

HW20-Team: Product Roadmap Instructions

Team number and name: Travel Genius, **Group 04**

Names of students who actively worked on this assignment:

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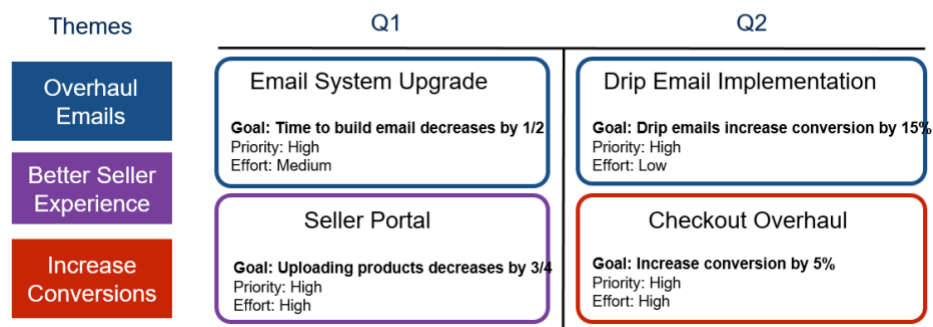
Task:

Create a year-long product roadmap broken down by four quarters with projects in each quarter by themes. Include measurable goals, priorities and effort size for each project. Use an Example below as a template. List as many projects per Q as needed for your product (the example only has two projects per Q). Product Roadmap page limit: two

Assumptions:

1. Your product will be launched in Q1 and all projects are “high” priority.
2. Starting Q2, you keep adding new features and improving old ones, so priority will differ
3. Effort size: S, M and L

PRODUCT ROADMAP EXAMPLE



Link to Miro Board, Product Roadmap: https://miro.com/app/board/uXjVMUCC18o=/?share_link_id=463470451108 (Please zoom-in to view)

Project/ Timeline	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Must-Have Capabilities	Goal: Basic Itinerary Generator Effort Size: M High Priority			
	Goal: Customization Effort Size: M High Priority			
	Goal: User Feedback System Effort Size: S High Priority			
New Features/ Improvements		Goal: Social Sharing Effort Size: S Medium Priority	Goal: Real-time Updates Effort Size: M Medium Priority	Goal: Smart Budgeting Effort Size: S High Priority
		Goal: Itinerary Templates Effort Size: M Medium Priority	Goal: Offline Access Effort Size: M High Priority	Goal: Voice Assistant Integration Effort Size: M Medium Priority
		Goal: Integration with Booking Platforms Effort Size: L High Priority	Goal: Multi-destination Itineraries Effort Size: L Medium Priority	Goal: Augmented Reality Integration Effort Size: L Medium Priority
		Goal: Improved Customization Effort Size: M High Priority	Goal: Internationalization Effort Size: M High Priority	Goal: Social Recommendations Effort Size: M High Priority
Performance	Goal: Beta Testing Effort Size: L High Priority	Goal: User Interface Improvements Effort Size: S High Priority		Goal: User Analytics Effort Size: S Medium Priority
Measurable Goals	<ul style="list-style-type: none"> Generate basic itineraries for users within 5 minutes Allow users to input preferences and generate personalized itineraries Allow users to provide feedback on itineraries to improve future recommendations Conduct beta testing with a small group of users to gather feedback and improve the app 	<ul style="list-style-type: none"> Refine personalization algorithms to improve accuracy and relevance of recommendations Allow users to book flights, hotels, and activities directly within the app Allow users to share their itineraries on social media Offer pre-made itinerary templates for popular destinations Improve the user interface to make the app more intuitive and user-friendly 	<ul style="list-style-type: none"> Offer the app in multiple languages and expand recommendations to international destinations Allow users to create itineraries that include multiple destinations Provide real-time updates on flight and activity status Use weather data to generate recommendations for activities and destinations Allow users to access their itineraries offline 	<ul style="list-style-type: none"> Provide budgeting tools and recommendations to help users stay within their budget Allow users to create and manage itineraries using voice commands Offer augmented reality experiences for popular destinations Allow users to receive recommendations from their friends and social network Collect user analytics to better understand user behavior and preferences
Metrics	<ul style="list-style-type: none"> Number of users who have generated itineraries Average time it takes for the app to generate an itinerary User satisfaction rating with the generated itineraries Number of feedback submissions from users 	<ul style="list-style-type: none"> Number of bookings made through the app Number of itinerary templates used by users User engagement with social sharing features User satisfaction rating with the user interface 	<ul style="list-style-type: none"> Number of international destinations added to the app Number of multi-destination itineraries created by users User engagement with real-time updates 	<ul style="list-style-type: none"> User engagement with social recommendations User satisfaction rating with budgeting tools and recommendations Number of augmented reality experiences used by users User engagement with voice assistant integration