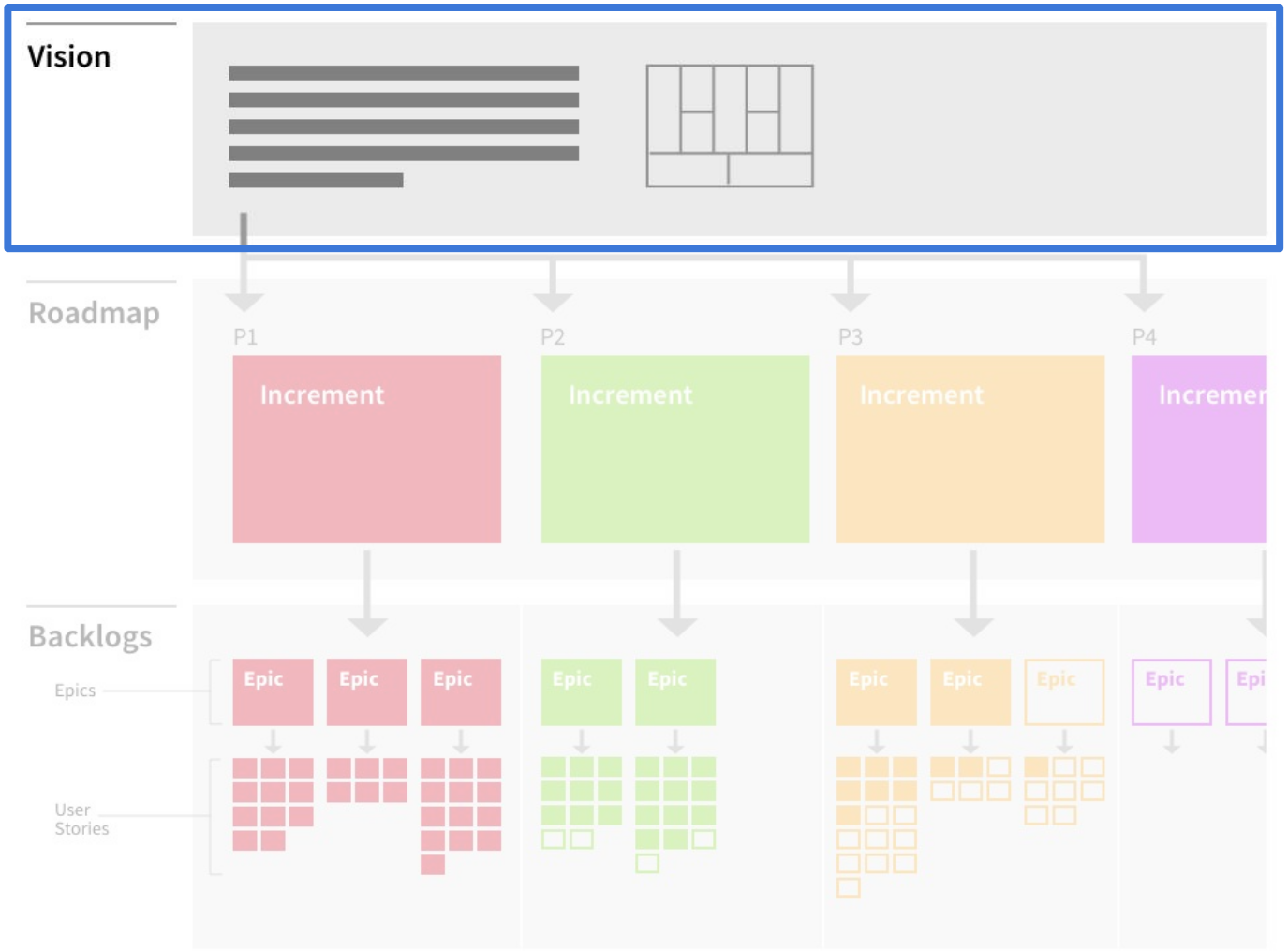
Developing a strategic roadmap

18F

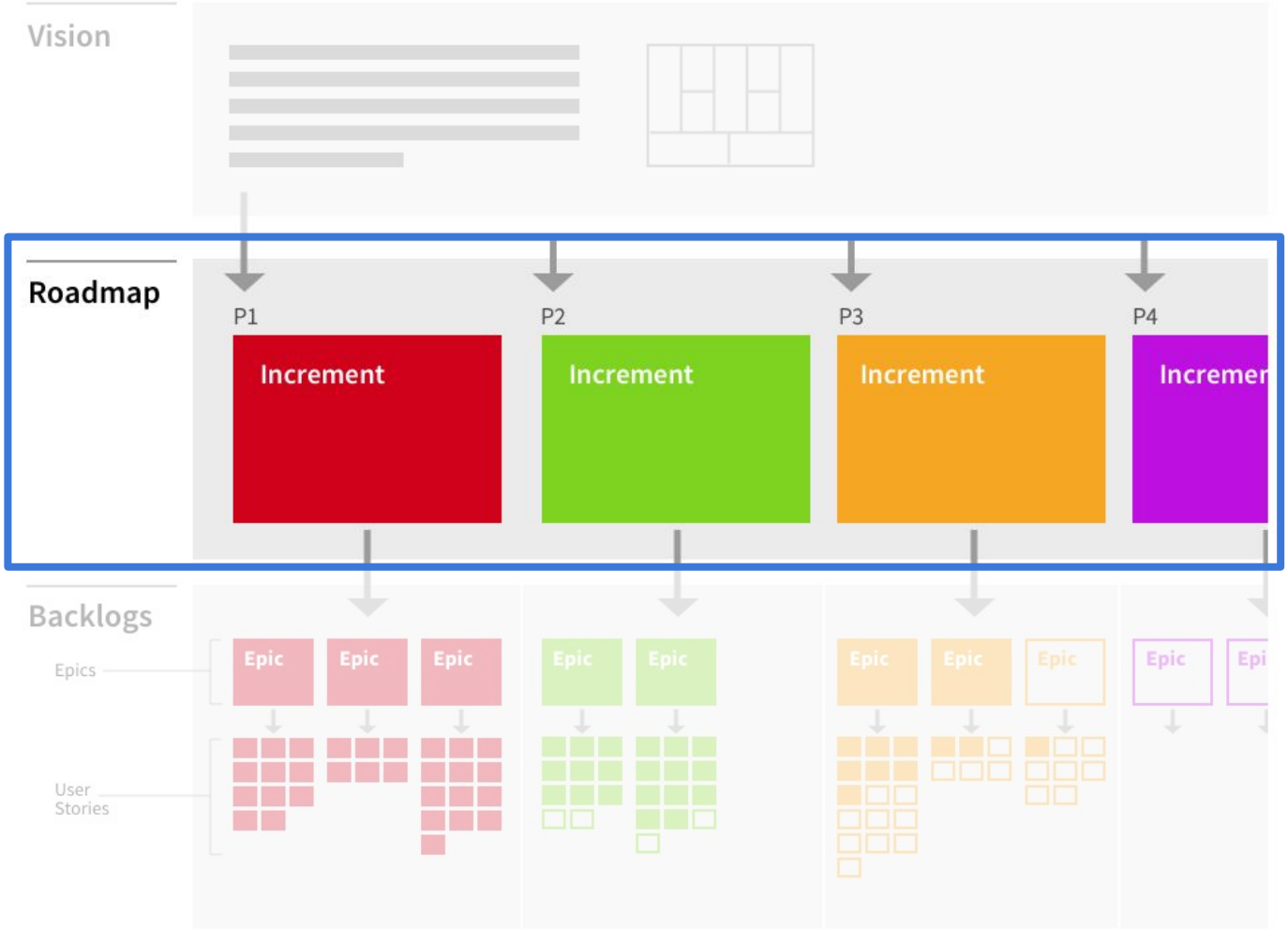


These are the artifacts we're creating to guide our work.



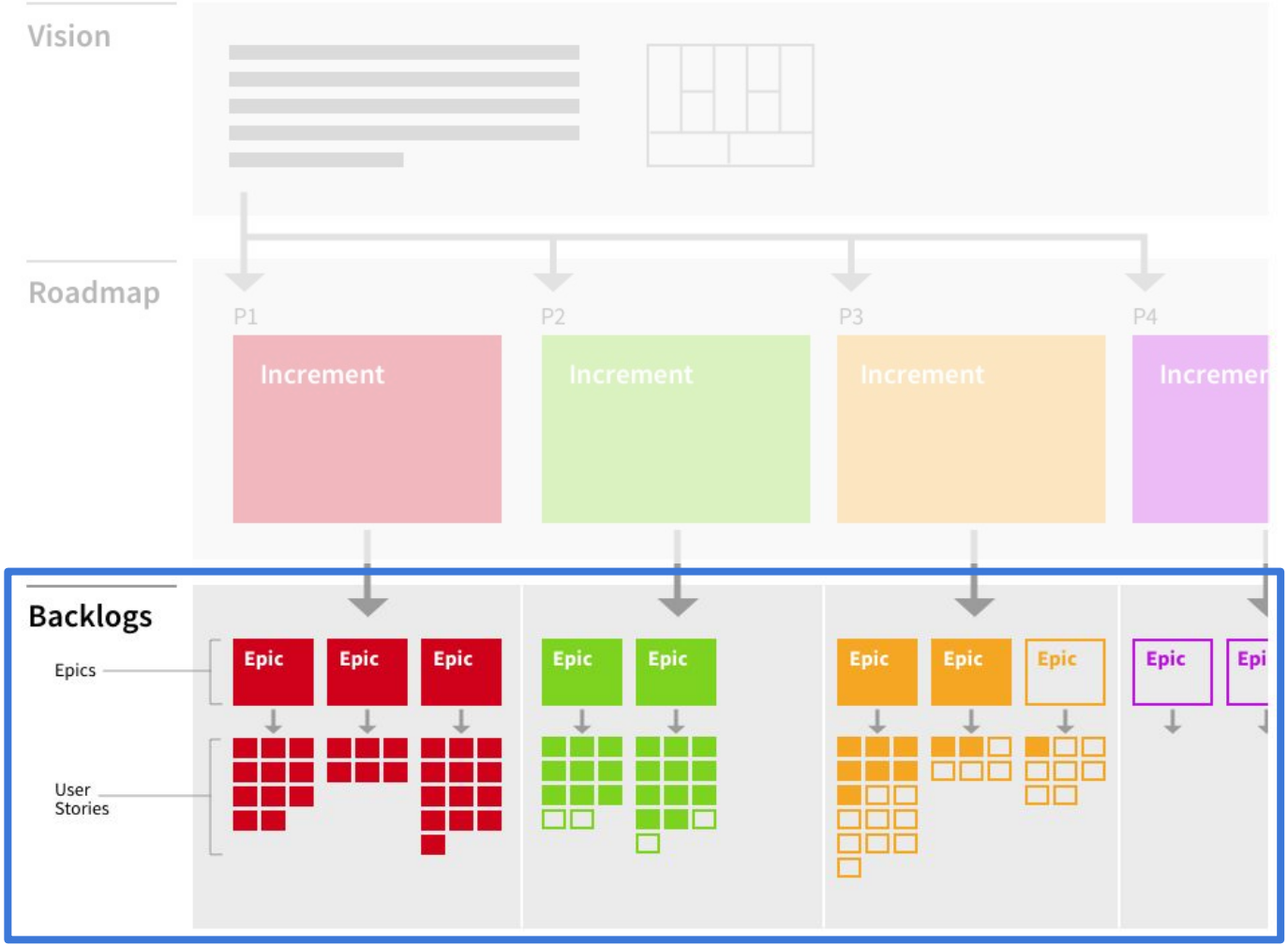
Vision

Vision statement and canvas

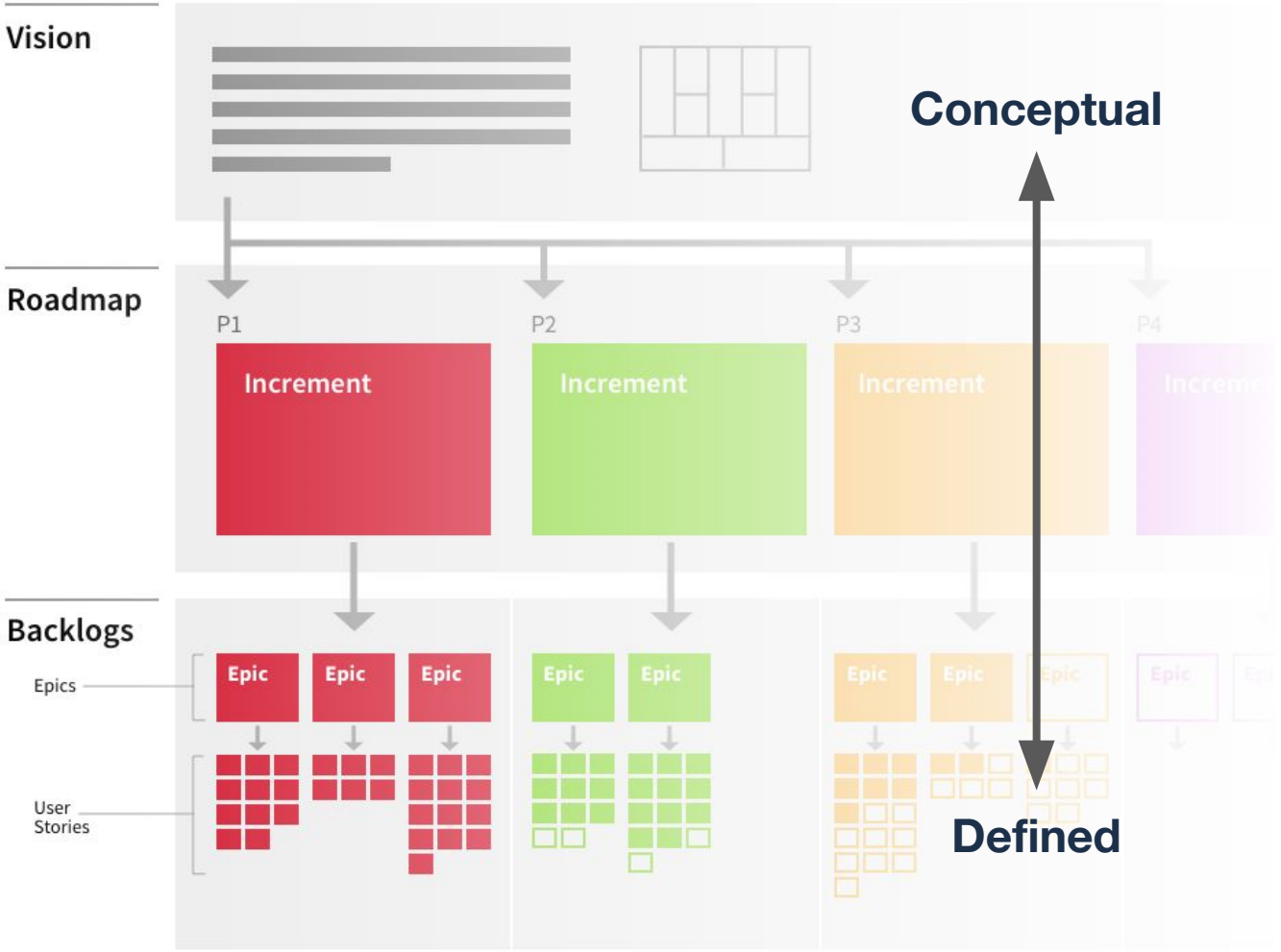


Product Roadmap
Prioritized
increments

(ex. Search API/UI)



Backlogs
Separate backlogs for each increment, comprised of epics and user stories

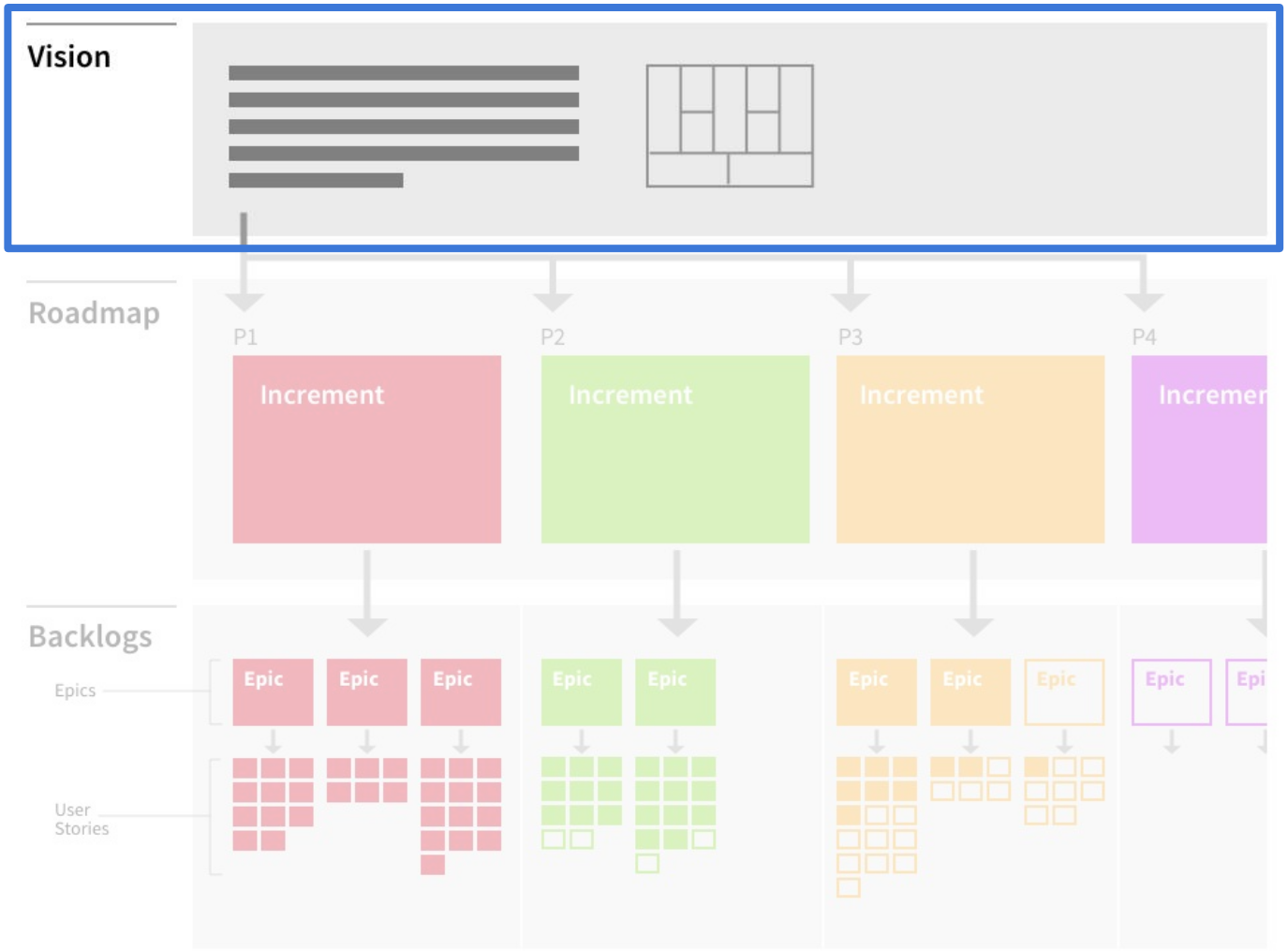


All of the work of building a product lives on a spectrum.

You need open-ended conceptual work just as much as clearly-defined execution tasks.

