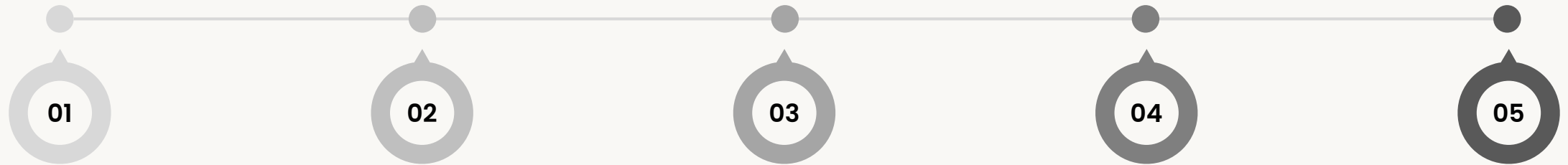# Product roadmap basics

Product roadmap basics

01

Show the offering

Describe the steps in releasing the product plus how it meets broader business objectives.

02

Show the vision

The roadmap should map out the vision you are trying to communicate.

03

Show the timeline

Show the step-by-step stages in bringing the product to market.

04

Show the direction

Illustrate how the product will evolve over time.

05

Show the objectives

Show the plan for how the product will meet business objectives.

Articulate product vision

The product roadmap is an important tool to use in articulating the product vision and strategy.

Product vision

Clearly articulate the product vision & strategy to make it easier to secure executive buy-in.

Product

Business strategy

Communicate clear vision and strategy can ensure all team members are working towards a common goal.

Aim

Steps to take

Convey the strategic direction for the product and plan the exact steps to take, and allow changes where necessary.

Execute

PRODUCT

This product solves the high cost and low usability problem experienced by most existing models in the market

PRITORITIES

User research and design to tackle existing pain points is a priority and will determine the success of this product

GOALS

Project Managers will be assigned to each team to ensure time and budget are on track and facilitate communications

