

# Enterprise Design Thinking

by IBM

TOOLKIT

# Experience-based Roadmap

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## INTRODUCTION

# Why should you use this activity?

Reflect as a team to scope your long-term experience into what you want your users to be able to do, and when.

## INTRODUCTION

# When should you use this activity?

Use this activity once you have identified your users' real problems and needs, and established ideas for how to address them.

**INTRODUCTION**

The concept of delivering just enough to learn something about how to move forward.

**MVP**

**(Minimum Viable Product)**

**INTRODUCTION**

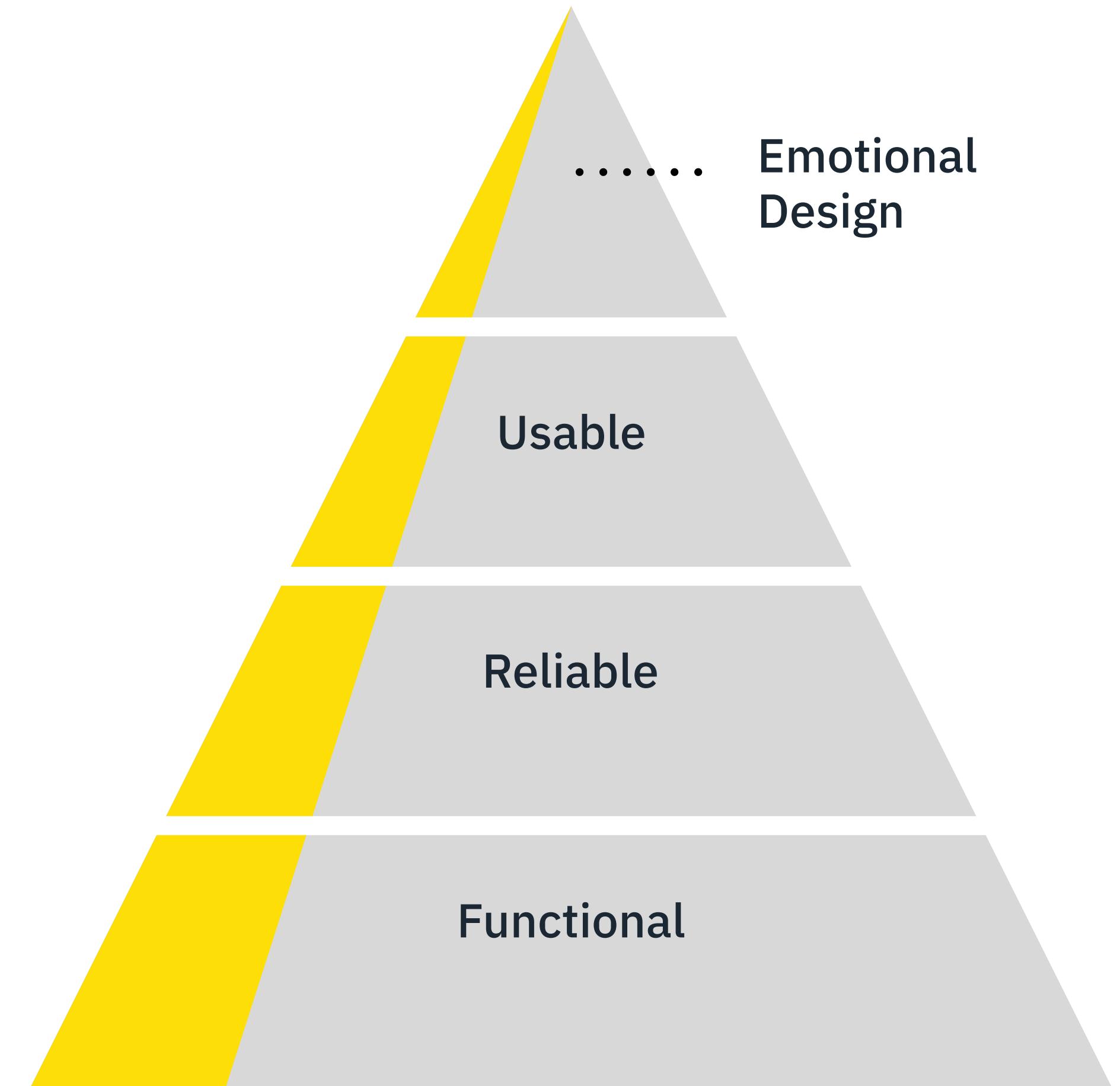
Is this a minimum viable  
pizza?