A Strategic Framework

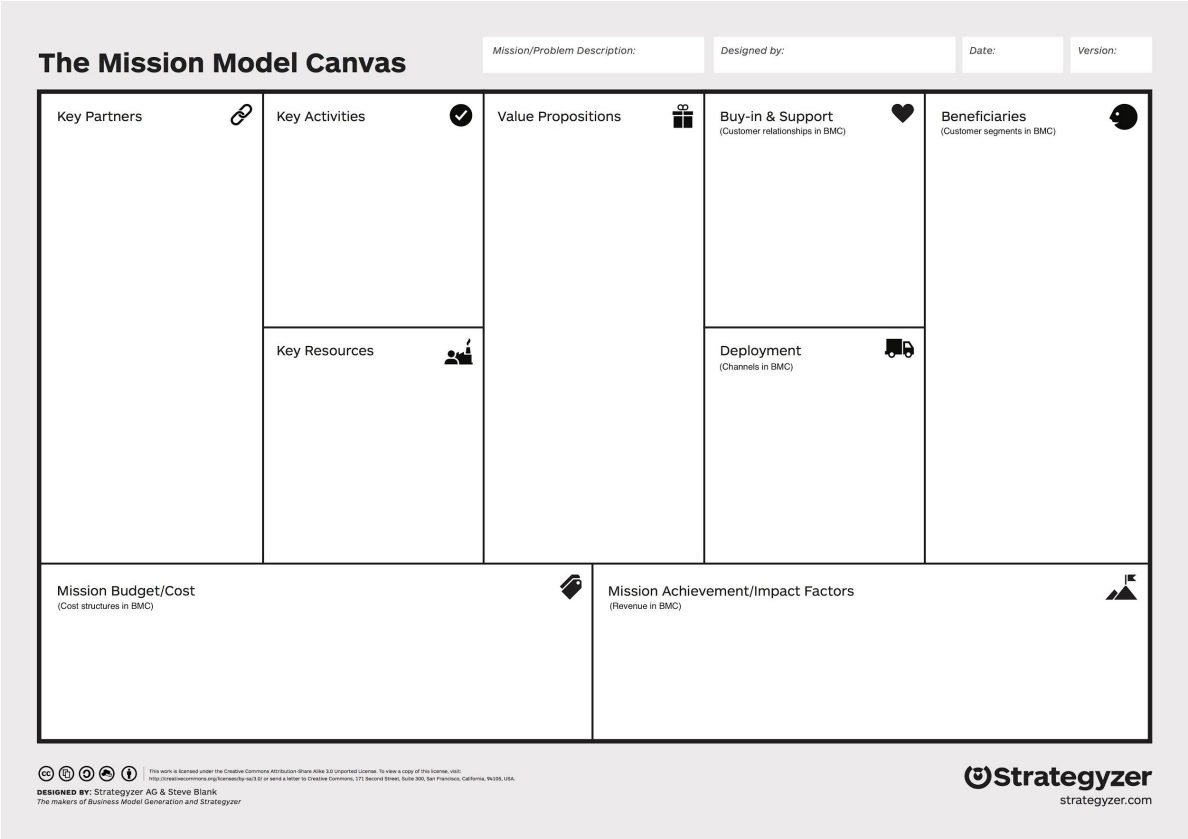
18F



Vision

Vision statement and canvas

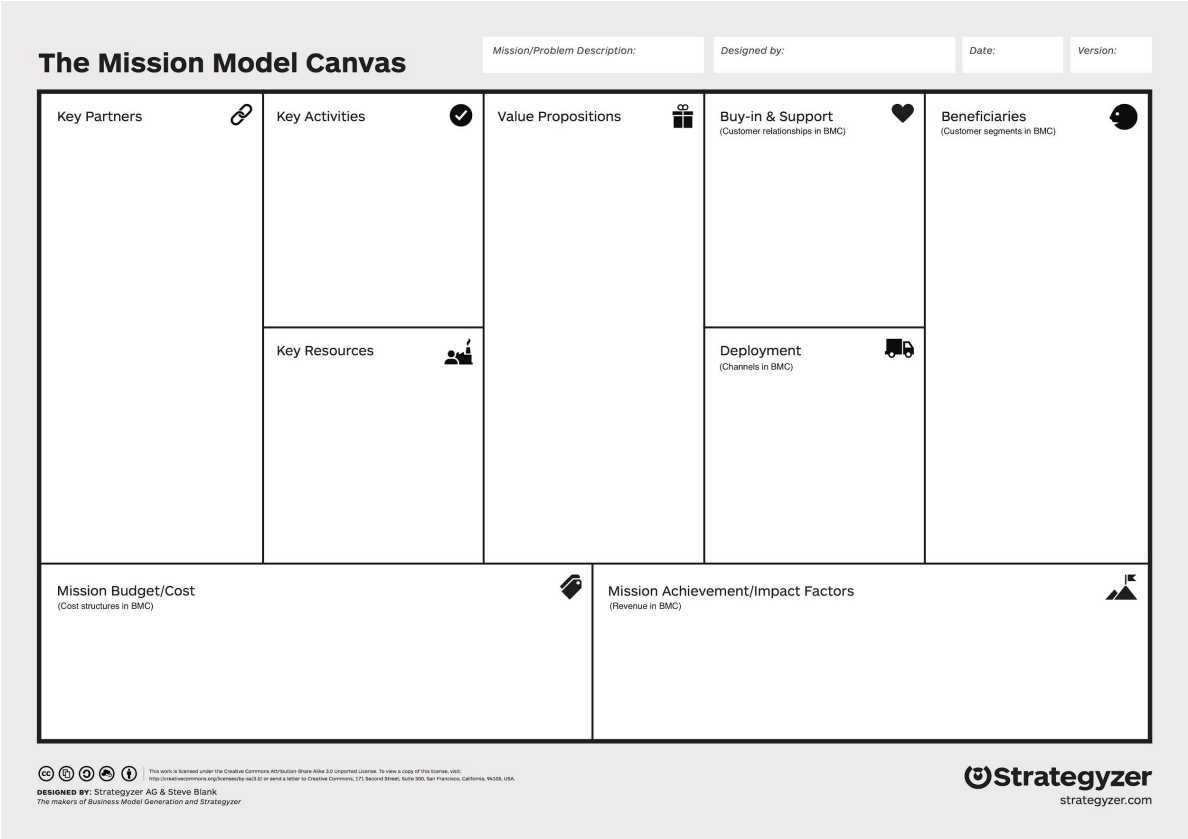
Canvas



We're now going to build on the vision statement by visualizing the various areas of concern with respect to the overall vision.

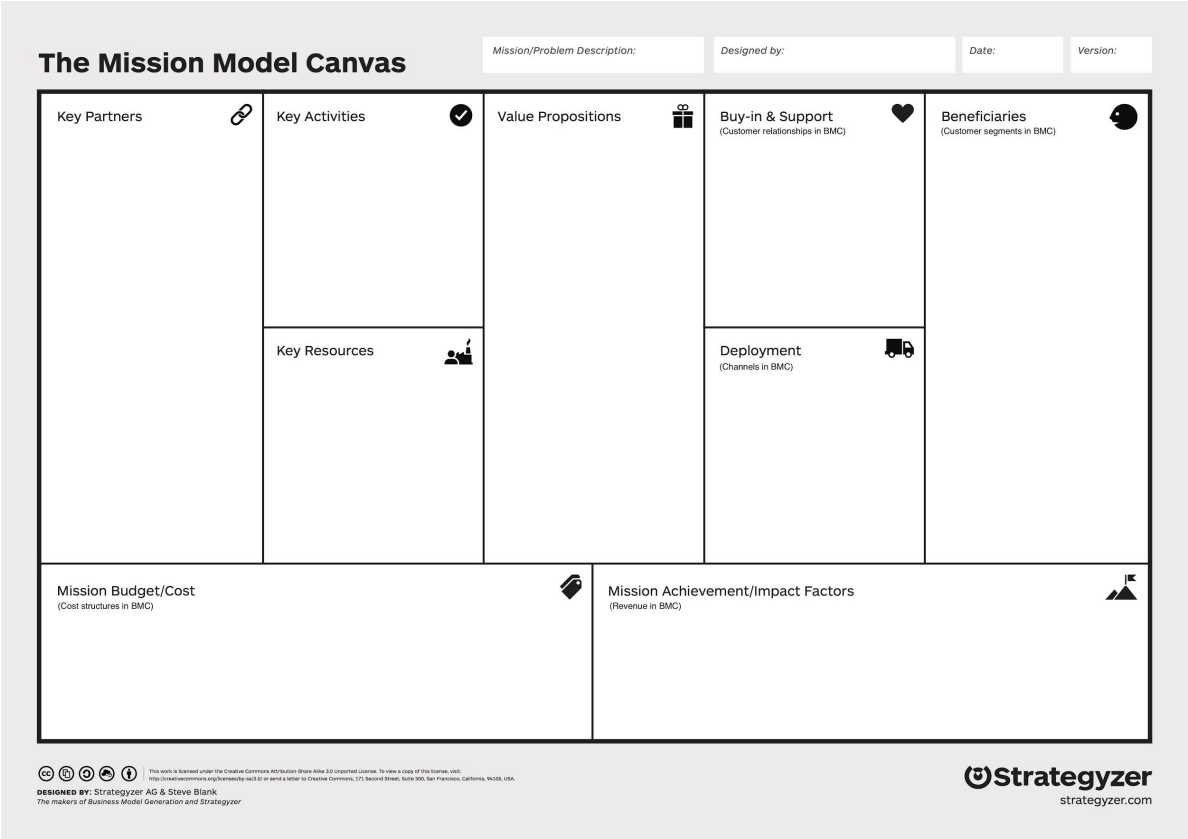
It's based on the Mission Model Canvas by Strategyzer http://bit.ly/2bfhfKm

Canvas



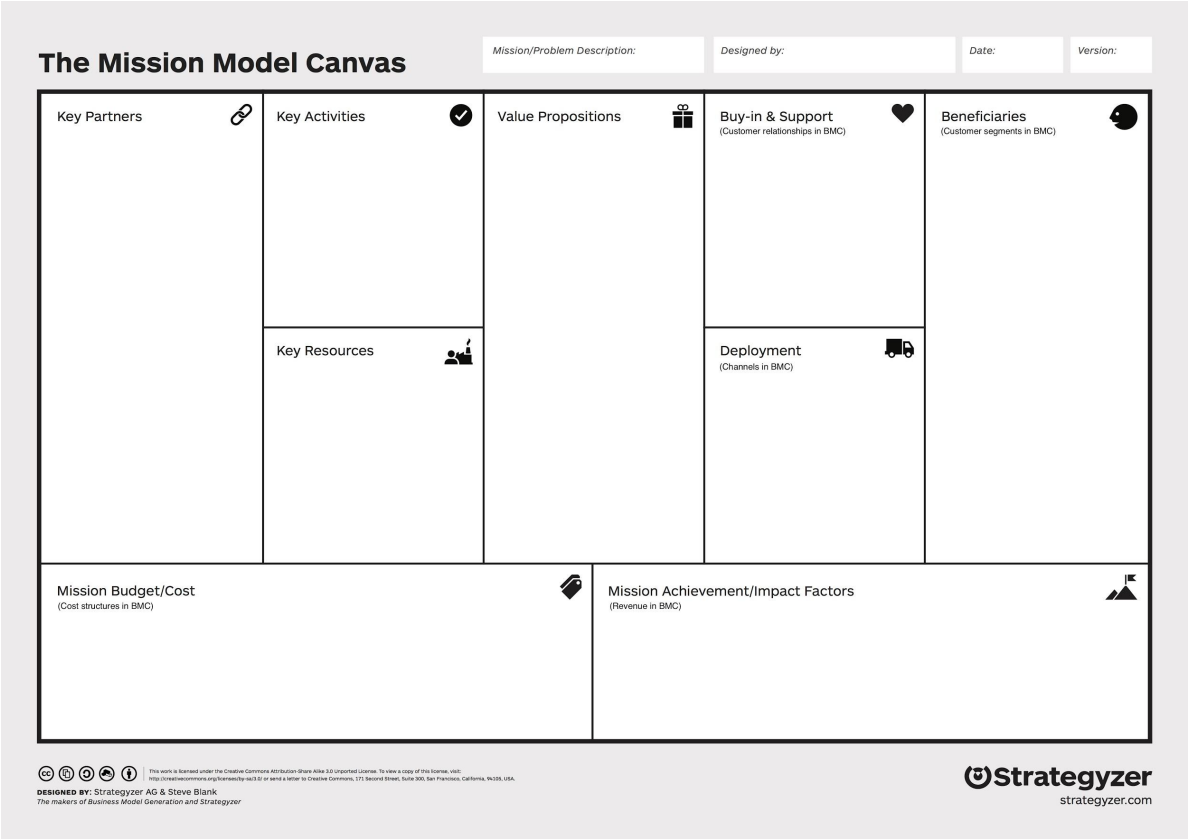
A winning product strategy will pay attention to these areas of concern and their relationships in order to ensure that the right thing is being delivered to the right beneficiaries.

Canvas



Use your strategy to inform what you work on and when.

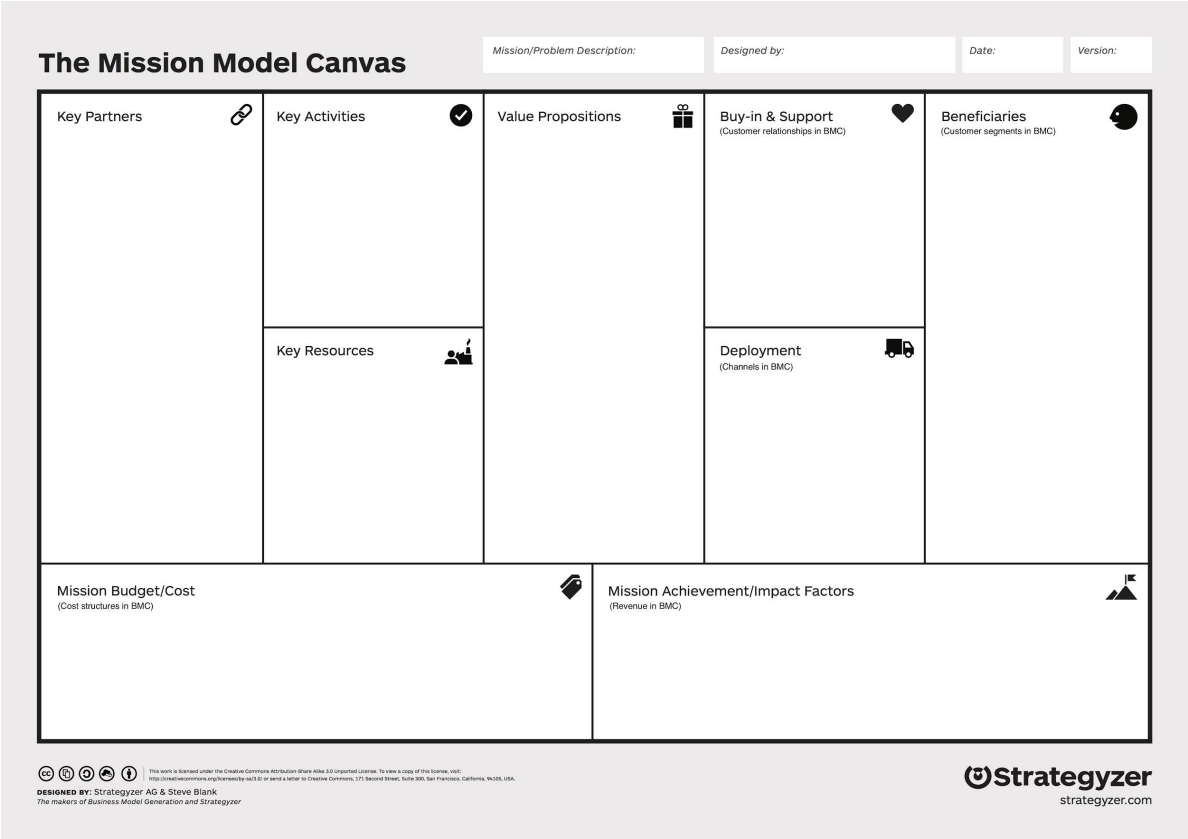
Canvas



Use your strategy to inform what you work on and when.

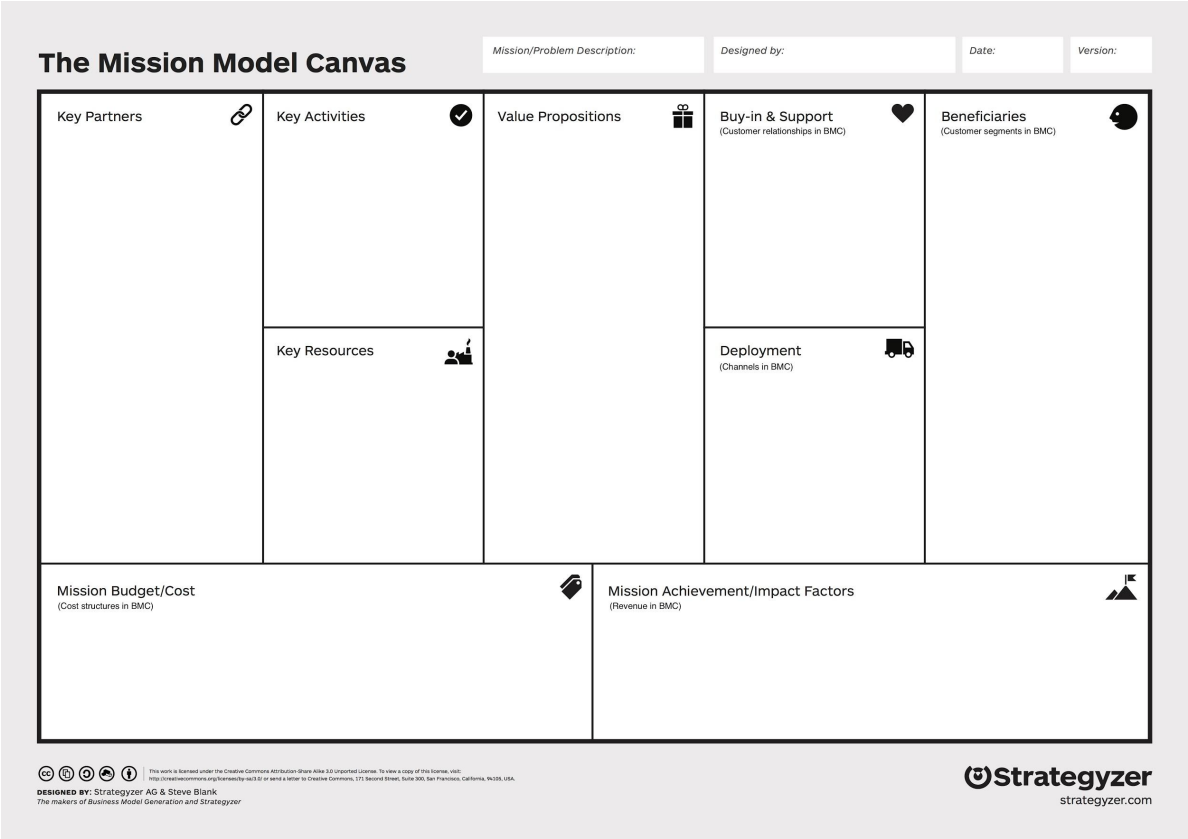
As you consider the path forward, consult research, explore possibilities, ask questions, develop hypotheses to test, and methods of measurement

Canvas



Ask yourself:

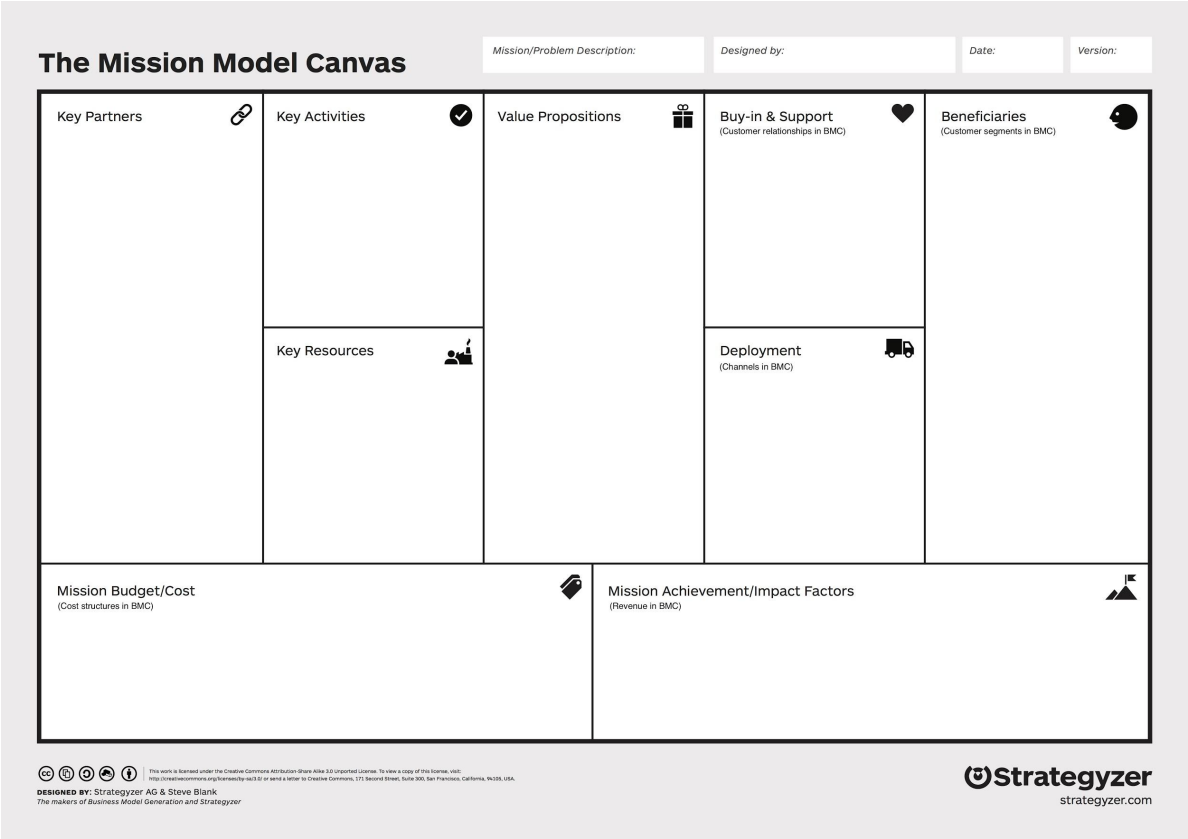
Canvas



Ask yourself:

What is possible?

