Product Development Roadmap 2024

Strategic Overview

Our 2024 product roadmap focuses on AI integration, enhanced user experience, and scalability improvements. This roadmap aligns with our strategic objectives to capture 25% market share and achieve $15M ARR by Q4 2024.

Q1 2024 - Foundation Phase

Feature	Priority	Team	Status
AI-Powered Analytics Dashboard	High	Data Team	In Progress
Mobile App MVP	High	Mobile Team	Planning
API v2.0 Release	Medium	Backend Team	Development
Enhanced Security Framework	High	Security Team	Testing
User Onboarding Redesign	Medium	UX Team	Design Phase

Q2-Q4 2024 - Major Milestones

Q2 2024

• Launch mobile application (iOS/Android)
• Implement machine learning recommendation engine
• Beta release of collaborative workspace features
• Integration with 5 major enterprise tools

Q3 2024

• Advanced reporting and analytics suite
• Multi-language support (Spanish, French, German)
• Enterprise SSO and advanced permissions
• Public API marketplace launch

Q4 2024

• AI-driven predictive analytics
• Advanced workflow automation
• White-label solution for enterprise clients
• International market expansion

Technology Stack Evolution

Component	Current	2024 Target	Rationale
Frontend	React 17	React 18 + Next.js	Performance & SEO
Backend	Node.js + Express	Node.js + FastAPI	Better async support
Database	PostgreSQL	PostgreSQL + Redis	Caching & speed
AI/ML	Python scripts	TensorFlow + MLOps	Production ML pipeline
Infrastructure	AWS EC2	AWS EKS + Serverless	Auto-scaling

Success Metrics & KPIs

Our roadmap success will be measured against these key performance indicators:

• User engagement: 40% increase in daily active users
• Feature adoption: 80% of users using new AI features within 30 days
• Performance: 50% improvement in page load times
• Customer satisfaction: NPS score above 70
• Revenue impact: 35% increase in average revenue per user