No. If you take away the  
crust, all you have is  
cheesy meat sauce.



**INTRODUCTION**

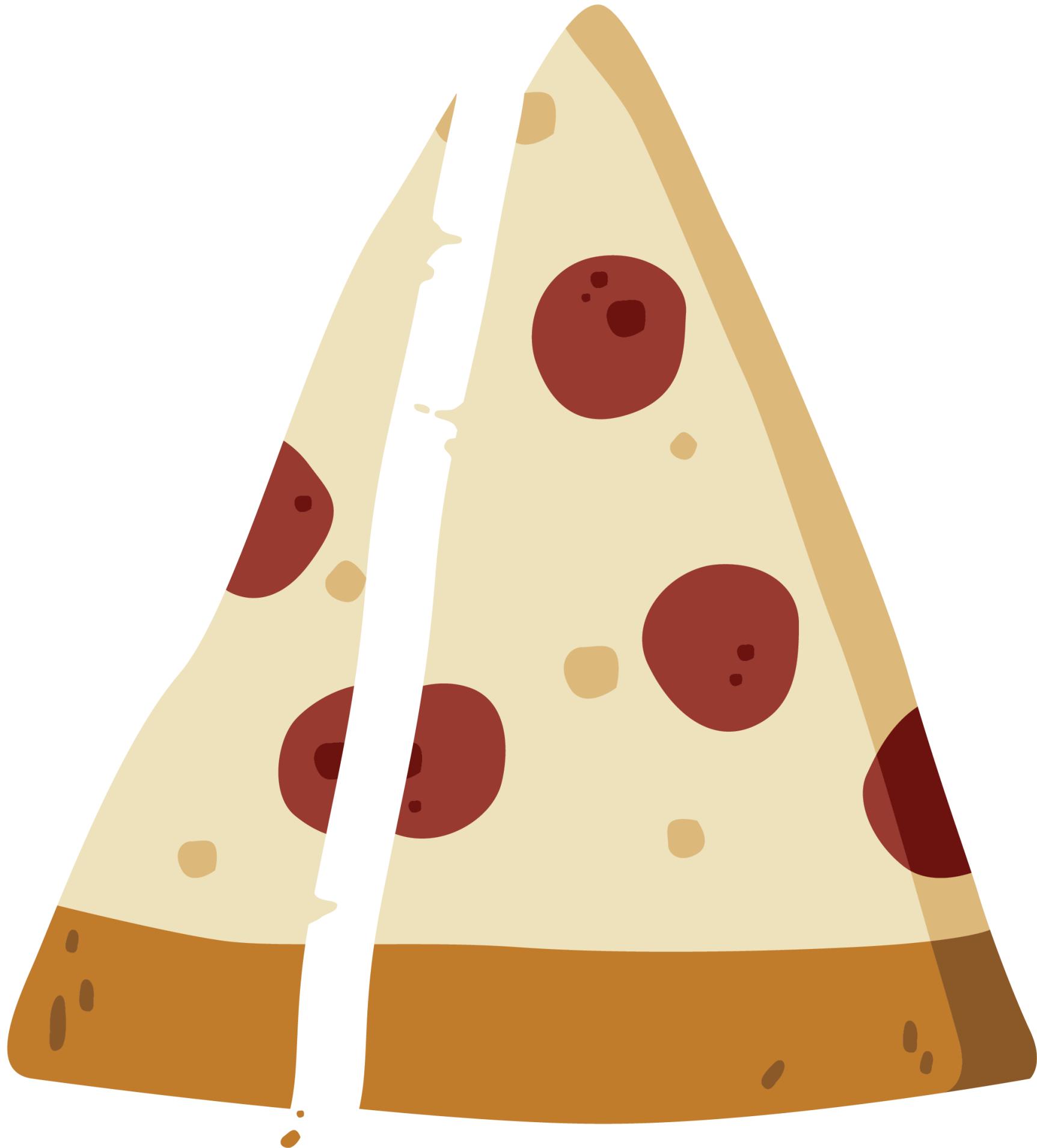
A **true** minimum viable product is a **full** experience that works. It's reliable, usable, and even **delightful**.