Canvas

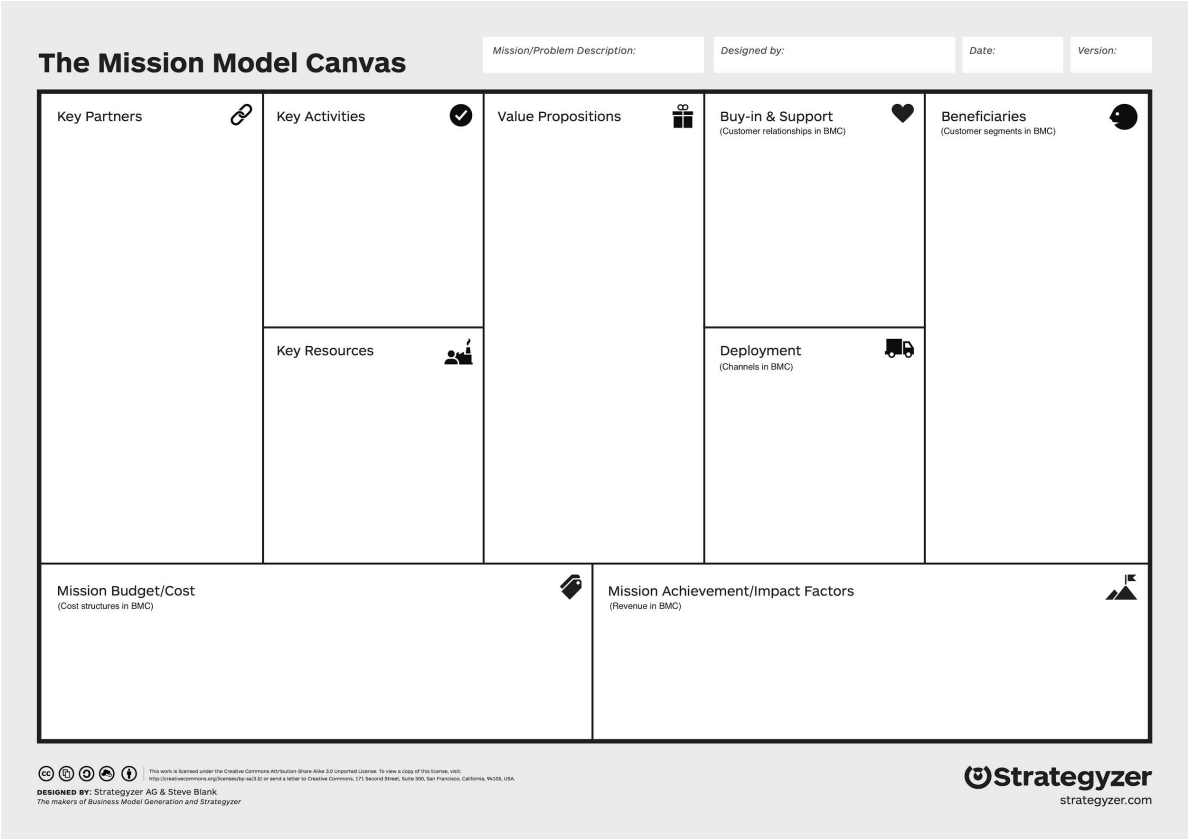


Ask yourself:

What is possible?

What is sustainable?

Canvas



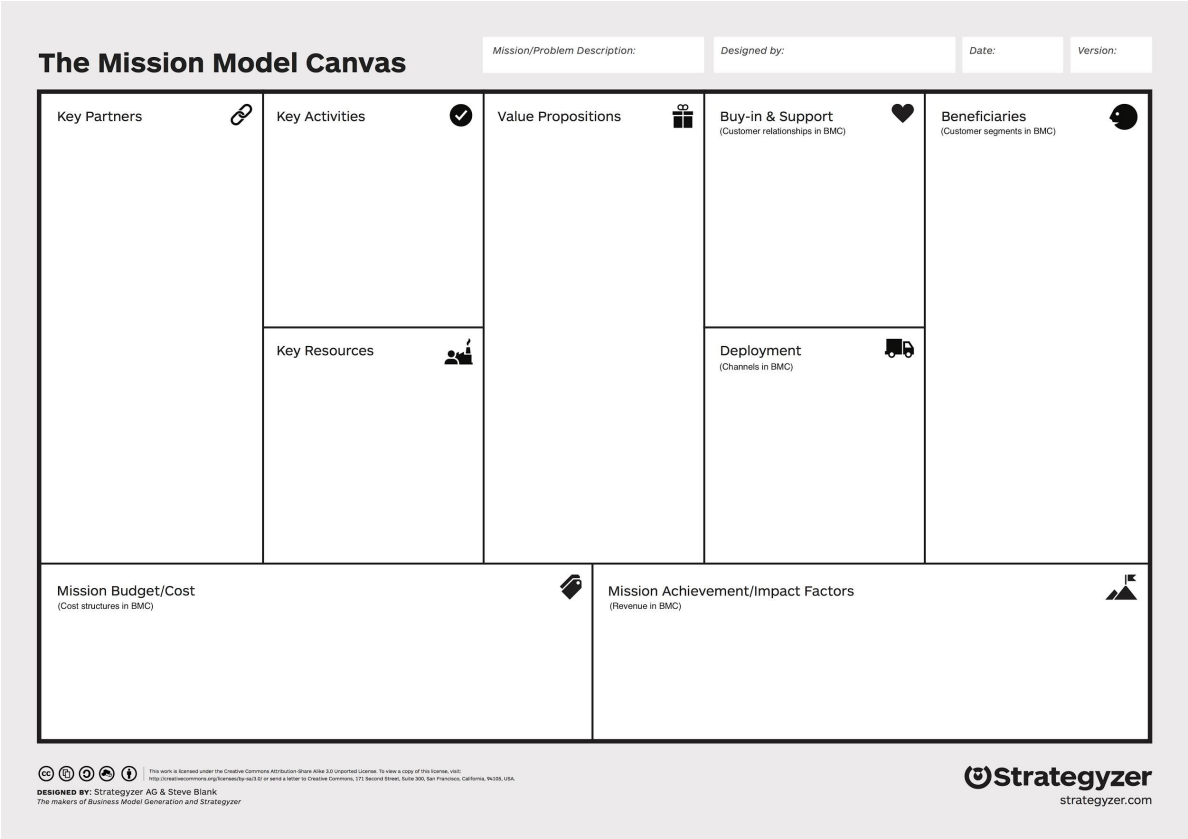
Ask yourself:

What is possible?

What is sustainable?

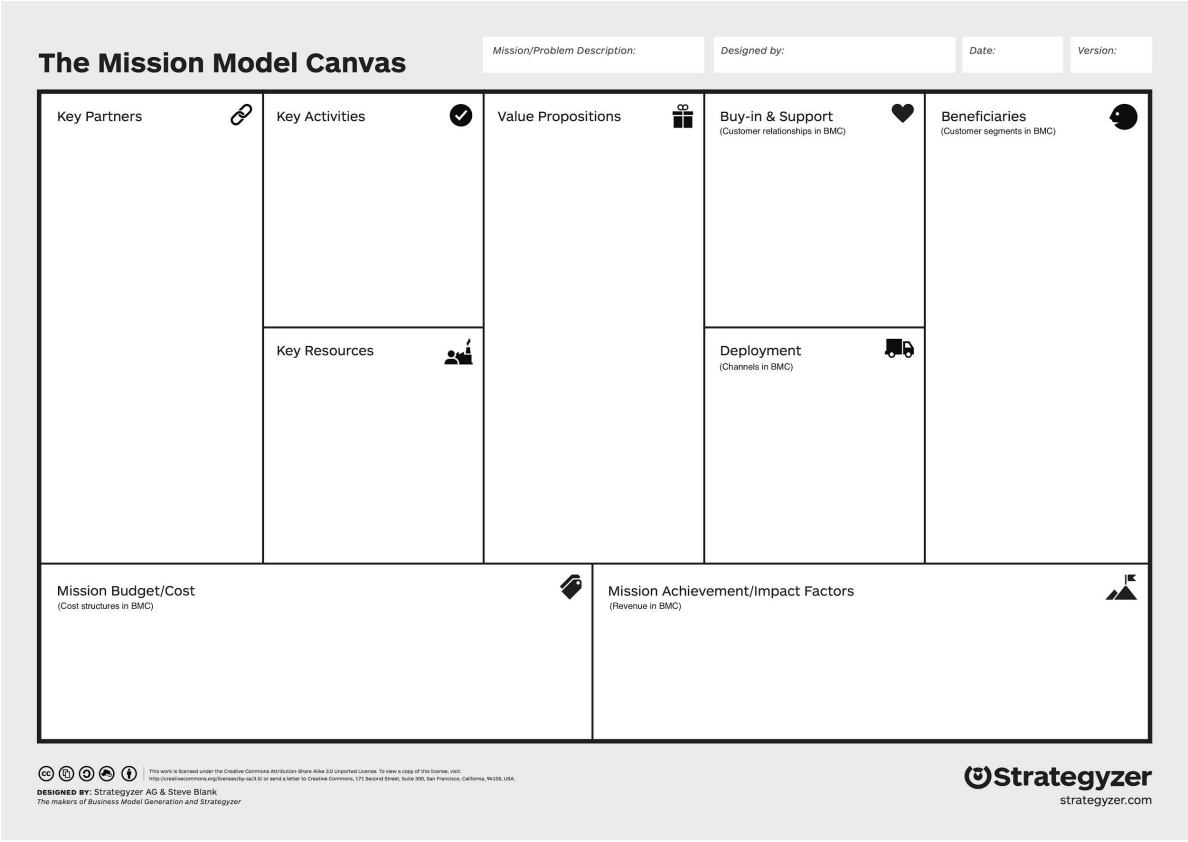
What already exists that we can leverage to deliver on the vision?

Canvas



What are the pains beneficiaries are currently experiencing? What's working for them?

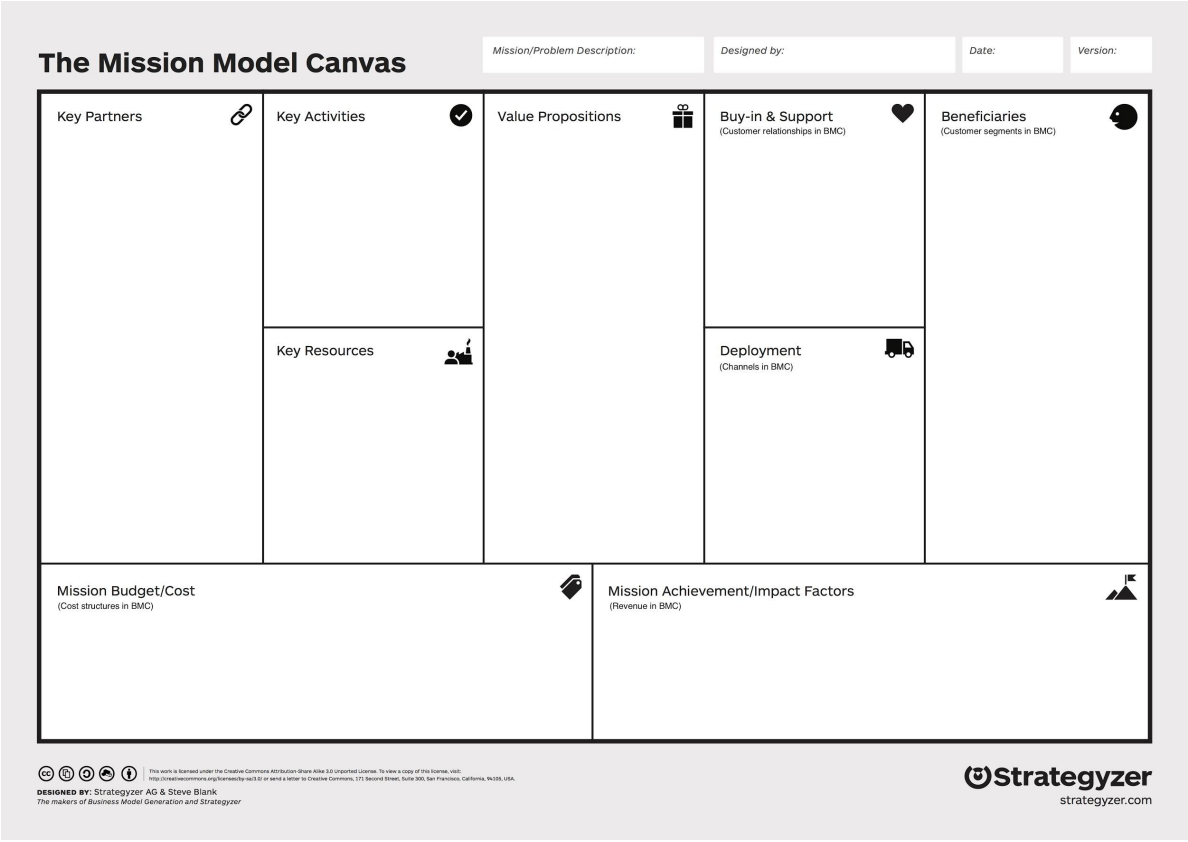
Canvas



What are the pains beneficiaries are currently experiencing? What's working for them?

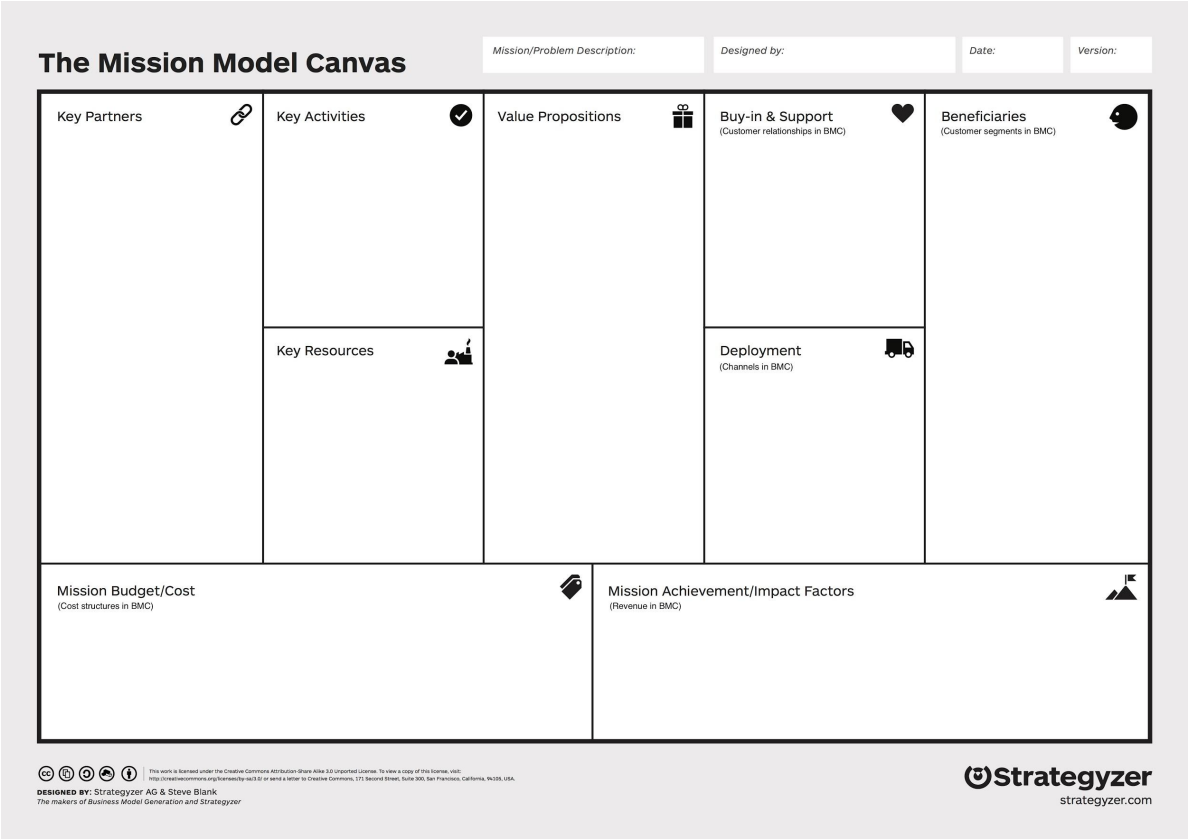
How can you best address the pains? How can you improve on things that are working?

Canvas



We've already identified some chunks of work that we can prioritize.

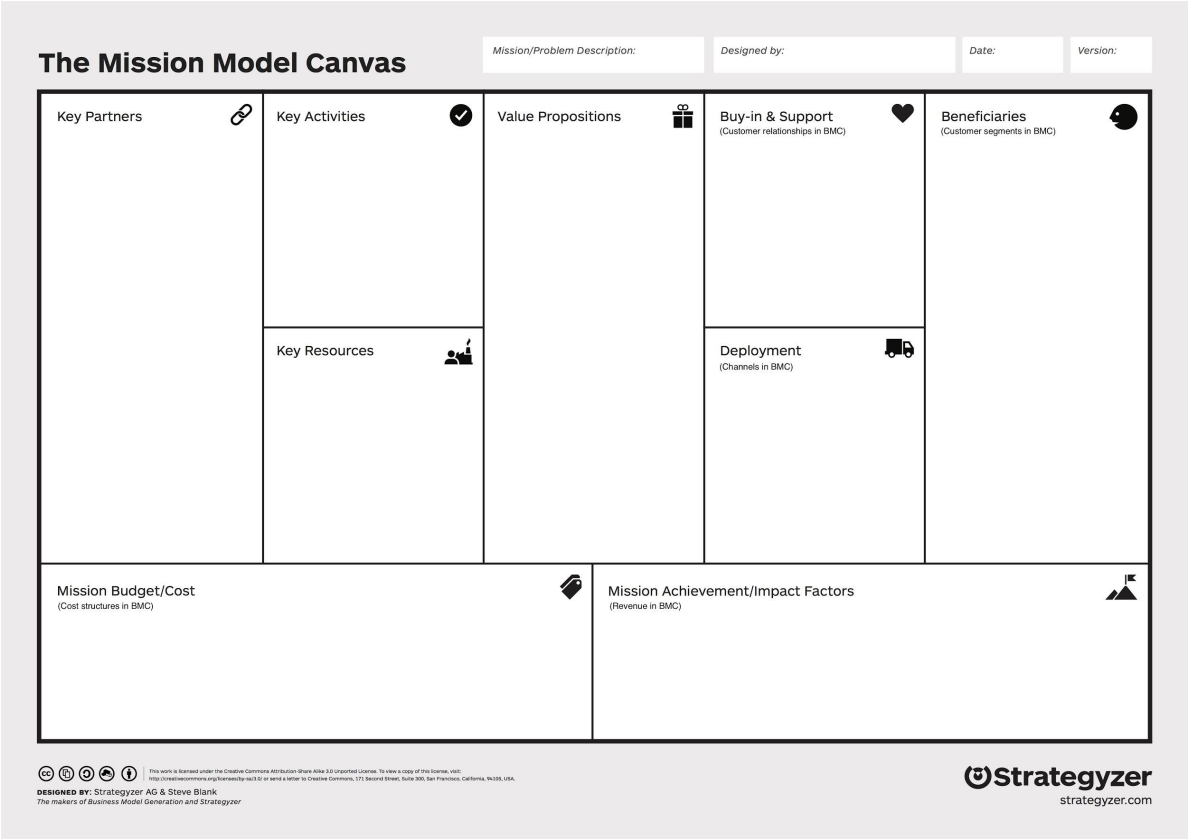
Canvas



[We've already identified some chunks of work that we can prioritize.]

We'll use this canvas to prioritize that work, as well as anything else we want to add.

