

## **Product Development Lifecycle Roadmap: From Concept to Production**

*Mapping the Journey of the Three-Point Estimation Tool from Ideation to Real-World Use*

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### **Purpose**

This roadmap outlines the product development lifecycle of the Three-Point Estimation Tool. It provides a phased view of how the tool evolves from concept to production-grade solution, ensuring stakeholder alignment, iterative validation, and sustainable implementation.

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### **Phase 1: Ideation & Discovery**

**Goal:** Define the problem, target users, and solution hypothesis

- Identify pain points in planning and estimation across teams
- Draft Business Requirements Document (BRD)
- Conduct informal interviews with PMs, QA Leads, and Project Managers
- Benchmark estimation frameworks (e.g., SAFe, planning poker, etc.)
- Define MVP: single-task TE calculator with O/M/P inputs and What-If simulator

**Output:**

- BRD
  - Use case matrix
  - Early wireframes
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### **Phase 2: MVP Design & Development**

**Goal:** Build a minimal yet functional prototype aligned to core use cases

- Design UI with accessibility and responsiveness in mind

- Develop HTML/CSS/JavaScript prototype (estimator + converter)
- Incorporate usage guide per role (Product, QA, PM)
- Implement TE and What-If calculators

**Output:**

- Functional Estimator HTML
  - Mobile-friendly version
  - Internal demo link
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### **Phase 3: Internal Validation**

**Goal:** Validate tool performance and usability across roles

- Host live demo sessions with internal QA, Product, and PM teams
- Collect feedback on UI/UX, accuracy, and clarity
- Observe adoption patterns and confusion points
- Run trial scenarios with historical project data

**Output:**

- User feedback summary
  - Bug/UX improvement log
  - Updated calculator logic (if applicable)
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### **Phase 4: Enablement & Documentation**

**Goal:** Ensure tool is understood and adopted effectively

- Write full usage guide with examples by role
- Create Estimation Playbook and QA Test Strategy
- Publish white paper and framework commentary for leadership buy-in
- Link tool outputs to Jira or Confluence templates (optional)

**Output:**

- GitHub portfolio repository
  - PDF guide, playbook, strategy, and case study
  - Leadership-ready documentation
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## **Phase 5: Production Readiness & Governance**

**Goal:** Formalize tool access, hosting, and governance

- Deploy HTML version to secure hosting (e.g., AWS S3 + CloudFront)
- Apply branding, URL mapping, and SSL certificate
- Create GitHub Pages or internal wiki for access
- Define ownership for enhancements, versioning, and support

**Output:**

- Public/private hosted version
  - Governance model (owner, roadmap, update cadence)
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## **Phase 6: Continuous Improvement**

**Goal:** Adapt and scale based on usage and evolving needs

- Review estimation accuracy quarterly
- Incorporate user feedback into next release
- Expand features: batch upload, export to PDF, analytics integration
- Offer training sessions or onboarding guides

**Output:**

- Product backlog for enhancements
- Iterative releases
- Metrics on usage and accuracy trends

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## **Final Thoughts**

This roadmap reinforces that successful tools don't just get built—they evolve through insight, iteration, and enablement. The Three-Point Estimation Tool reflects not only strong math but thoughtful leadership, cross-role alignment, and product maturity. By treating it as a product, not just a calculator, we ensure it delivers value at scale.