**INTRODUCTION**

This is representative of a minimum viable pizza slice.

It has all of the ingredients that make up the product, but more bite-sized.



## INTRODUCTION

We suggest **60 minutes** for this activity.  
How much time you spend is up to you!

- **Write before you talk.** Write or sketch lots of your ideas on sticky notes before talking about them. During discussions, capture the main points on sticky notes and post to the wall.
- **There are no bad ideas.** Start big. Diverge to get everyone's ideas out there. Come back together to discuss, cluster, and seek patterns. Then, converge to determine the strongest ideas.
- **Stay focused on your users.** Tell stories about users to keep them at the center of your attention.
- **Everyone participates.** Everyone has a marker and a pad of sticky notes.
- **Stay engaged.** Avoid side conversations. Use a “parking lot” to capture issues that are off-topic.
- **Start on time, stay on time.** To meet our goals, we need to watch the clock and stick to the plan.
- **Yes, and...** Instead of dismissing the ideas that your teammates suggest, push yourself to build on them.

# Ready, set, go!

**SETTING UP**

Write the statement,  
"Our user can/our user  
will be able to..." on the  
top of a large sheet of  
paper. Label *Short-term*  
on the left and *Long-term*  
on the right.

OUR USER CAN...

SHORT  
TERM

LONG  
TERM

**SETTING UP**

What makes a good experience-based roadmap?

Experiences, not features.

Written from users' perspective.

Clarity for near-term action, vision for long-term outcome.

Experience-based  
Roadmap

60 min

**IDEATE**

Using sticky notes,  
complete the sentence  
with user tasks related to  
your solution.

- **Example:** Our user can...sign up for a trial.

**OUR USER CAN...**

**SHORT TERM**

CAN UPLOAD & DOWNLOAD BASIC FILE TYPES

can preview image files in-app

auto-email invites users to edit

can revert back to previous versions

users can share files with each other using custom links

can copy unique links to clipboard to share files

CAN CREATE BASIC FOLDER STRUCTURES

**LONG TERM**

USERS CAN EDIT TEXT FILES IN-APP

COLLAB ON BASIC FILE TYPES IN REAL TIME

can share parent level of file types (e.g. PDF, DOCX)

SORT

Begin to reposition them  
in relation to each other.

Do certain ideas need to  
be implemented in the  
near-term, or can they  
wait until a future date?

OUR USER CAN...

SHORT TERM

CAN UPLOAD  
& DOWNLOAD  
BASIC FILE  
TYPES

Users  
can share  
files with  
each other  
-custom  
links-

can copy  
unique links  
to clipboard  
to share  
files

can share  
next level  
of file  
types (Beyond  
txt, docx/doc)