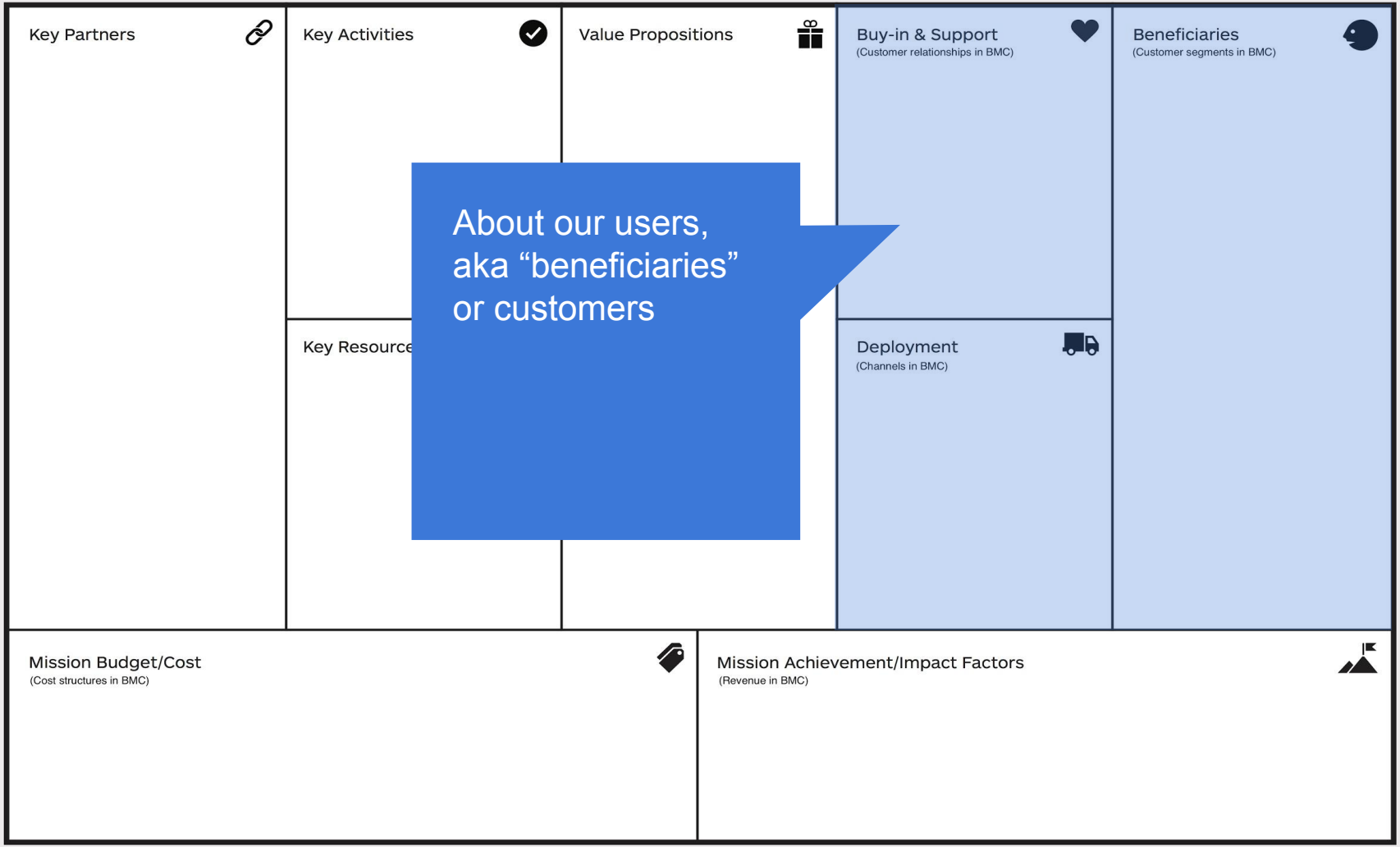
Canvas



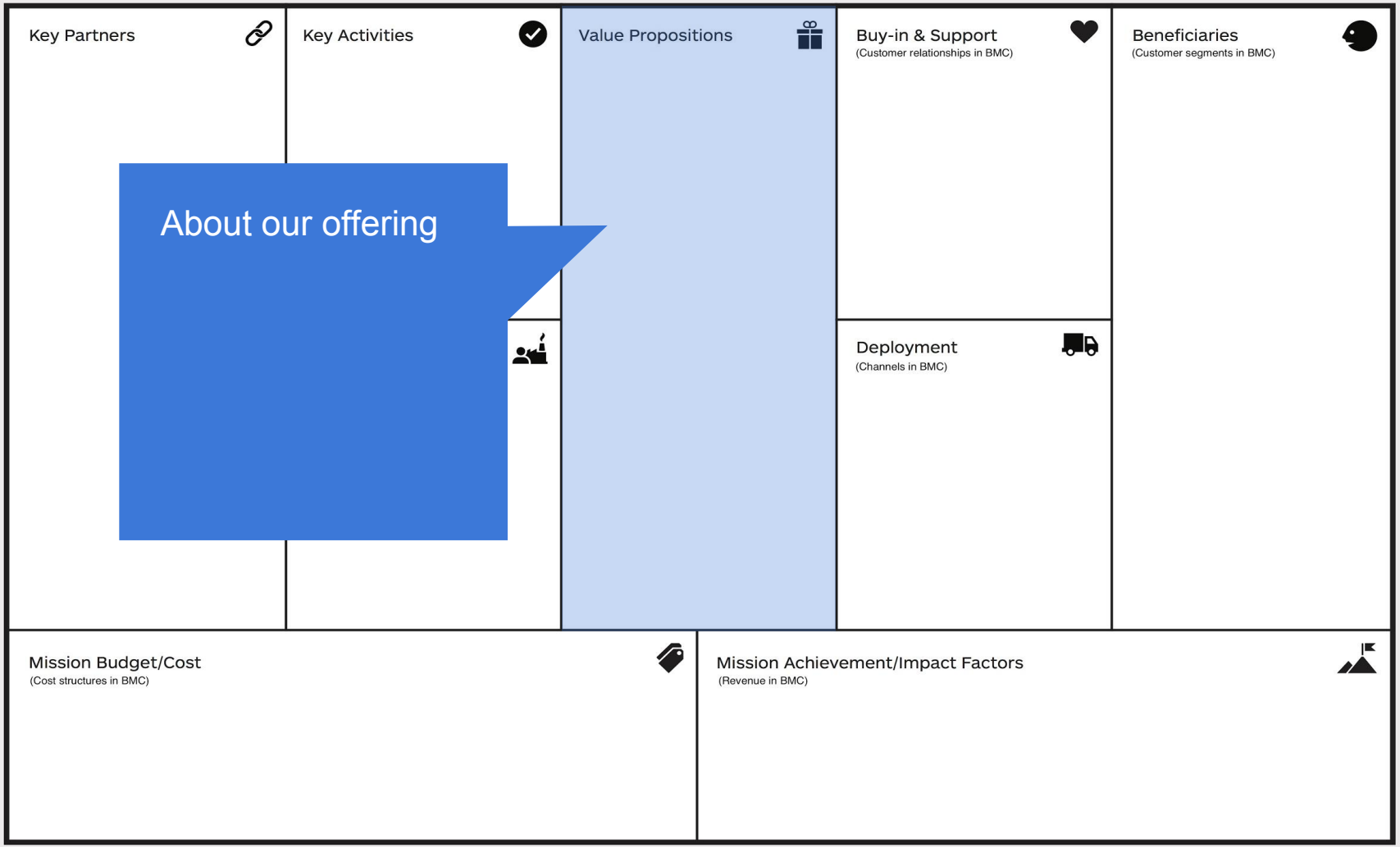
From there, we'll create a visualization of the path you will take to deliver value quickly to your highest priority beneficiaries: A product roadmap and backlog

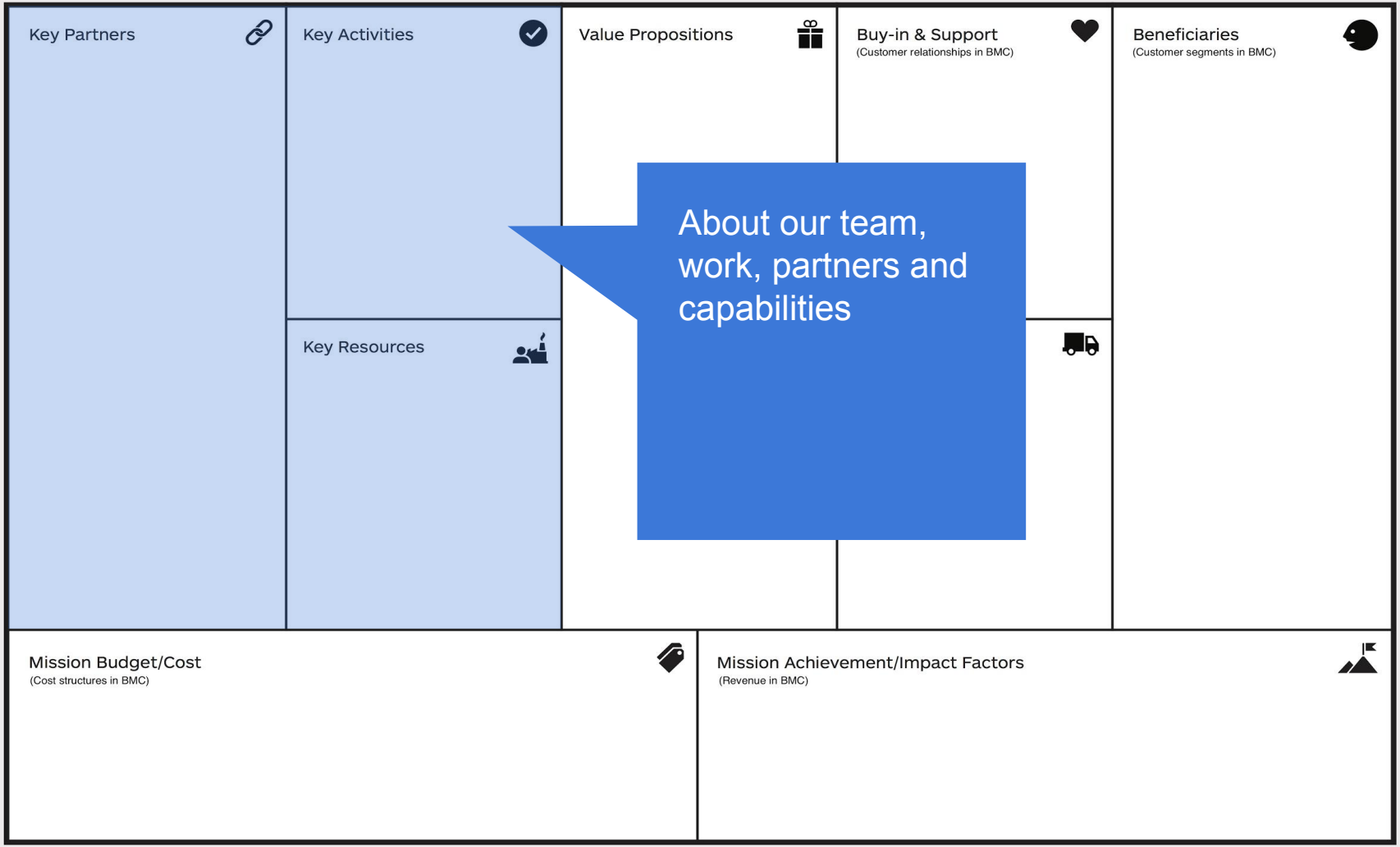
The Mission Model Canvas

18F



Mission Model Canvas by Strategyzer - www.strategyzer.com


Key Partners
Key Activities
Value Propositions
Buy-in & Support
(Customer relationships in BMC)
Beneficiaries
(Customer segments in BMC)
About our offering
Deployment
(Channels in BMC)
Mission Budget/Cost
(Cost structures in BMC)
Mission Achievement/Impact Factors
(Revenue in BMC)



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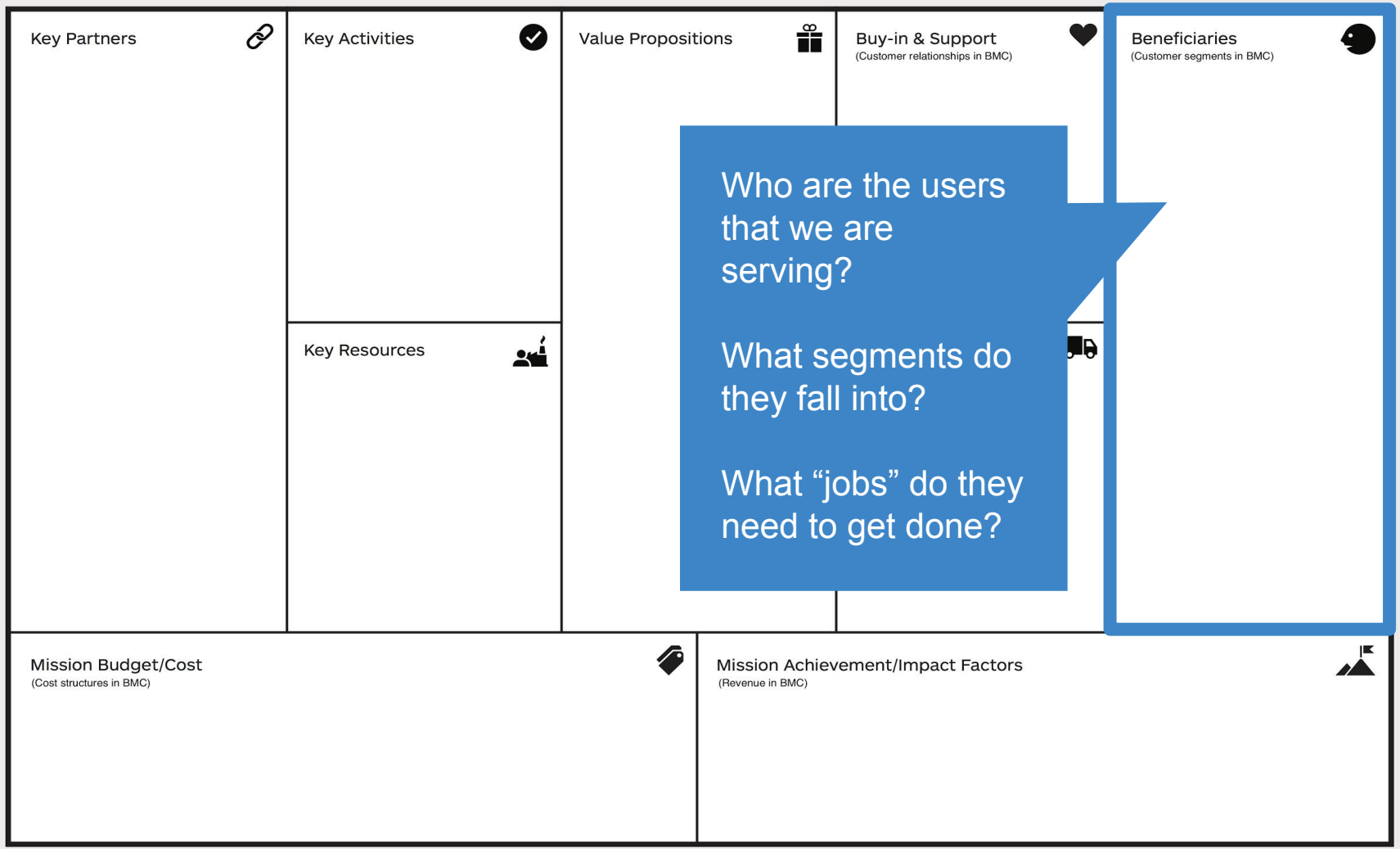

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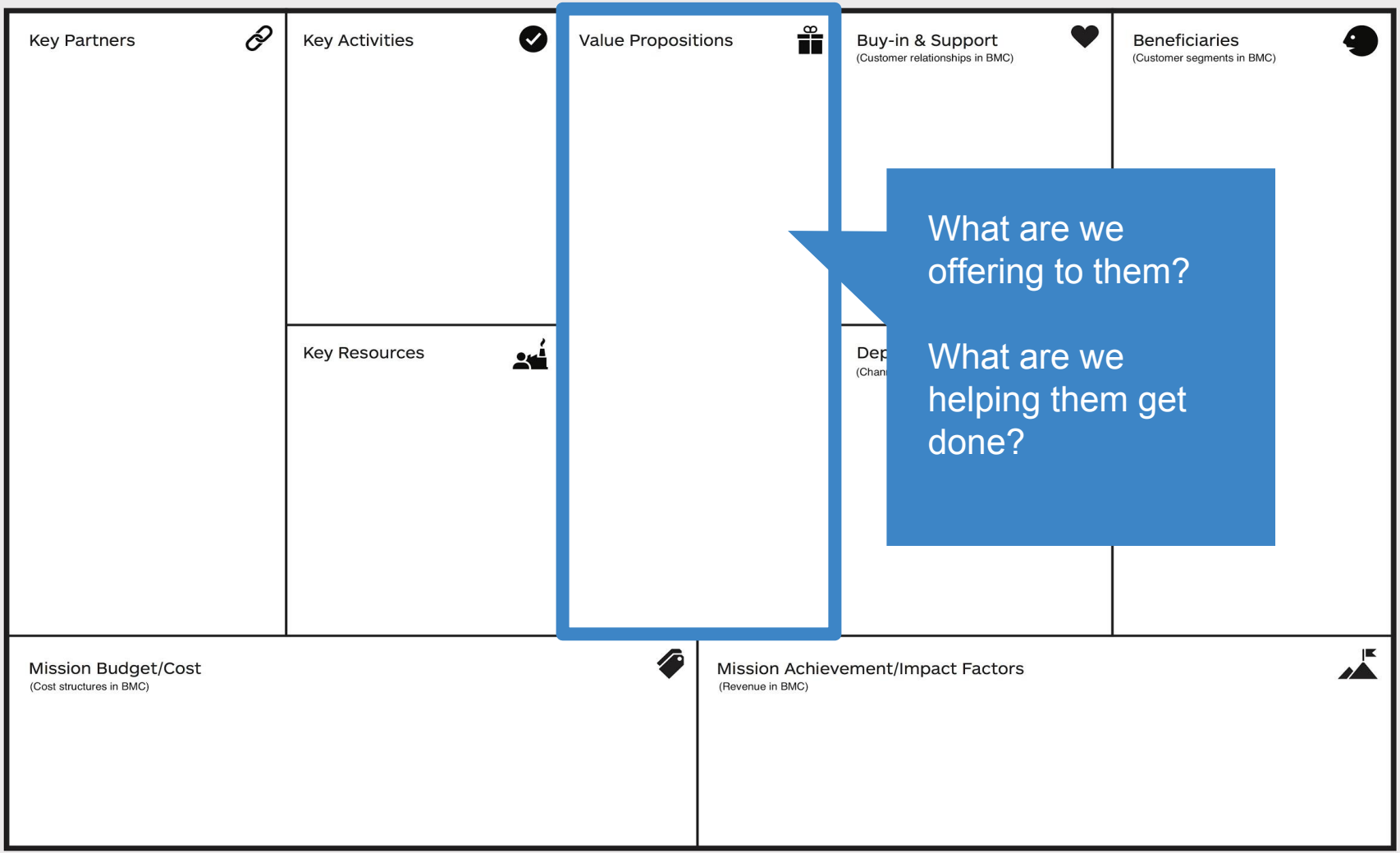
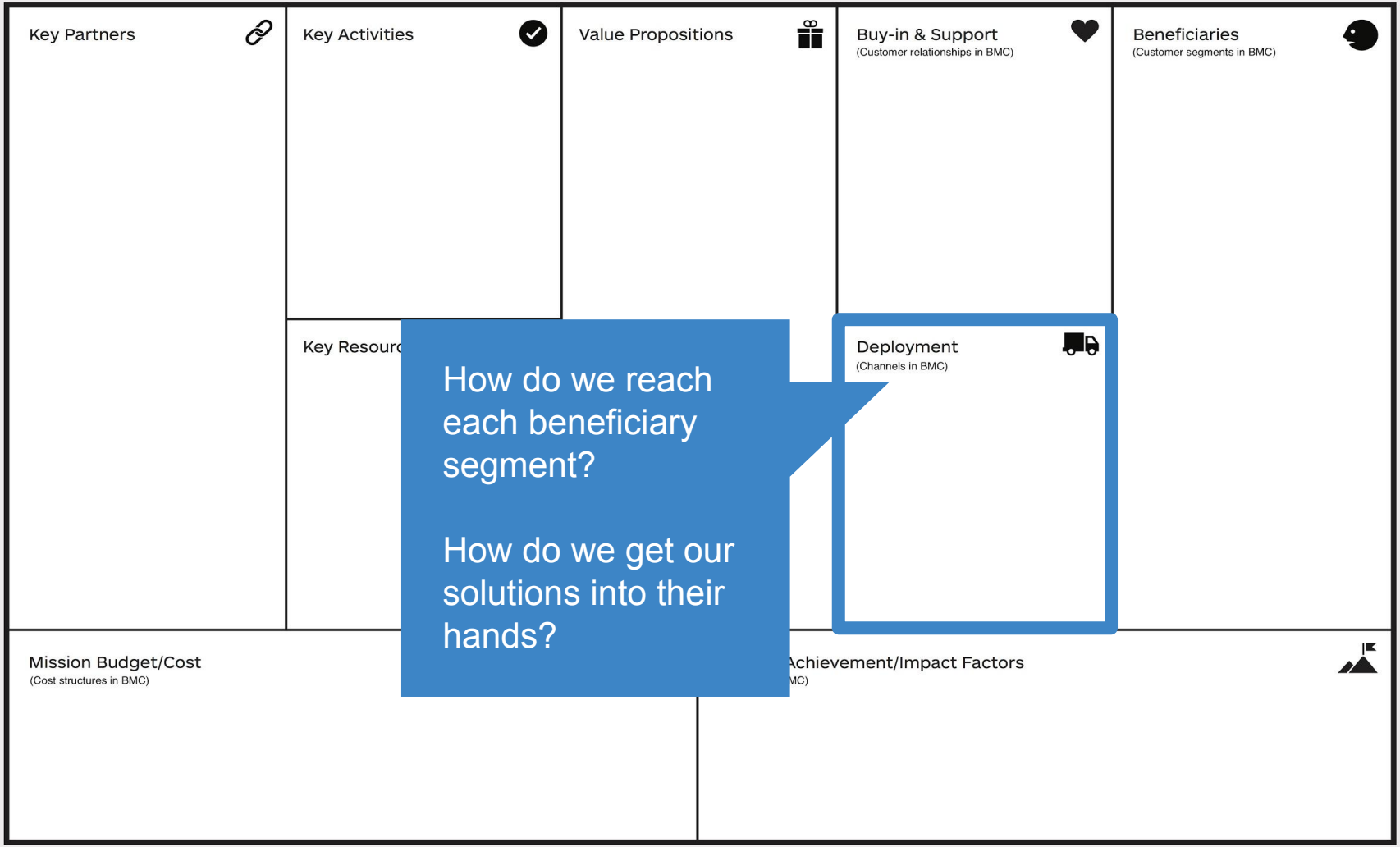