Product roadmaps focus
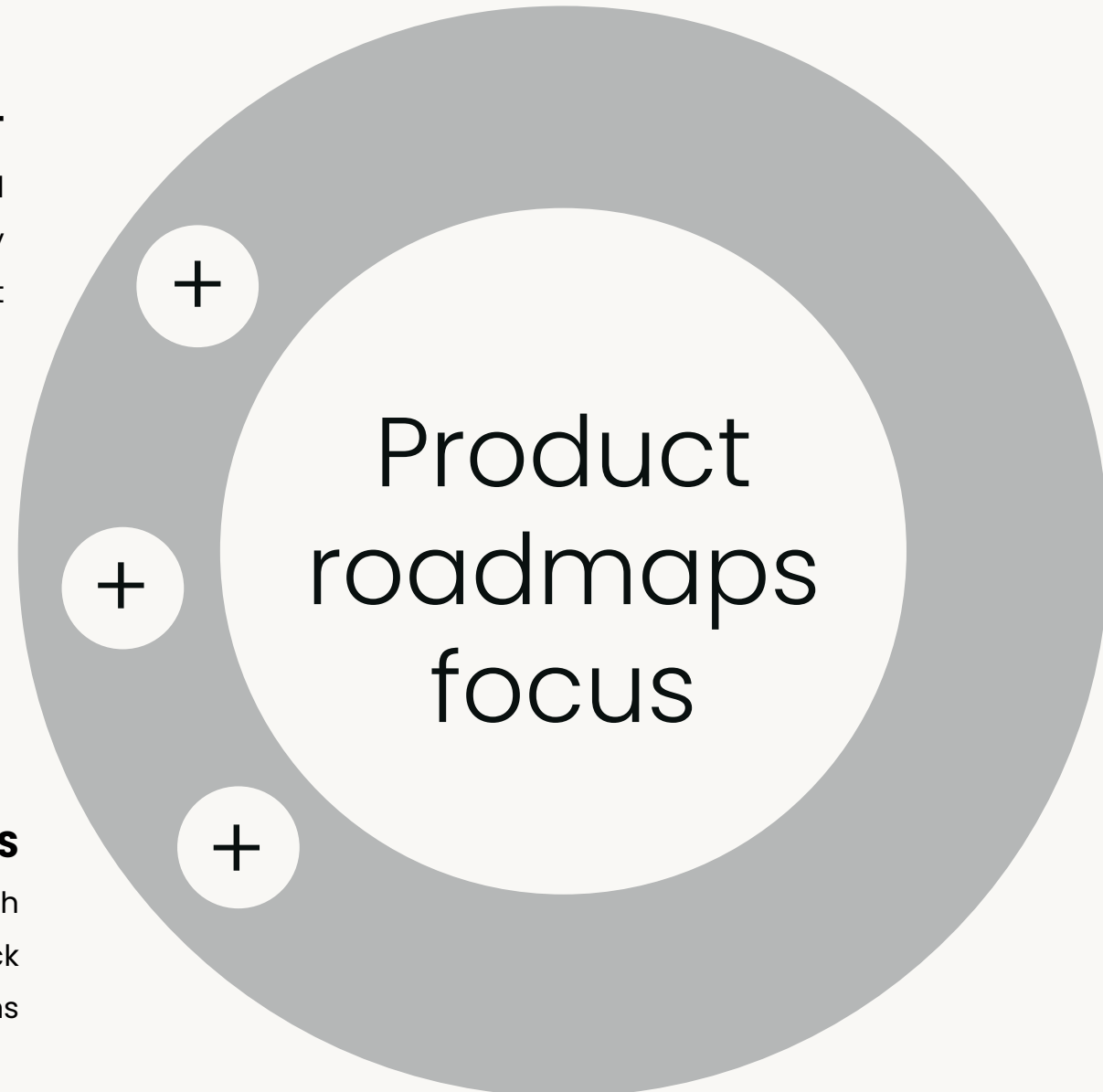
User goals

Discuss the user persona and what the end result the user has in choosing our product

User identity

Age	**25-30**
Income	**$60k-$90k**
Personality	**Impatient**

Number	Goal	Relevance
1	Ease of using the product	
2	Device compatibility	
3	A reasonable price point	
4	Product has warranty	
5	Easy to reach support	
6	Quality and durability	
7	Referral and rewards	
8	Ease of maintenance	

Possible solutions

Solution #1

—

Simplify engineering allows less need of an elaborate manual or lengthy user instructions
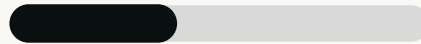
Solution #2

—

Interactive in-app support, questions, and learning guides to answer user questions

Solution #3

—

Emphasize world-class tech support and customer service policies to lessen concerns

Solution #4

—

Collaborate with other brands to buy the best parts, thus reducing our own overhead
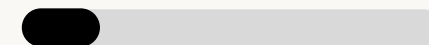
Product roadmap priority