CAN CREATE  
BASIC  
FOLDER  
STRUCTURES

can preview  
image files  
in-app

auto-email  
invites  
users to  
edit

can revert  
back to  
previous  
versions

LONG  
TERM

USERS  
CAN EDIT  
TEXT FILES  
IN-APP  
COLLAB  
ON  
BASIC FILE  
TYPES  
IN REAL TIME

can text  
links from  
mobile w/o  
copy/paste

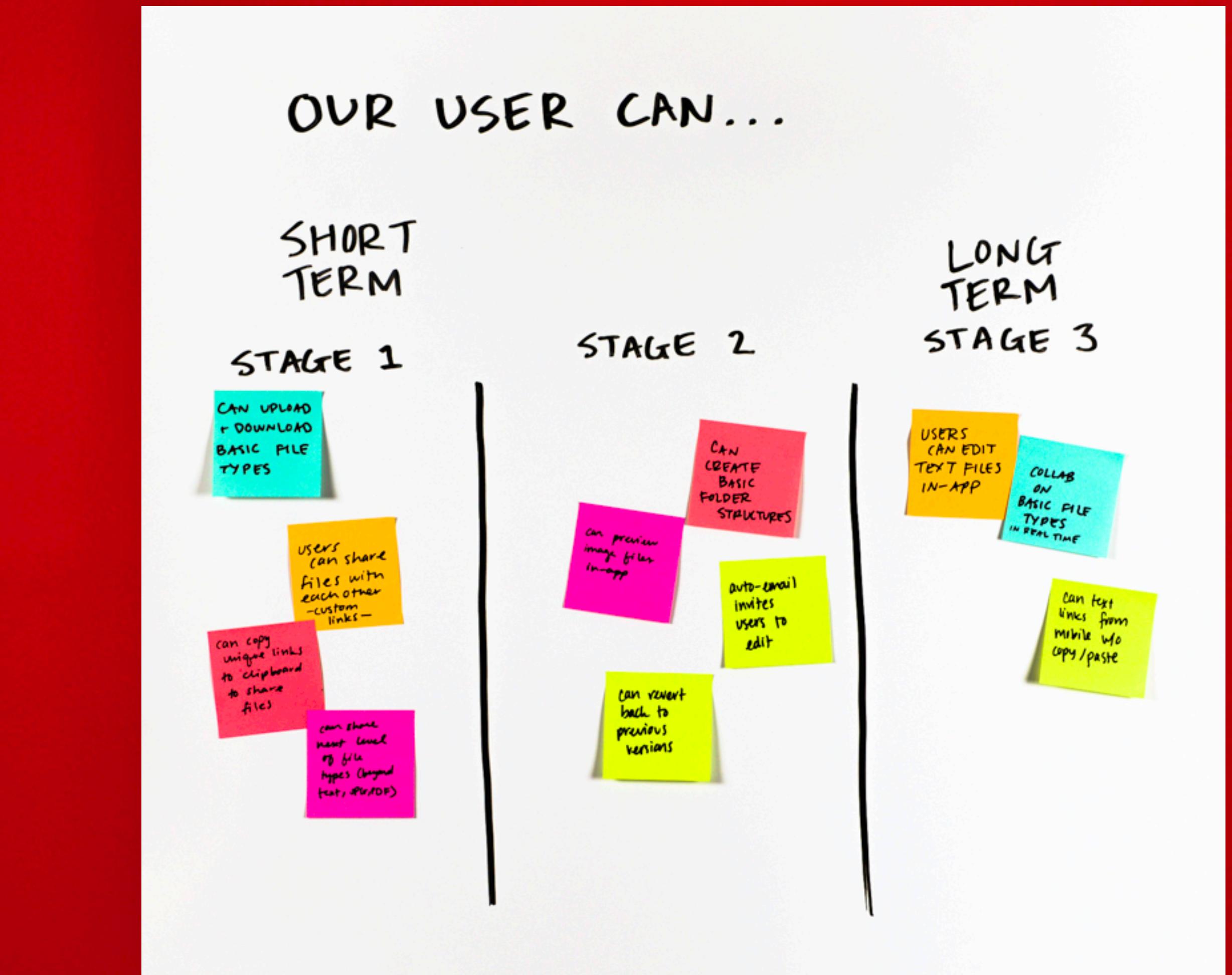
Experience-based  
Roadmap

60 min

**ESTABLISH STAGES**

Draw lines to delineate a timeline in three stages.

Each stage should allow users to achieve at least one complete task.



**ESTABLISH STAGES**

What does each stage mean?

Stage 1

**We know**  
we will  
build this.

Stage 2

**We think**  
we will  
build this.

Stage 3

**We might**  
build this.

# Experience-based Roadmap

60 min

# PLAYBACK

Choose one person to play back each stage.

Use the first stage's sticky notes to inform your next planning session.



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