Mission Model Canvas by Strategyzer - www.strategyzer.com



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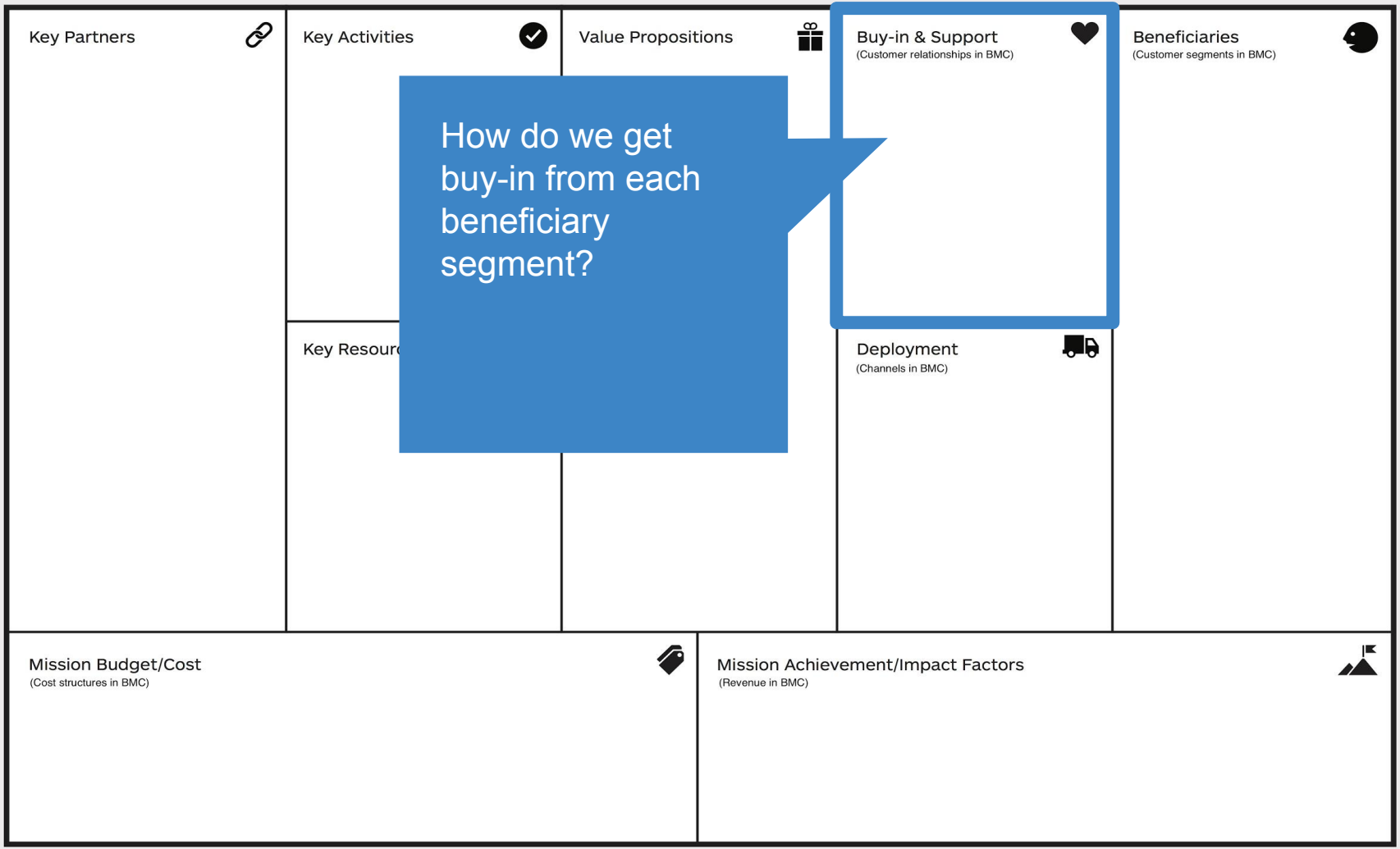
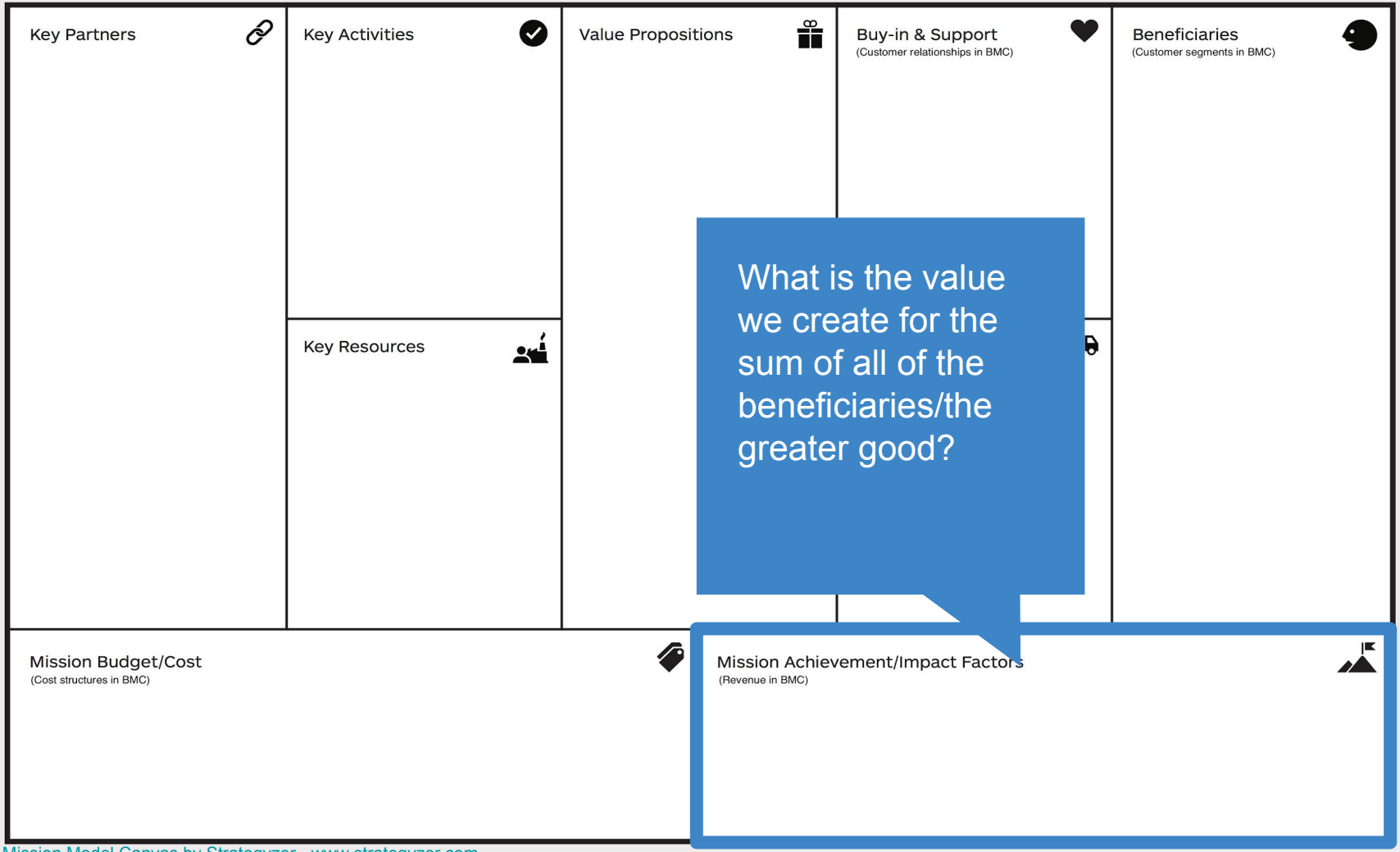

Key Partners
Key Activities
Value Propositions
Buy-in & Support
(Customer relationships in BMC)
Beneficiaries
(Customer segments in BMC)
How do we get buy-in from each beneficiary segment?
Key Resour
Deployment
(Channels in BMC)
Mission Budget/Cost
(Cost structures in BMC)
Mission Achievement/Impact Factors
(Revenue in BMC)



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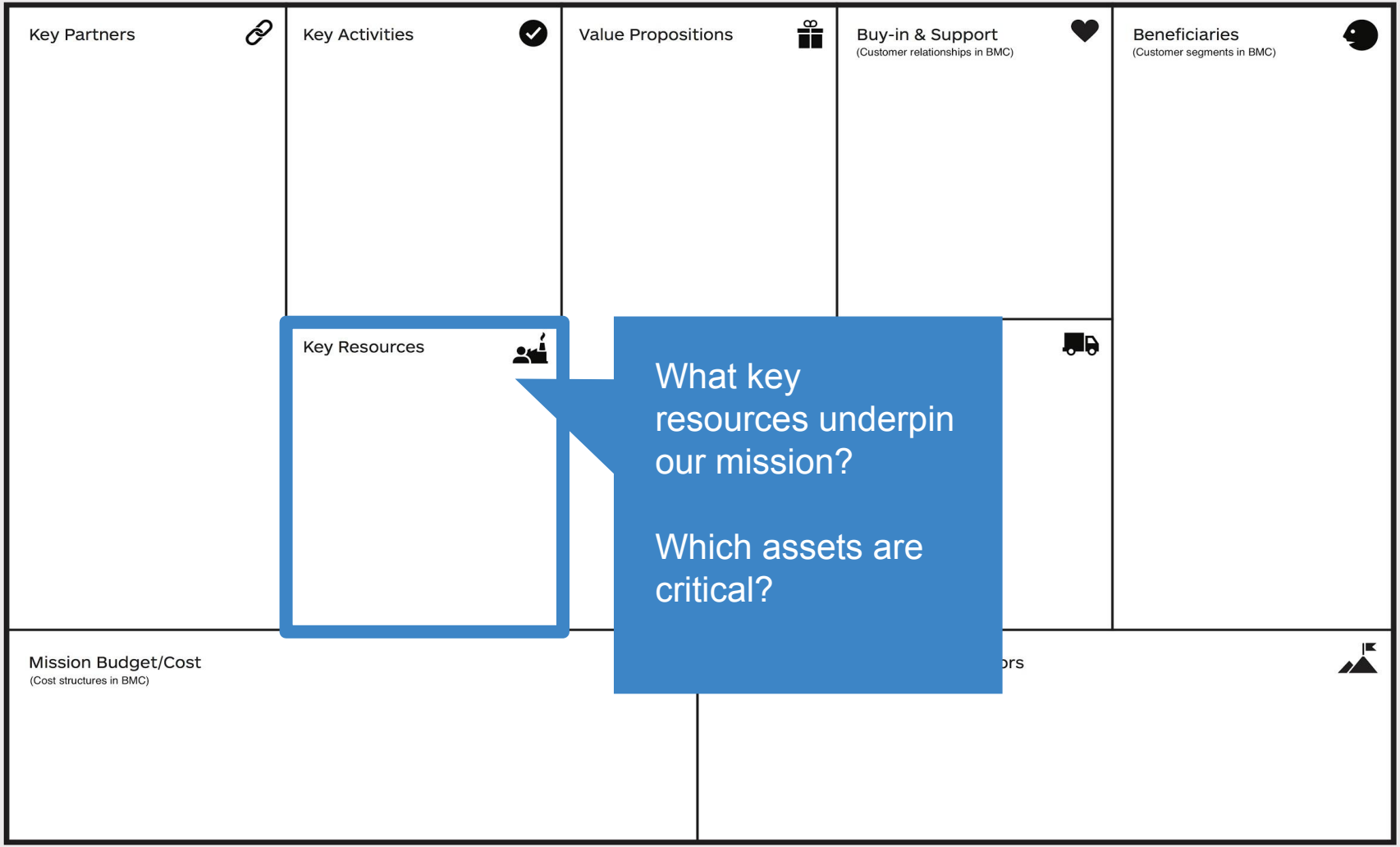

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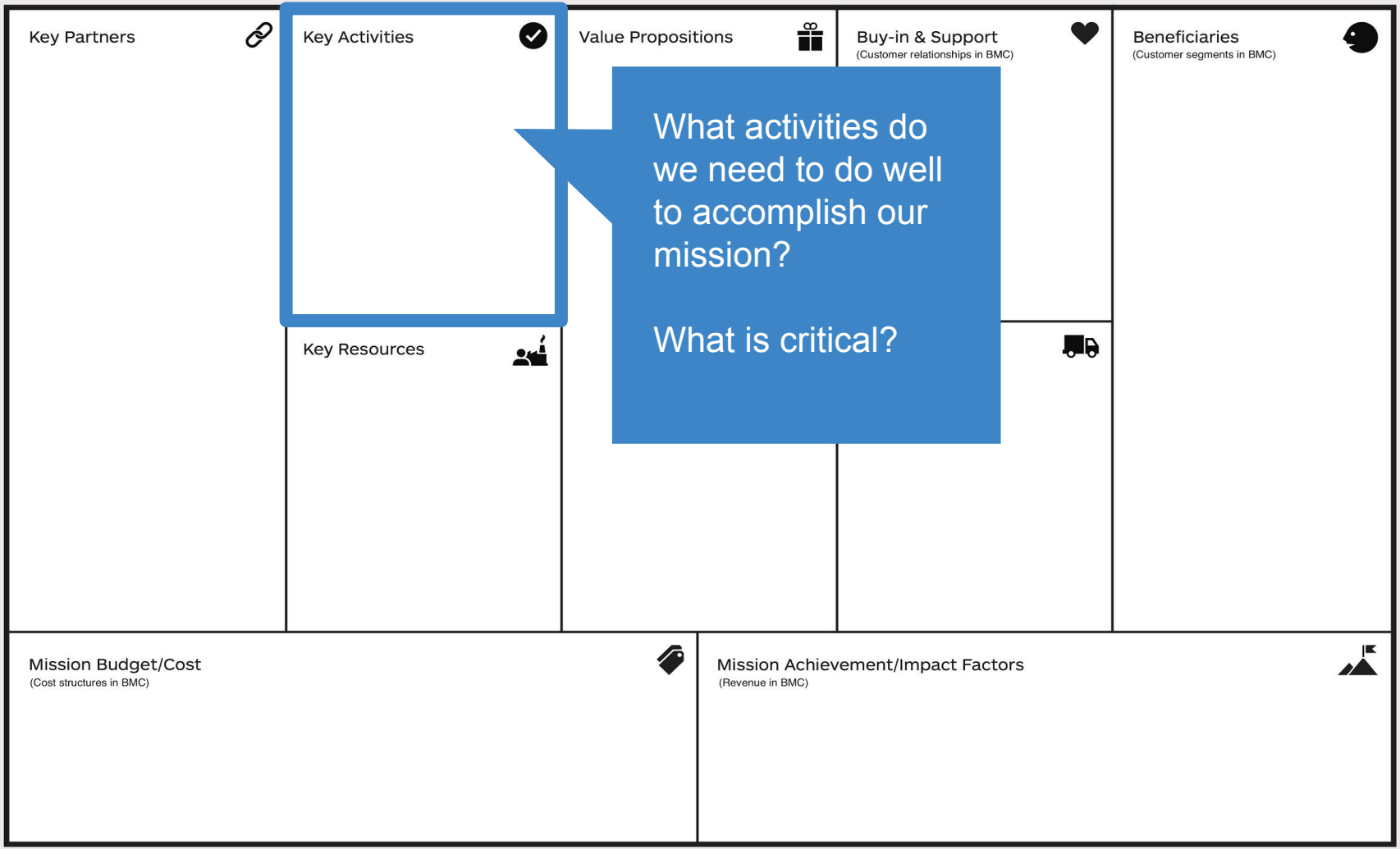

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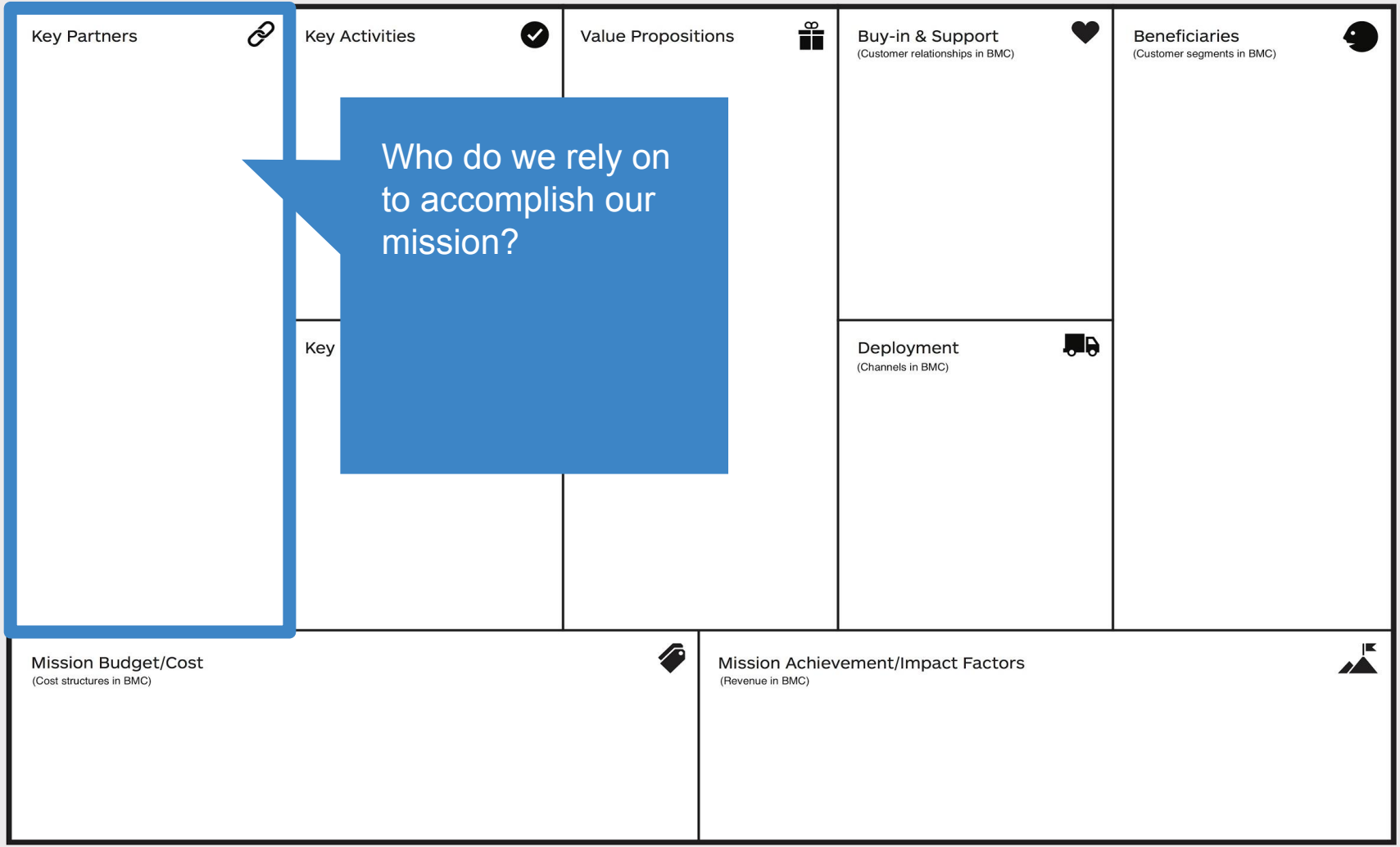

Mission Model Canvas by Strategyzer - www.strategyzer.com

Key Partners

Key Activities

Value Propositions

Buy-in & Support
(Customer relationships in BMC)

Beneficiaries
(Customer segments in BMC)

Deployment
(Channels in BMC)

What is the resulting budget structure?

What drives our costs?

Mission Budget/Cost
(Cost structures in BMC)

Mission Achievement/Impact Factors
(Revenue in BMC)