	Stage 1	Stage 2	Stage 3	Totals
Feature one	●●●●●●	●●●●●●	●●●●●●	▮▮▮▮▮●
Feature two	●●●○○	●●●●○	●●●●○	▮▮▮▮●
Feature three	●●○○○	●●●●●	●●●○○	▮▮▮●
Feature four	●●●●●	●●○●○	●●○○○	▮▮▮●
Feature five	●●○○○	●●●●○	●●●○○	▮▮▮●
Feature six	●●●●●	●●○○○	●●○○○	▮▮▮●
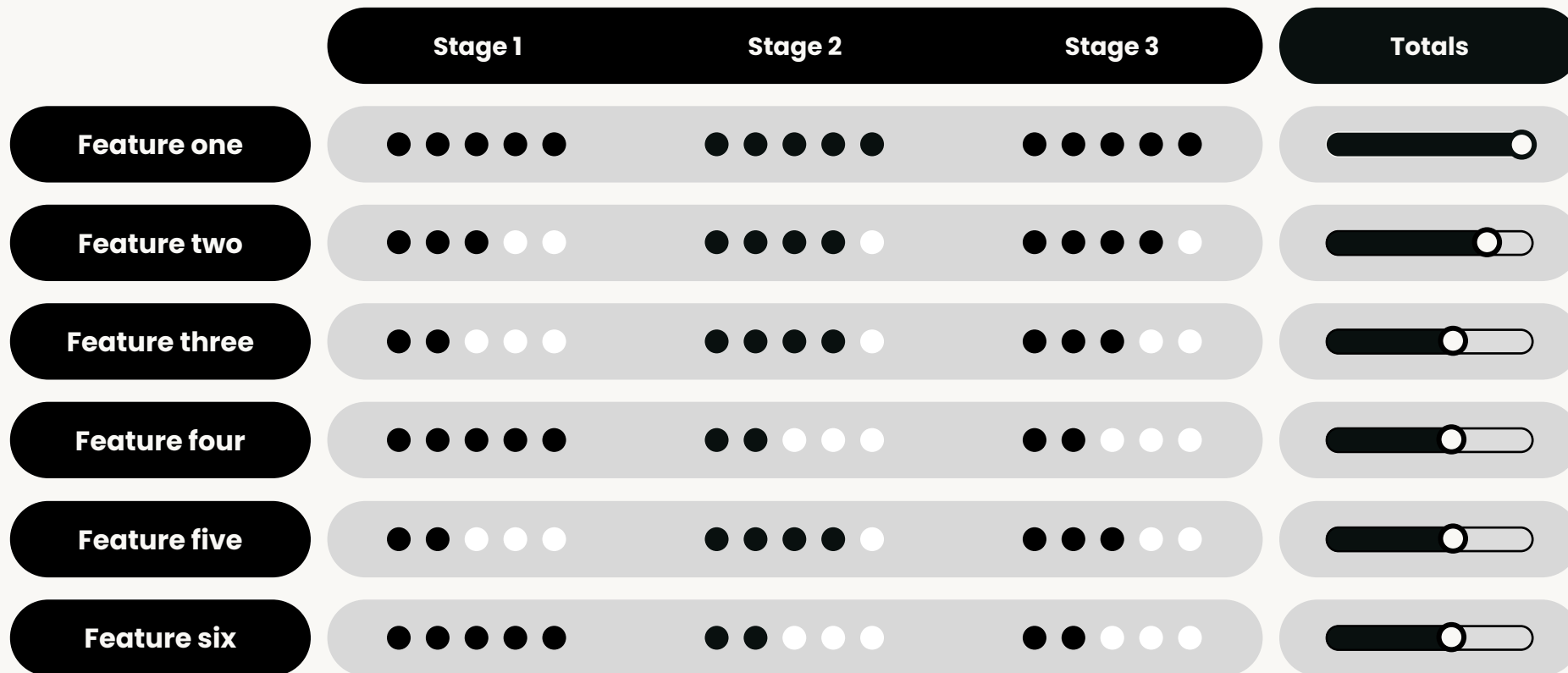
Features	Short-term	Mid-term	Long-term
Feature one	●	●	●
Feature two	●	●	●
Feature three	●	●	●
Feature four	●	●	●
Feature five	●	●	●
Feature six	●	●	●
Feature seven	●	●	●

Product scope

STEP 1 | STEP 2 (1) | STEP 2 (2) | STEP 3

Step 1 : Strategy

In the strategy stage, develop a clear product vision that includes a list of the differentiators that make this product stand out from its competitors, or the factors that make this a wholly new product.

1

Does the product bring significant enhancements

ENHANCEMENT

COMPETITION

Does the product solve the problem better than competitors

2

3

Can the product be produced at much lower cost

COST

UNIQUENESS

Is the product unique enough to create a whole new market

4

Step 2 : Release

For internal stakeholders, show the strategic importance of each release with goals and initiatives.
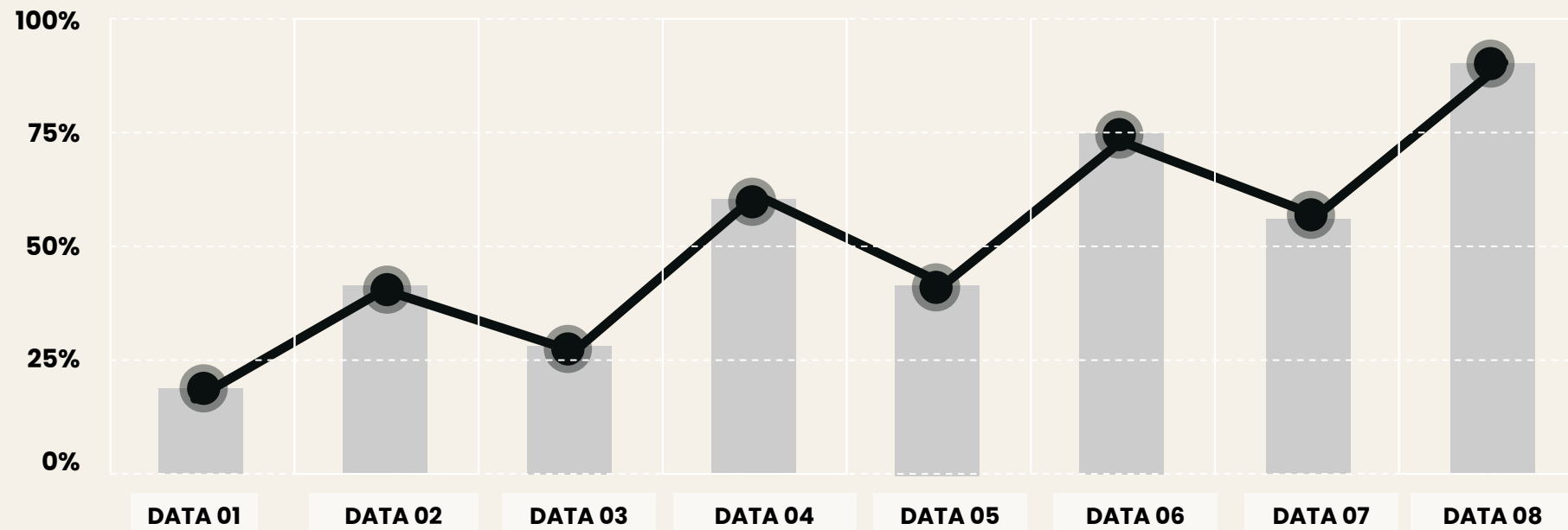
STEP 1   STEP 2 (1)   **STEP 2 (2)**   STEP 3