Mission Model Canvas by Strategyzer - www.strategyzer.com

Roadmap

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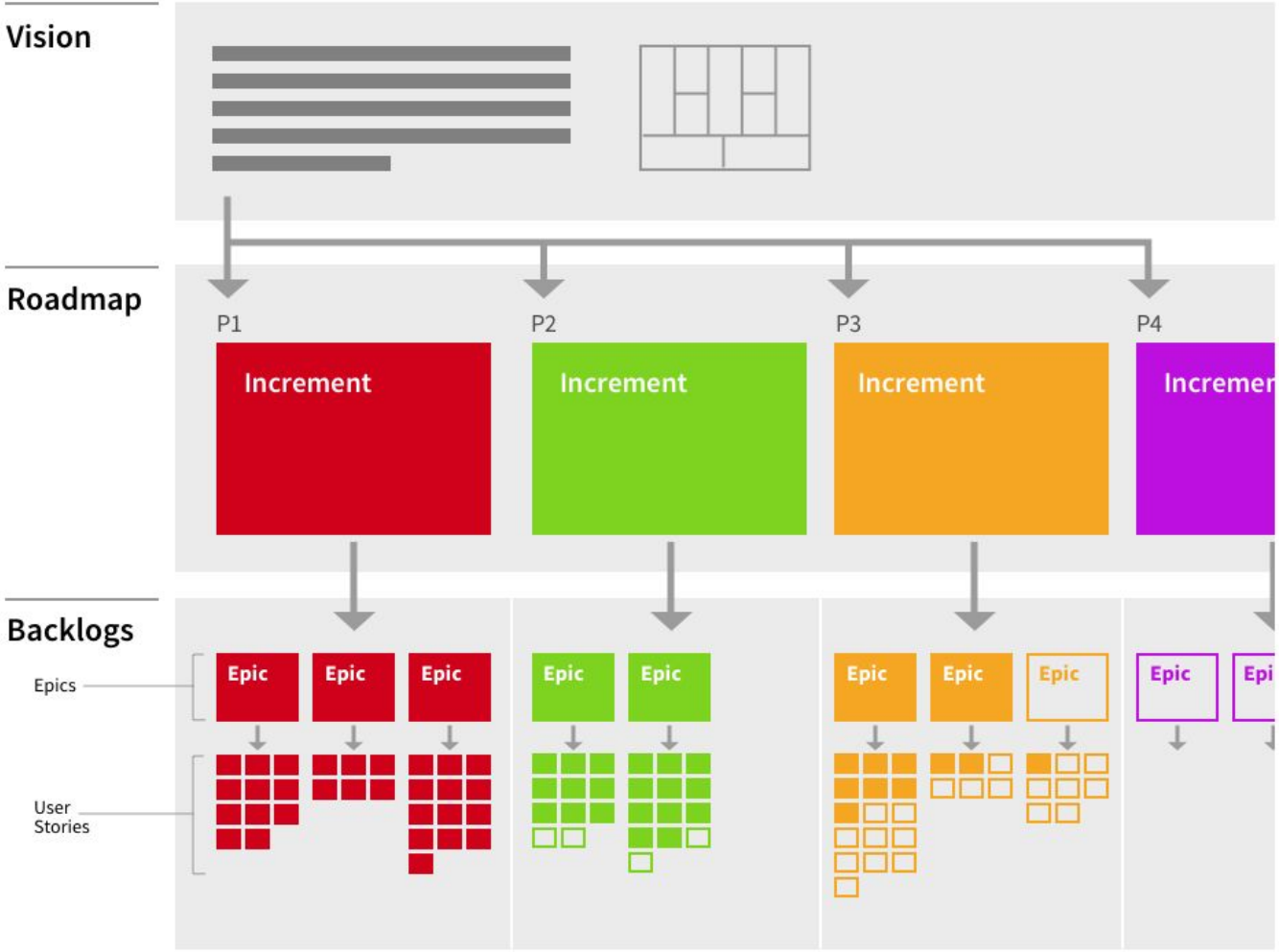
Vision
Roadmap
P1
P2
P3
P4
Increment
Increment
Increment
Incremer
Backlogs
Epics
User Stories
Epic
Epic
Epic
Epic
Epic
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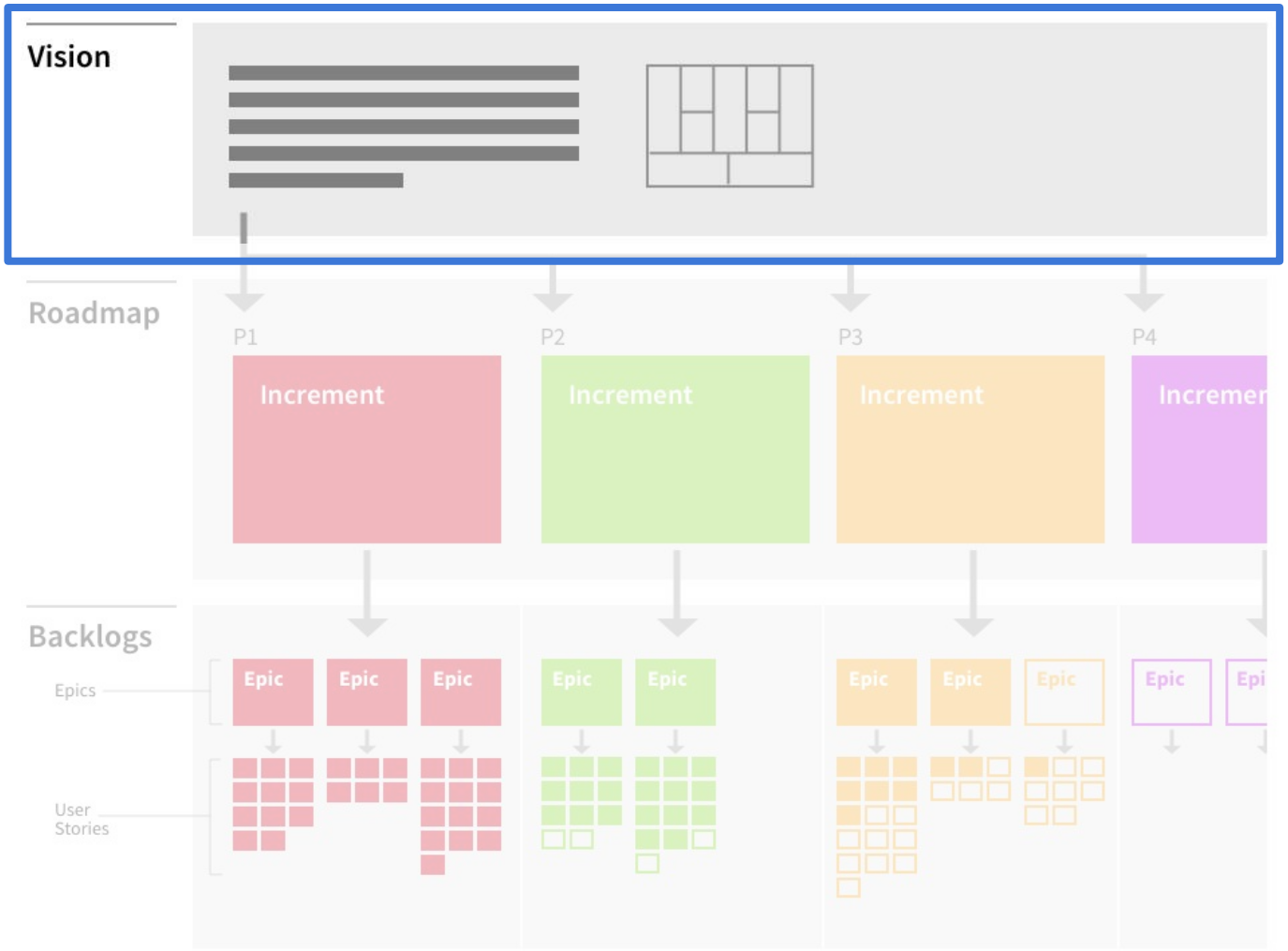
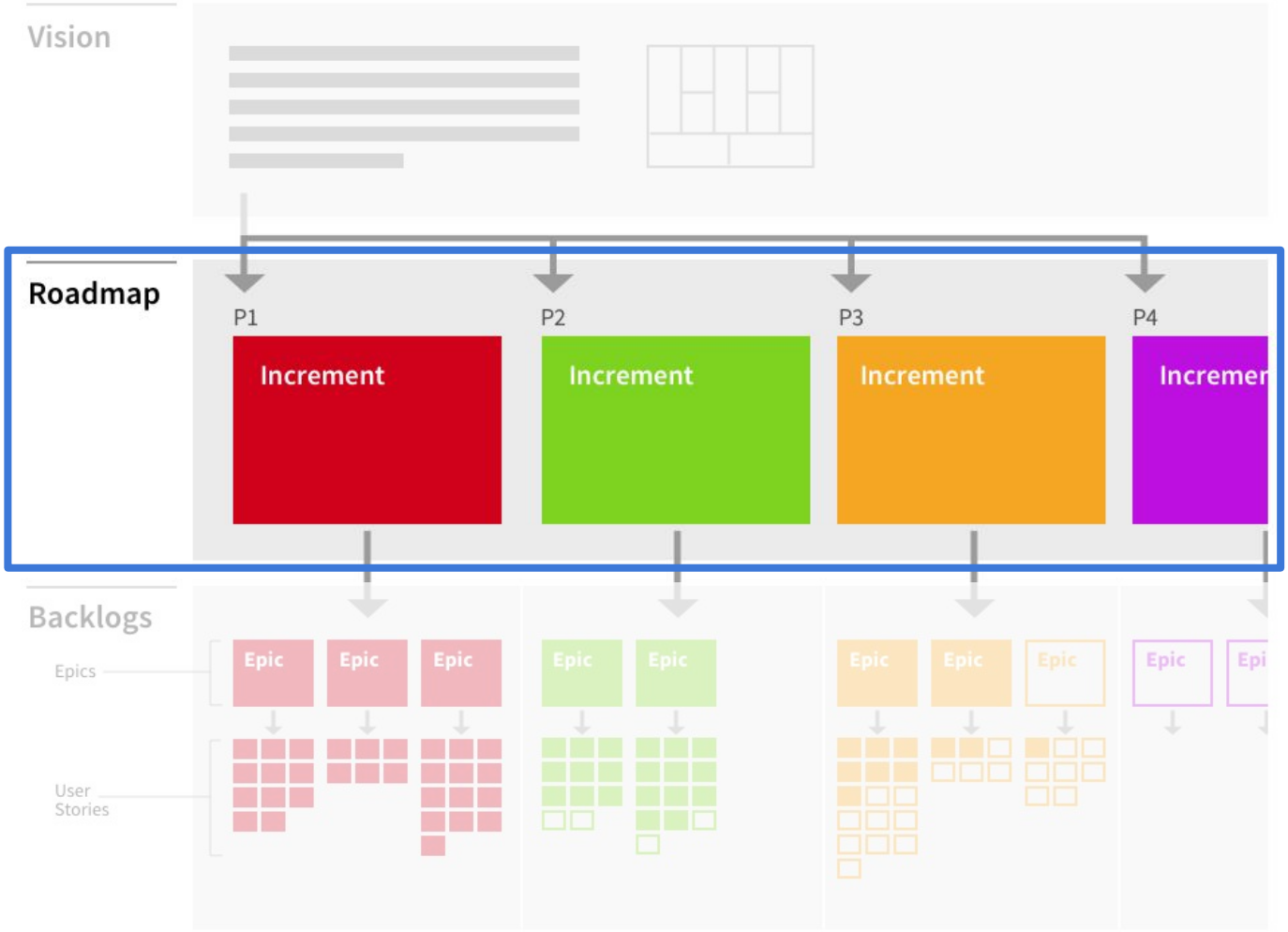
Epic
Epic
Epi



We've worked through our vision.

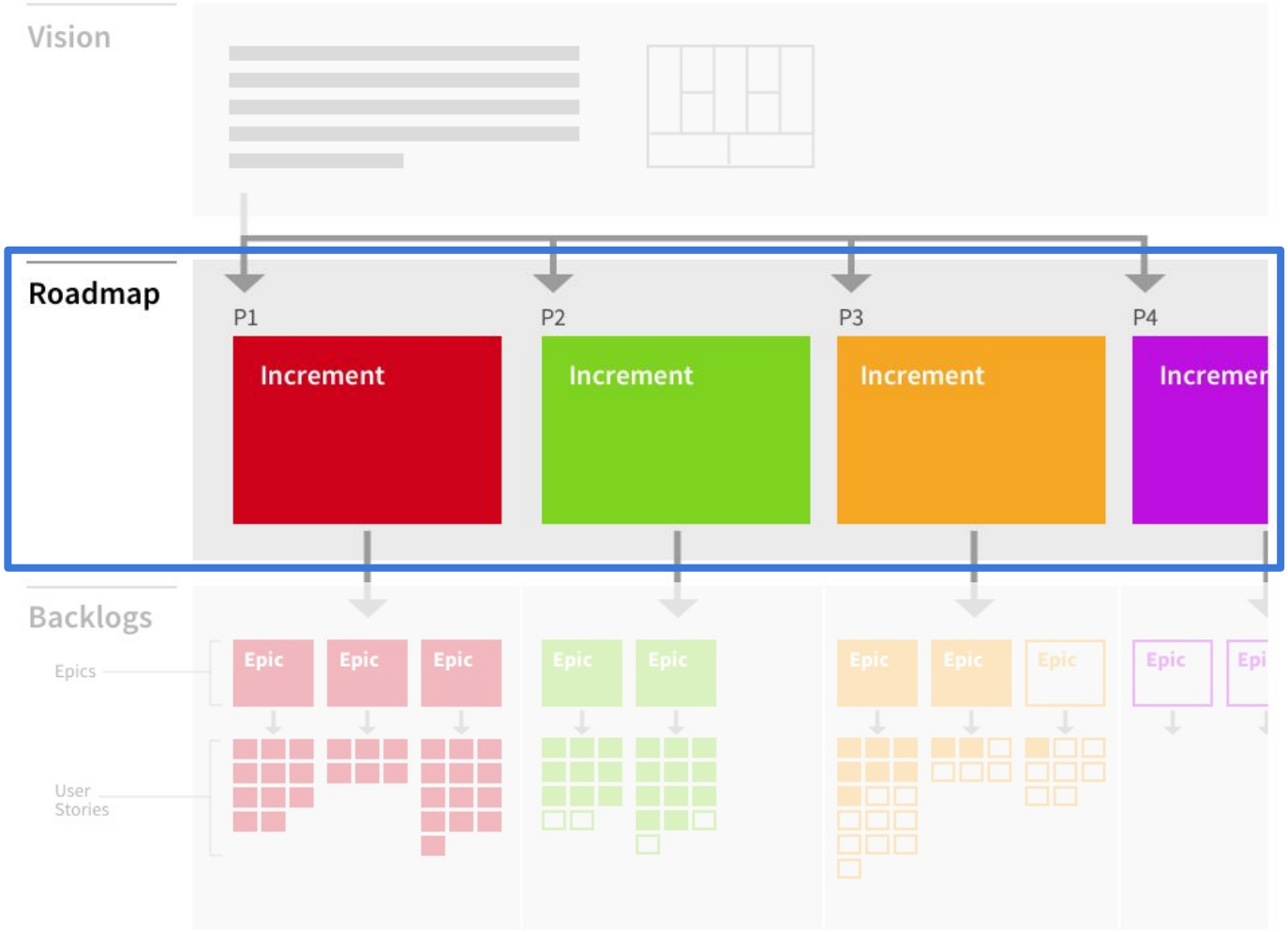
And we put together a canvas to help us visualize it.



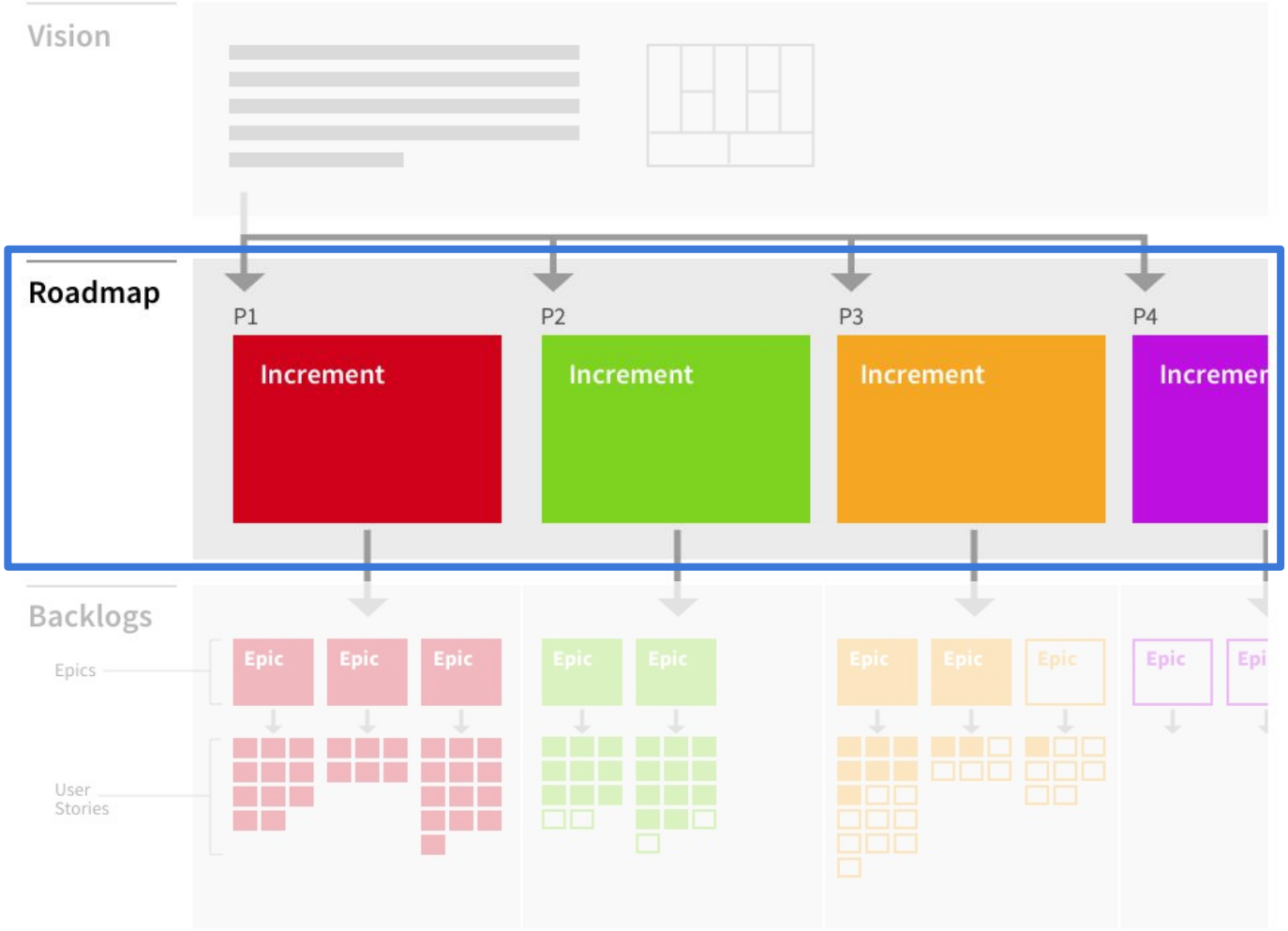
Now we're going to talk about roadmapping.

The point of roadmaps

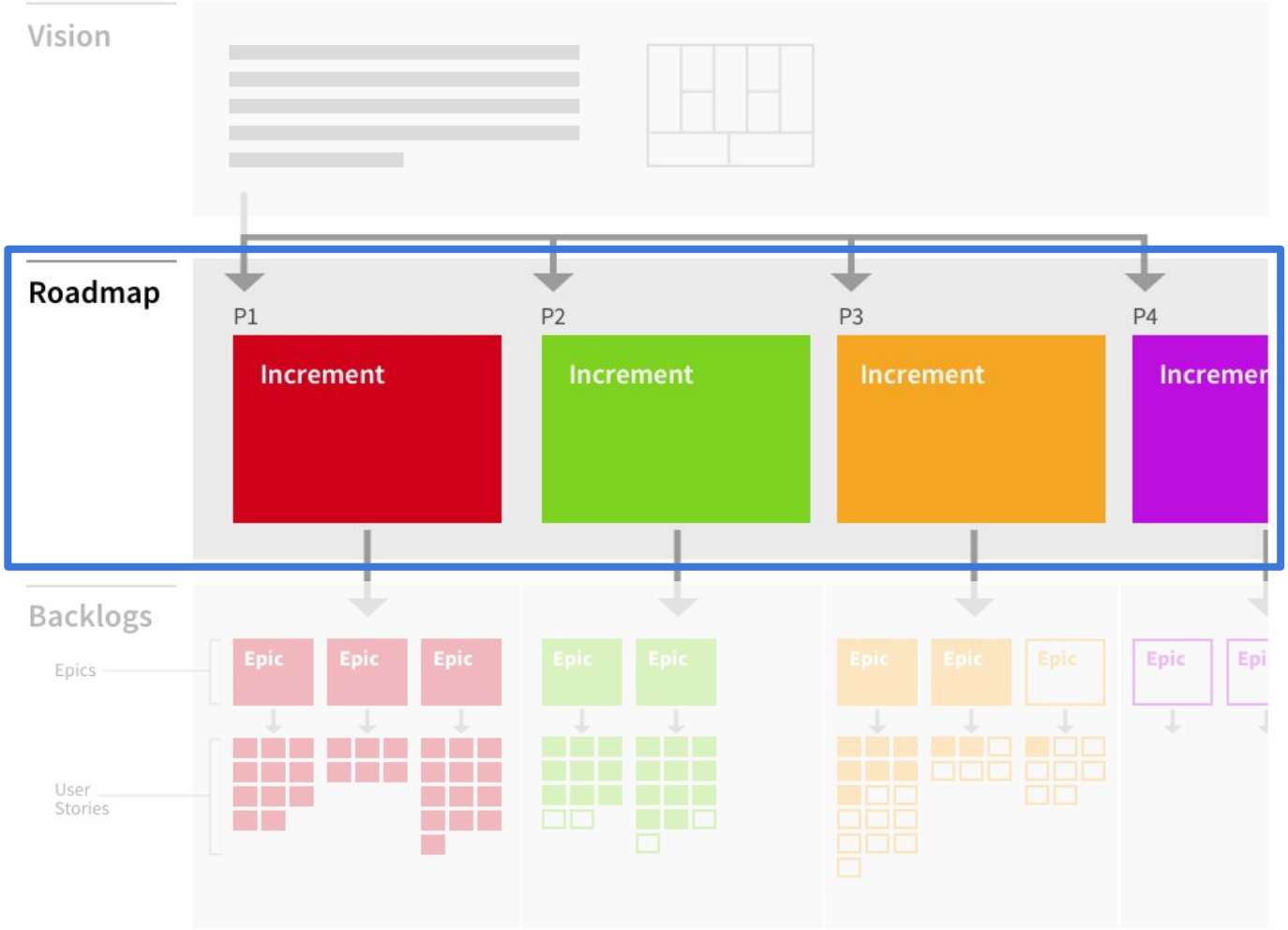
18F



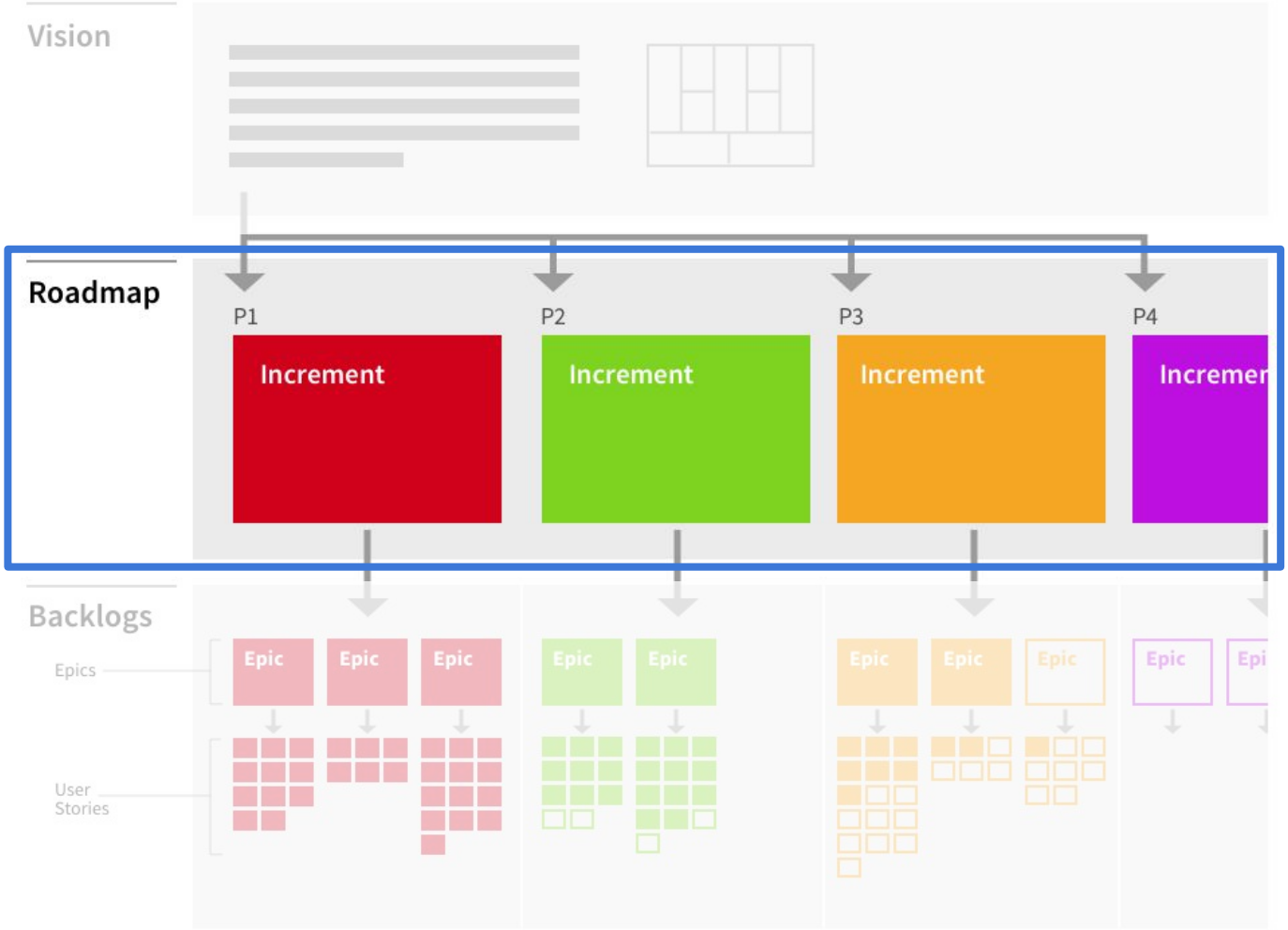
Product roadmaps are a powerful strategic tool.



Product roadmaps are a powerful strategic tool. **They help you keep track of the big picture and correlate every work item to your end goal.**

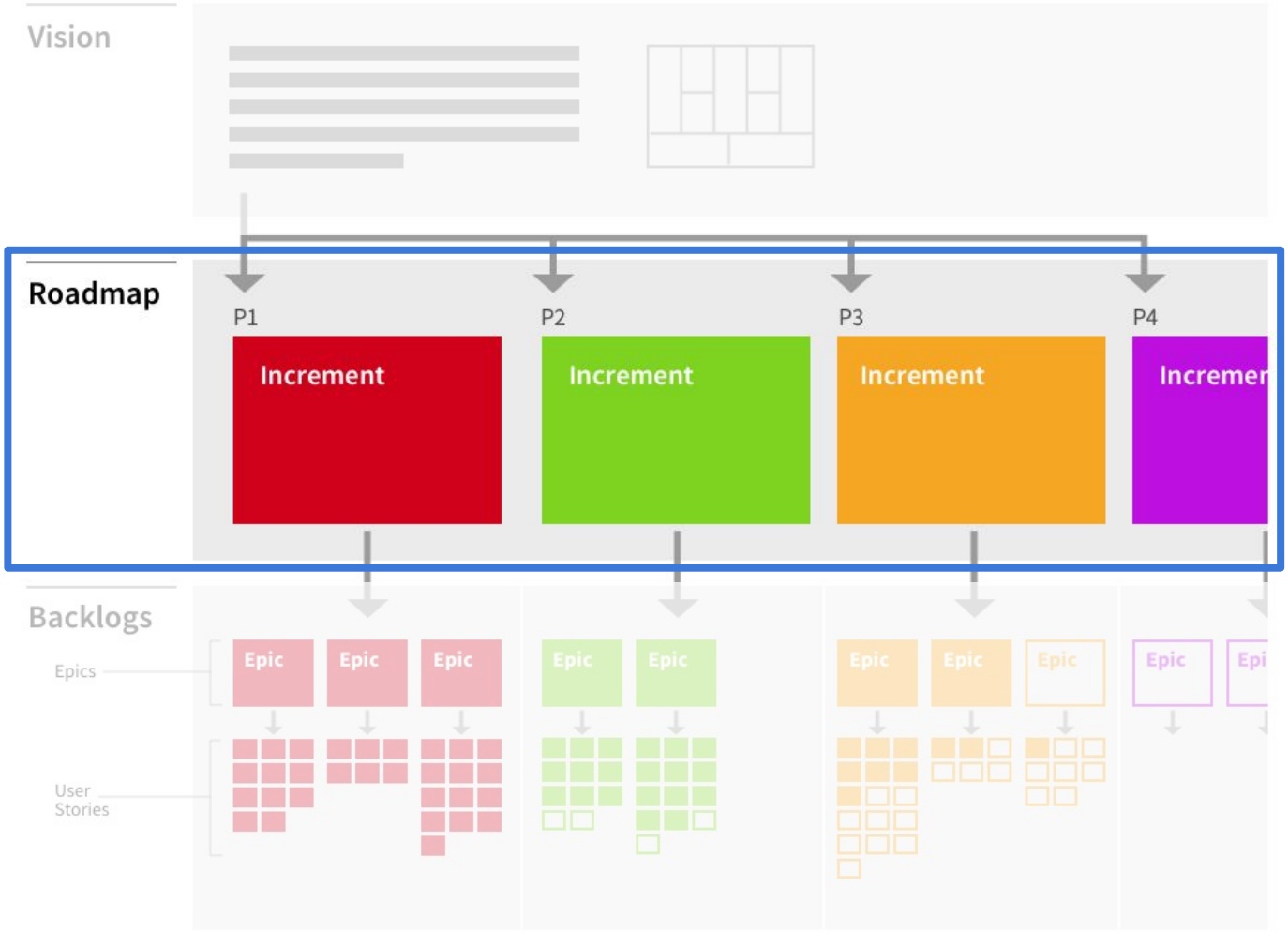


You shouldn't use roadmaps to forecast exactly *what* will get delivered *when*.

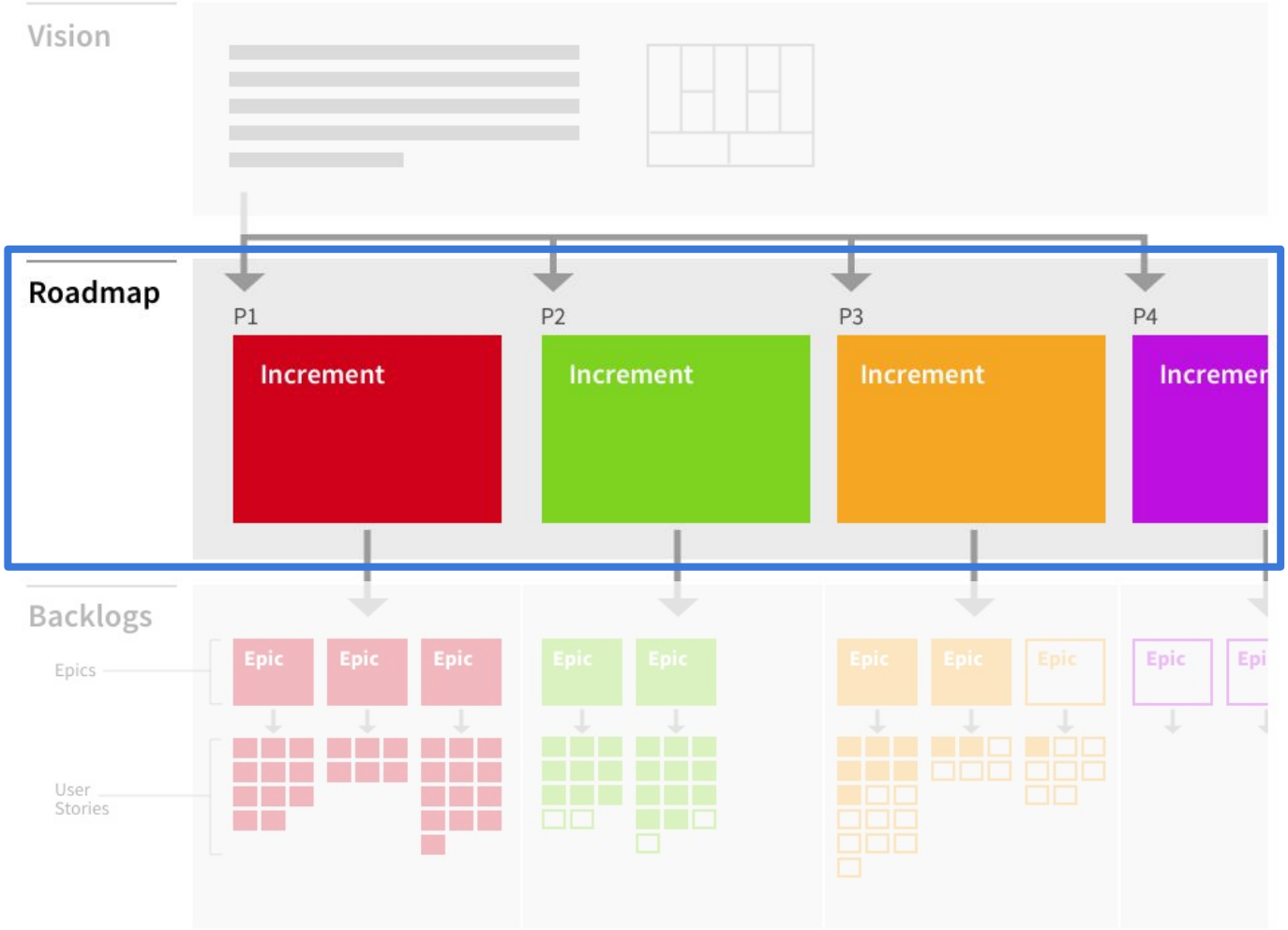


You shouldn't use roadmaps to forecast exactly *what* will get delivered *when*.

They're for planning the *priority order* in which you'll tackle the various pieces of the overarching problem.

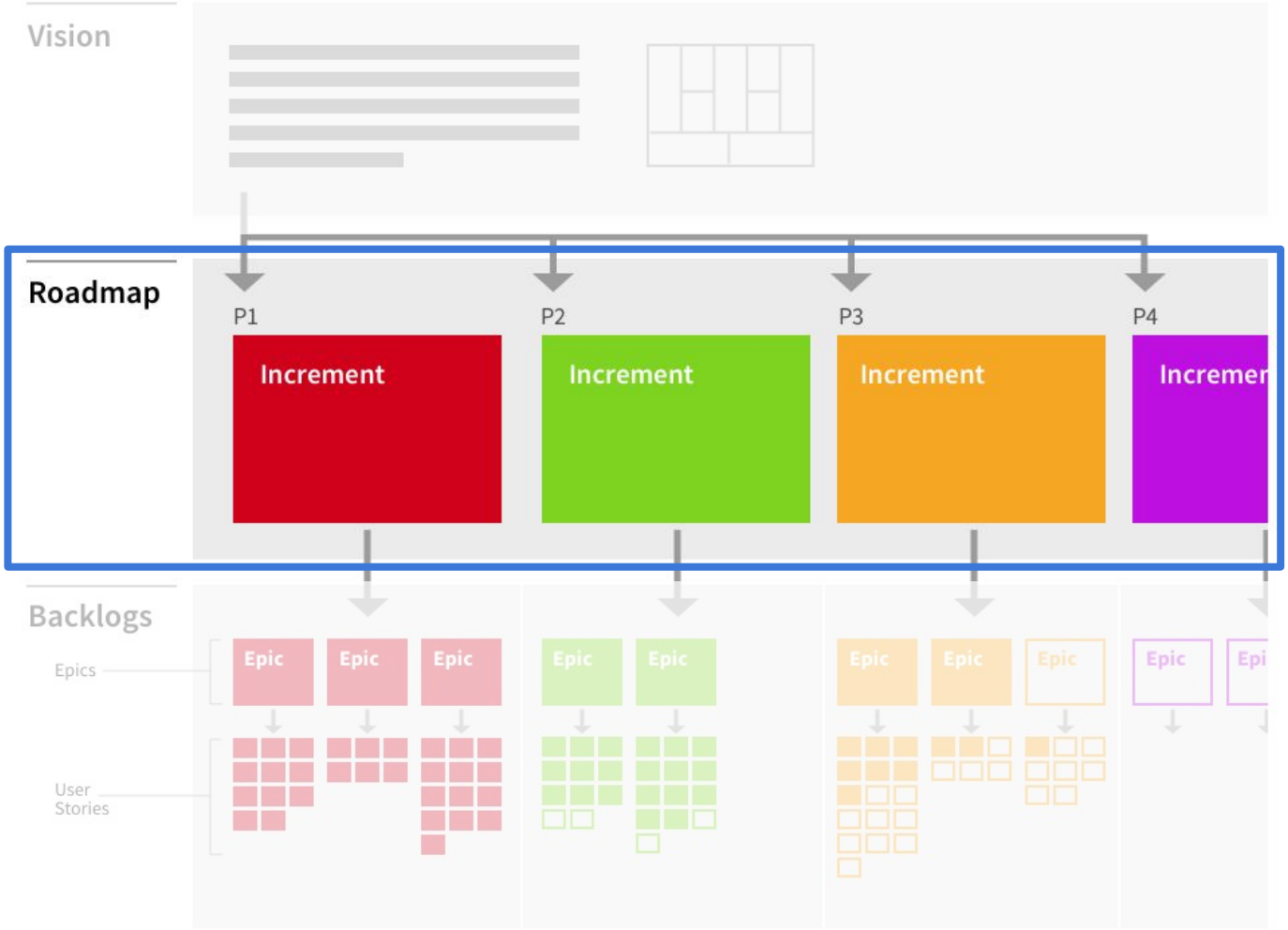


Roadmaps are not Master Project Plans.

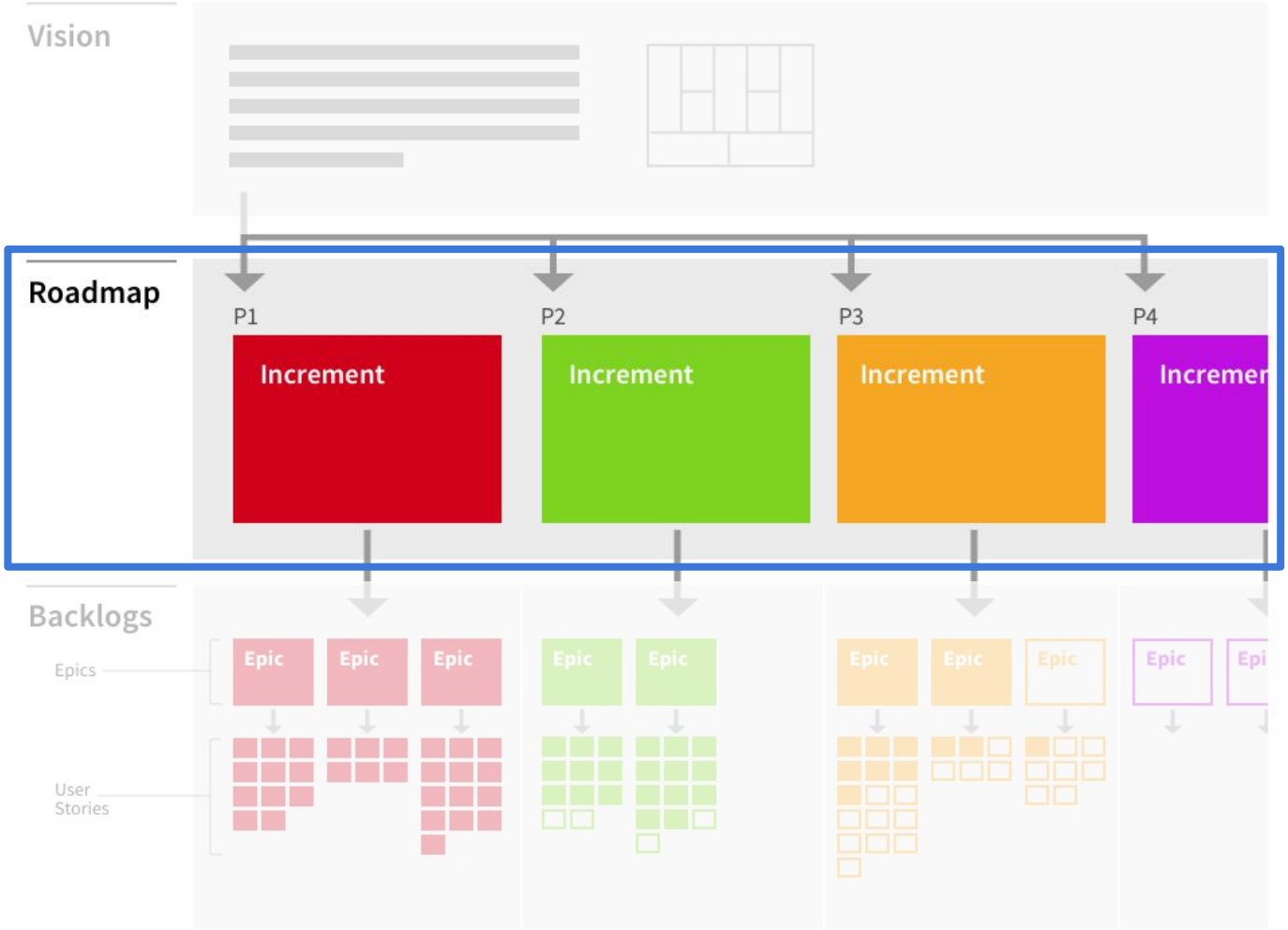


Roadmaps are not Master Project Plans.

They are designed to help us deliver the highest value to our users within the given time/budget constraints.



Roadmaps can and do change as you build and learn, and because the world changes.



Roadmaps can and do change as you build and learn, and because the world changes.

So, we cannot promise any particular feature by any particular date.