Step 2 : Release

> **Team 01**   ━━━━━ **30%**

> **Team 02**   ━━━━━ **80%**

> **Team 03**   ━━━━━ **50%**
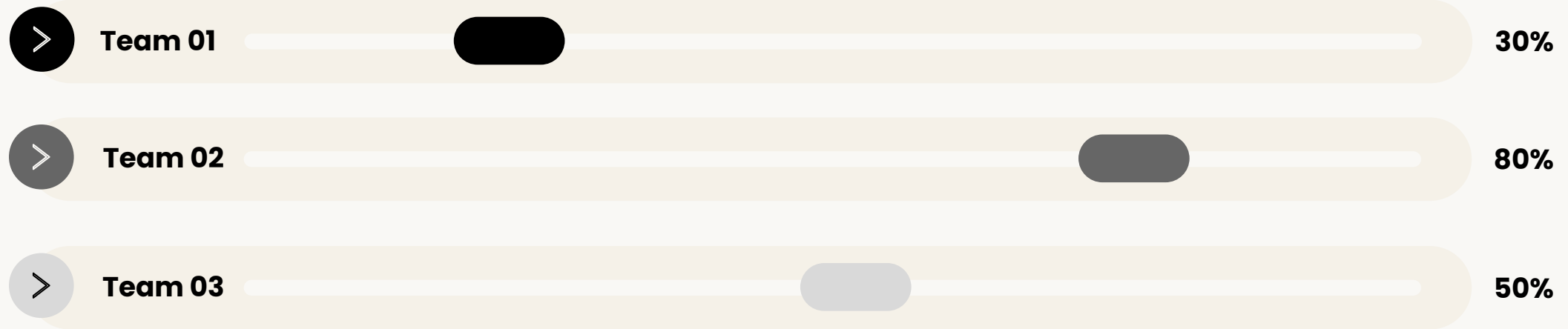
Create different views for different audiences, so that each can see the roadmap most relevant to their respective business objectives.