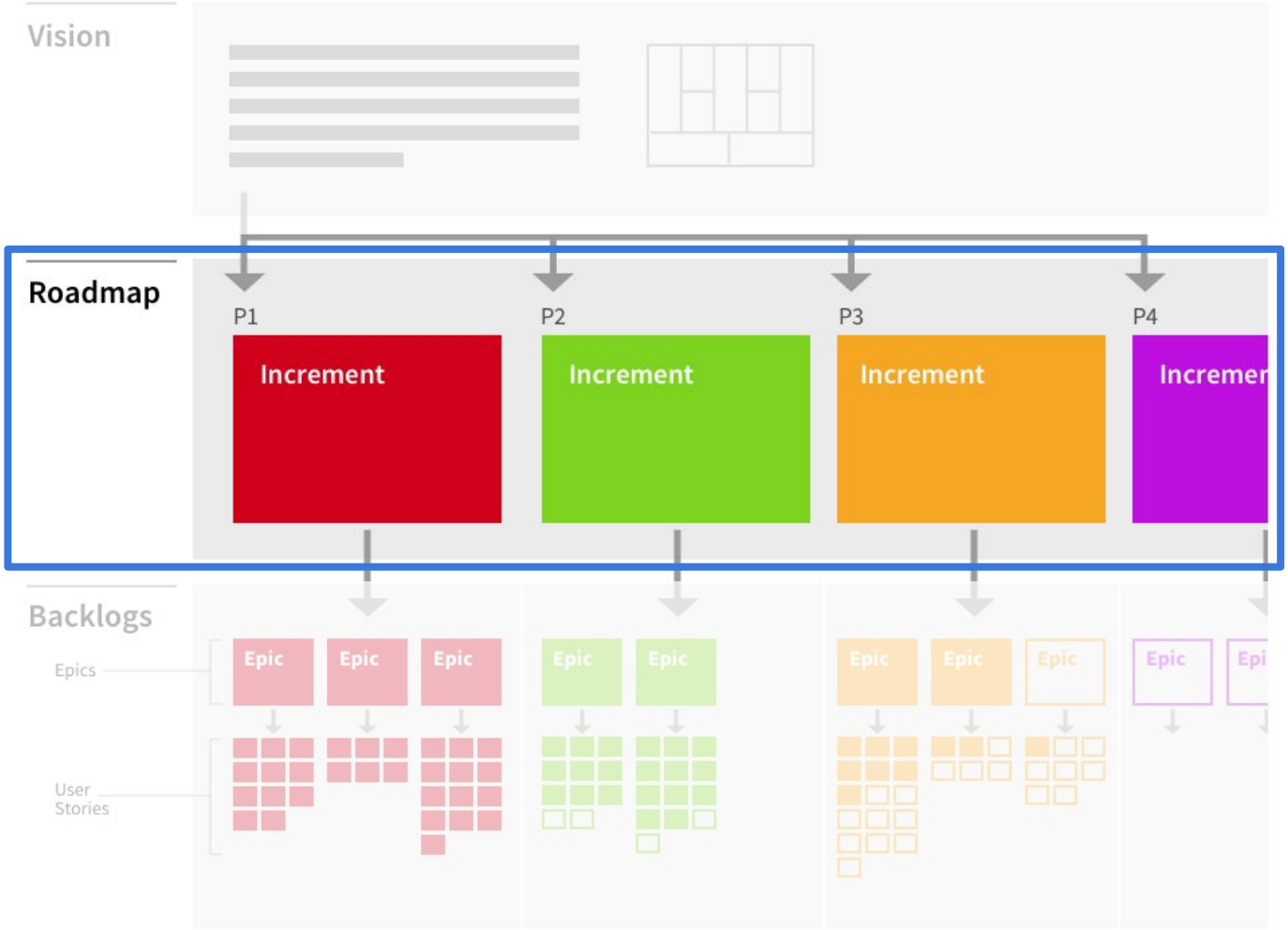
Pulling from your customer promises

18F

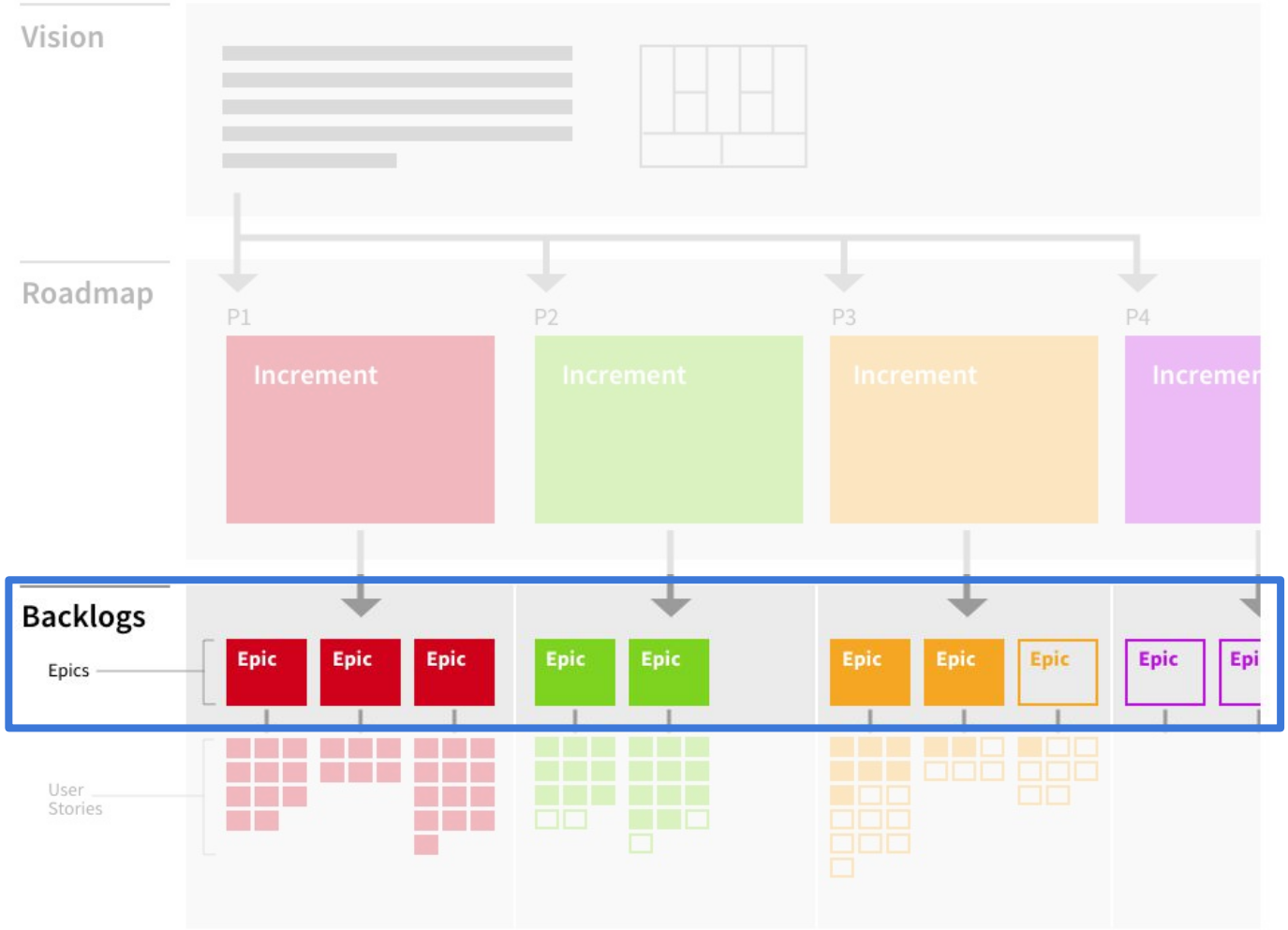
Our constituent value propositions articulate the scope of the team's work at a high level, in plain language.

They can be thought of as promises we make to our beneficiaries, partners and stakeholders

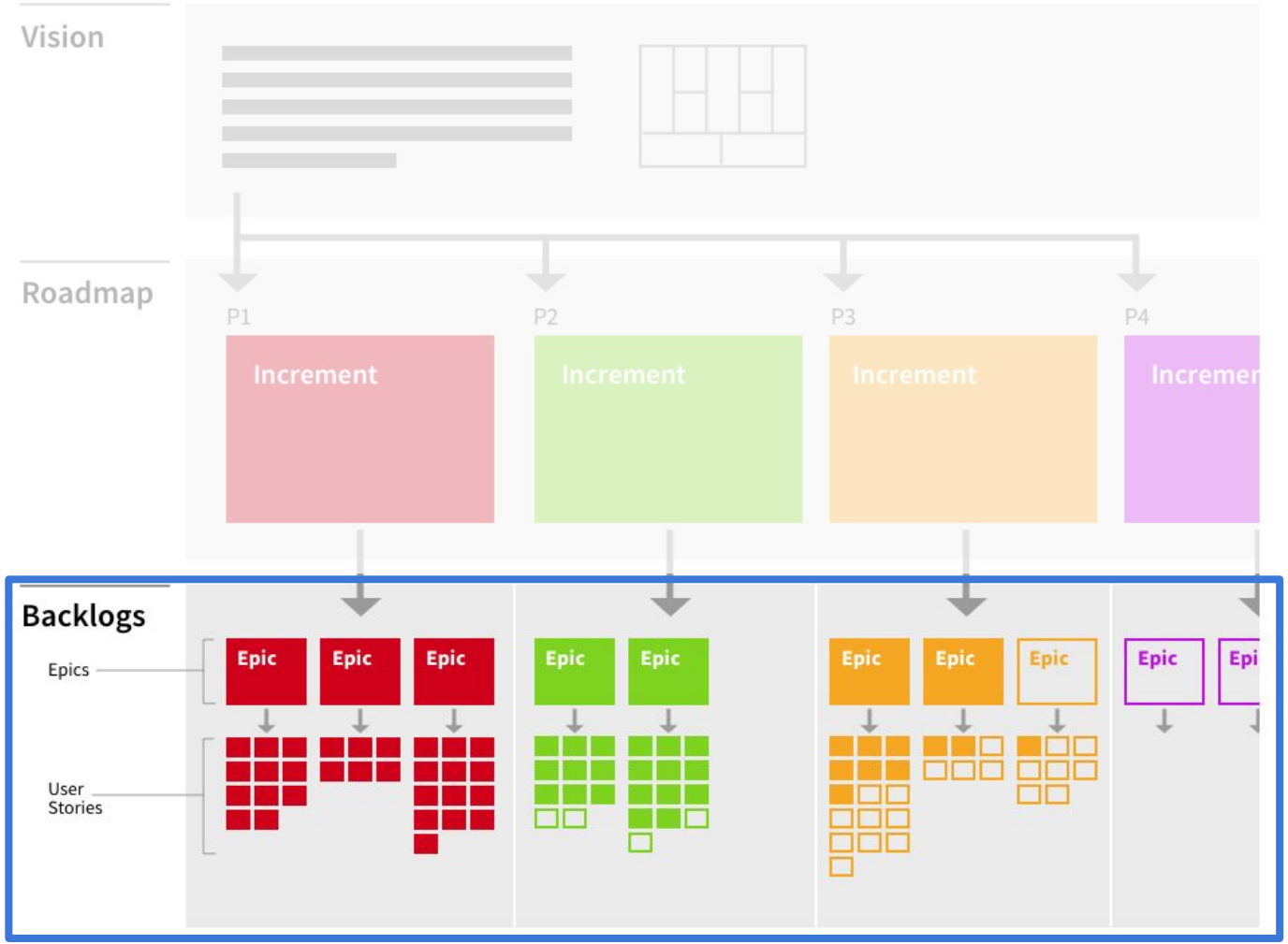
These promises serve as the backbone of the product roadmap



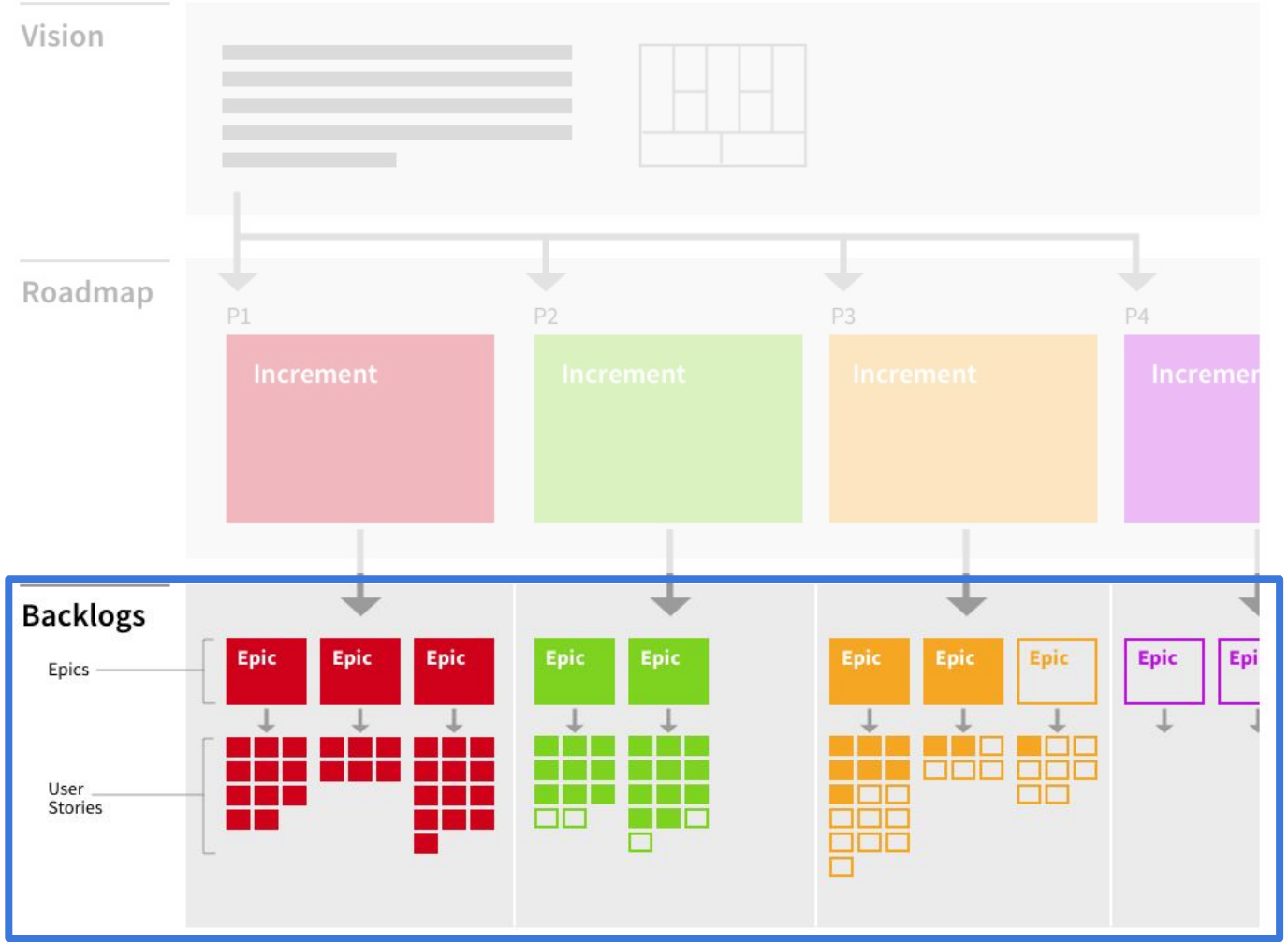
They can be broken down into smaller promises that are addressed across increments, and grouped into milestones.



As we iterate, we will work with the vendor(s) to break them down into smaller, more actionable chunks of work called "Epics"



Epics turn into the user stories and tasks that comprise the actual work in our product backlog.



Epics turn into the user stories and tasks that comprise the actual work in our product backlog.

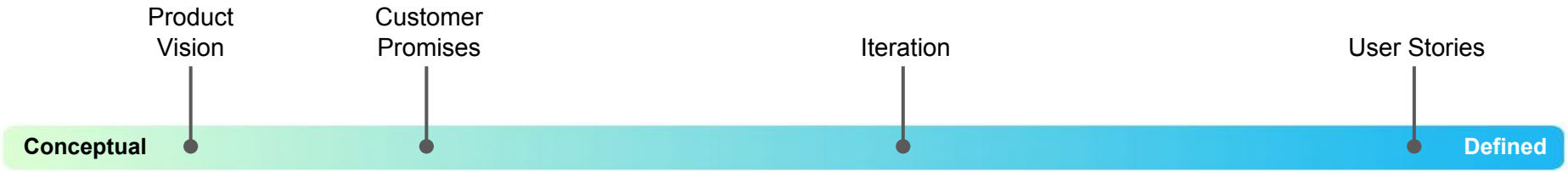
We organize this work into sprints that we groom and plan with the vendor.

As we begin, it will be difficult to tell how long it will take for features to be completed

The longer we work together, and with the vendor, the better we will be able to estimate and communicate feature timelines

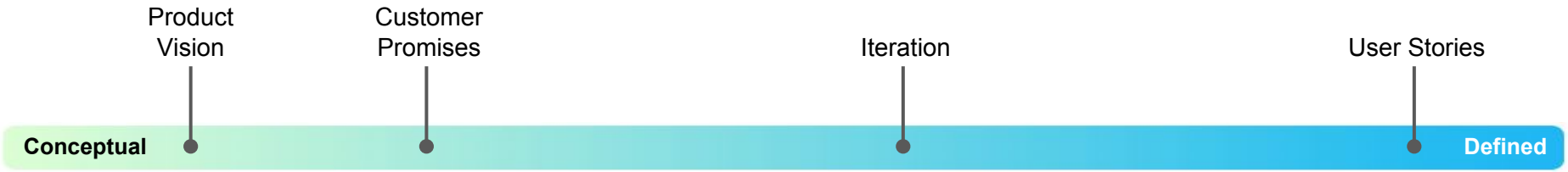
Our first step is to organize the work into milestones that make sense given our goals, and our constraints around time and budget

Sequence of activities



1.
Define vision

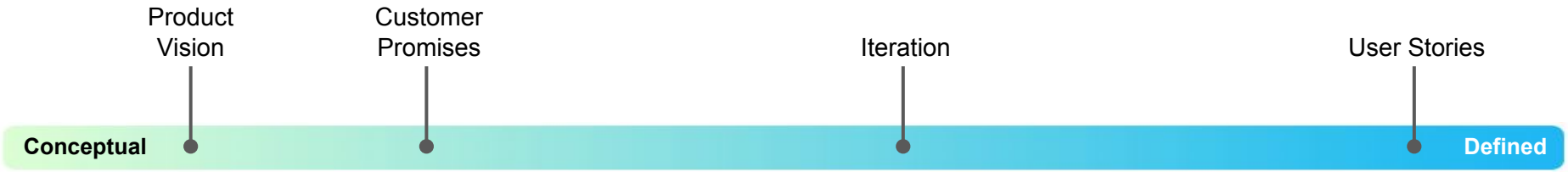
Sequence of activities



1.
Define vision

2.
Create customer promises

Sequence of activities

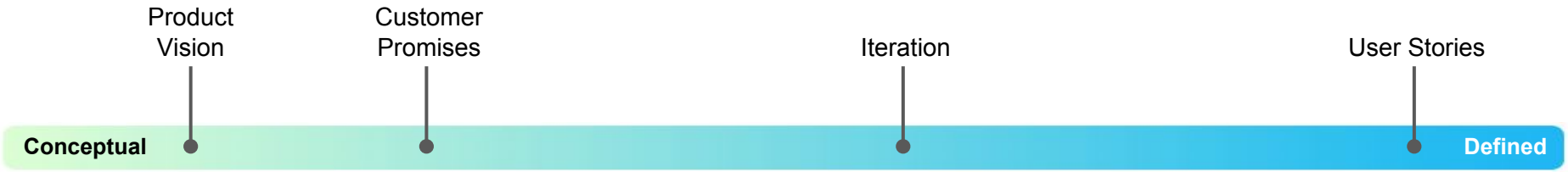


1.
Define vision

2.
Create customer promises

3.
Group promises into iterations

Sequence of activities



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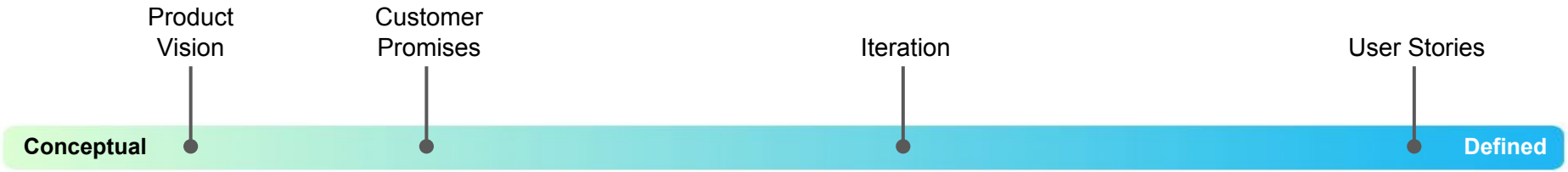
Group promises into iterations

4.
Prioritize Iterations

Sequence of activities



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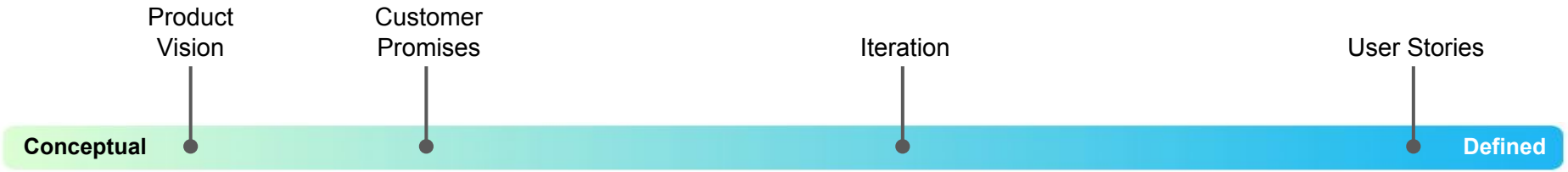
Prioritize Iterations

5.
Prioritize promises within iterations

Sequence of activities



1.
Define vision

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Create customer promises

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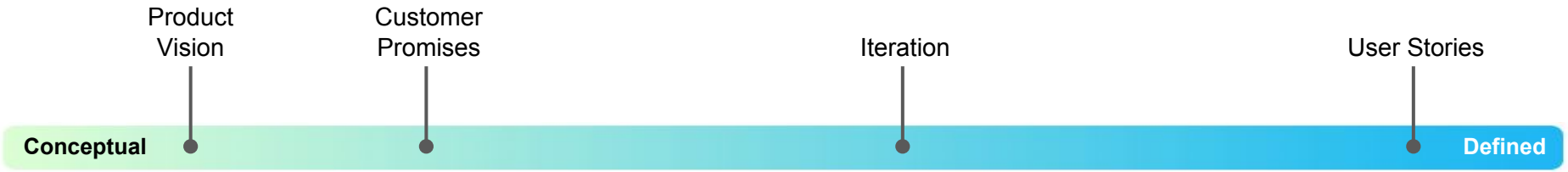
Group promises into iterations

4.
Prioritize Iterations

5.
Prioritize promises within iterations

6.
Create epics and user stories to keep promises

Sequence of activities



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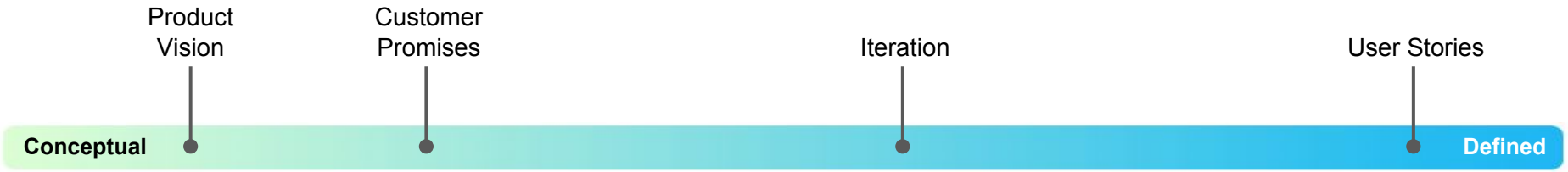
Prioritize promises within iterations

6.
Create epics and user stories to keep promises

7.
Prioritize epics and user stories

Sequence of activities



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Create epics and user stories to keep promises

7.
Prioritize epics and user stories

8.
Groom epics and user stories

Customer promise 1						Customer promise 3					
			Customer promise 2								
Iteration 1			Iteration 2			Iteration 3			Iteration 4		
Epic	Epic	Epic	Epic	Epic	Epic	Epic	Epic	Epic	Epic	Epic	Epic