STEP 1 | STEP 2 (1) | STEP 2 (2) | **STEP 3**
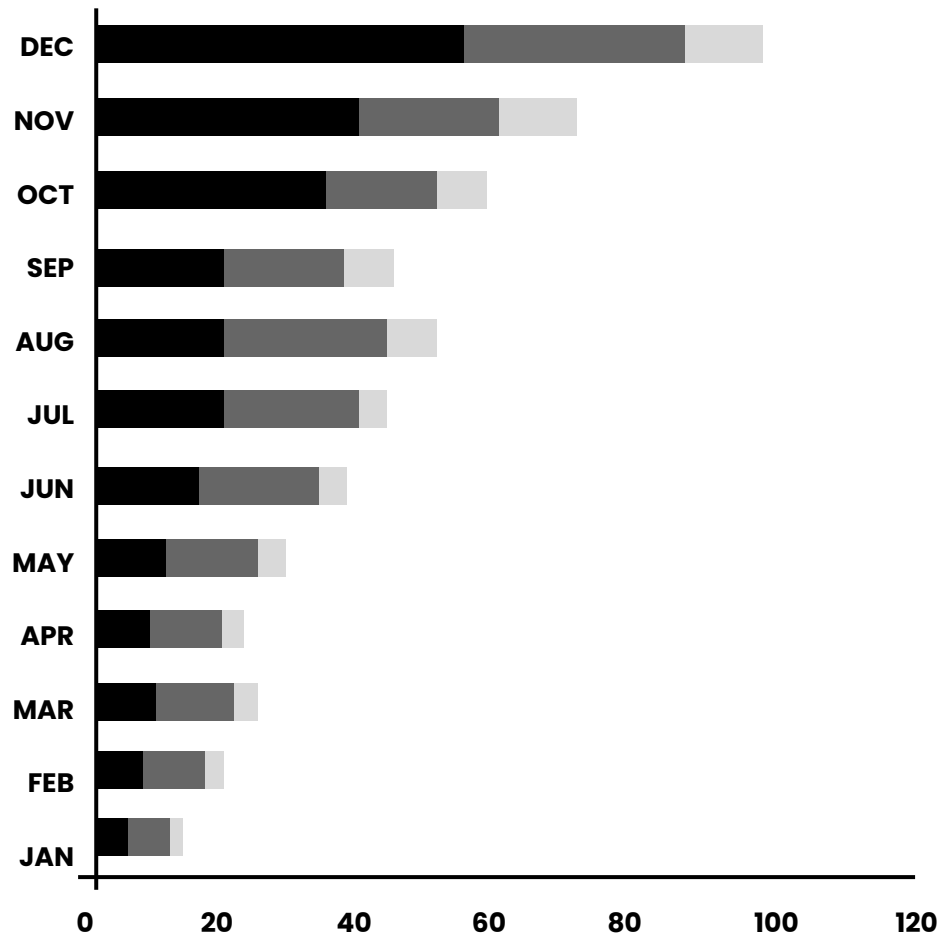
Step 3: Prioritize

PROFIT / DAY

$ 25K   Rank feature against goal. Profit per day achieved.

PROFIT / YEAR

$ 30K   Prioritize feature based on business strategy.

Product Gantt chart

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC

01. Desktop development ▬▬▬▬ **45%**

02. Mobile app development ▬▬▬▬▬▬▬ **55%**

03. User research and design ▬▬▬▬▬▬ **85%**

04. Branding and marketing ▬▬▬ **60%**

05. Global market analyses ▬▬▬▬ **80%**

06. Product launch calendar ▬▬ **35%**

07. User testing and feedback ▬▬ **24%**
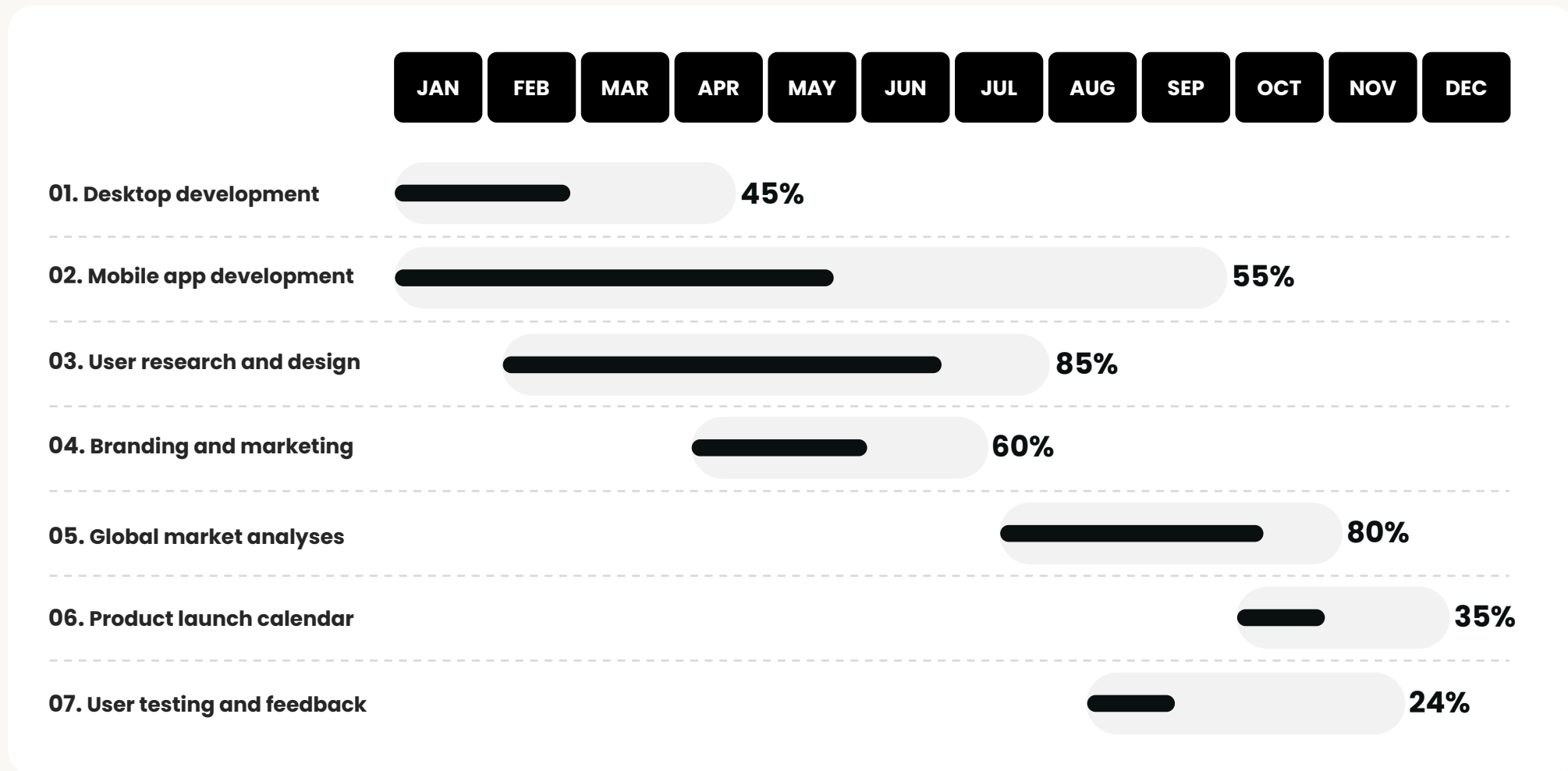
Product roadmap

● Completed ● In progress ● Planned

JAN — FEB — MAR — APR — MAY — JUN

WEB TEAM

New Admin Console	3rd Party Integration				
	Security 2.0	On Premise Backup		Code review	
	Service Portal	API	Improvements		

MOBILE MOCKUP

Mobile Mock-up	Improvements	Cloud Support	UX Improve		
	Android Application	Interactive Box	Automatic Renewal	Ticketing System	
		App Upgrade	Q3 Initiative		

MARKETING TEAM

Market Analysis	Customer Outreach	SEO Plan			
	Legal Data	Pricing Review	Content Review		
		Analytics	Performance Mgmt.		

	BACKLOG	**IN DESIGN**	**IN PROGRESS**	**COMPLETED**
NEW FEATURES	**iOS app: Alex** — 0% **Android app: Mary** — 100% **Accessibility improvements: James** — 50%	**Shipping feature: James** — 20% **User avatar: James** — 0%	**"Forgot Password" improvement: Derrick** — 75%	**Website responsiveness: Mary** — 100%
INTEGRATIONS		**Social media integration: Alex** — 40%		
STICKINESS	**Push notifications: Alex** — 0%	**Multi-account: Charles** — 0%	**Rewards program and referrals: Charles** — 80% **Language localization: Charles** — 100%	**Help Bot: Alex** — 100%
INFRASTRUCTURE	**Library upgrades: Derrick** — 15% **Optimize server serialization: Derrick** — 0%		**Update API documentation: James** — 60%	**Database Improvements: Alex** — 100%

Release roadmap

		JAN	FEB	MAR	APR	MAY	JUN		Q3 20XX
FRONT END	1.1	Wireframe							
	1.2			Review user Feedback					
	1.3					Resource allocation			
BACK END	1.1	Environmental setup							
	1.2			Integrated prototype					
				Analytics report					
	1.3					Unit testing			
						Migrate CMS			
QUALITY ASSURANCE	1.1	UAT							
	1.2			Code review					
				Metrics					
	1.3					PM testing			
						Variance testing			
PRODUCT MARKETING	1.1	SEO plan							
		New creative							
		Marketing launch							
		Help center update							
	1.2			Press release					
	1.3					Social media			
MILESTONES				★ Release 1.1		★ Release 1.2			★ Release 1.3

Release roadmap

	Release 1.1	Release 1.2	Release 1.3
Quality analysis	UAT	Metrics Quality analysis Code review	Variance testing PM testing
Front end	Wireframe UX templates	UX audit Review user feedback	Resource allocation New wireframe
Back end	Back-end engine Environment set-up	Analytics report Integrate prototype Engineering review	Migrate CMS Security improvements Unit testing
Product marketing	Help center update Landing page Marketing launch New creative SEO plan	Press release	Social media

17

Release roadmap

Release focus

Engineering

Marketing

Sales

Customer support

A | B

A | B

A | B

A | B
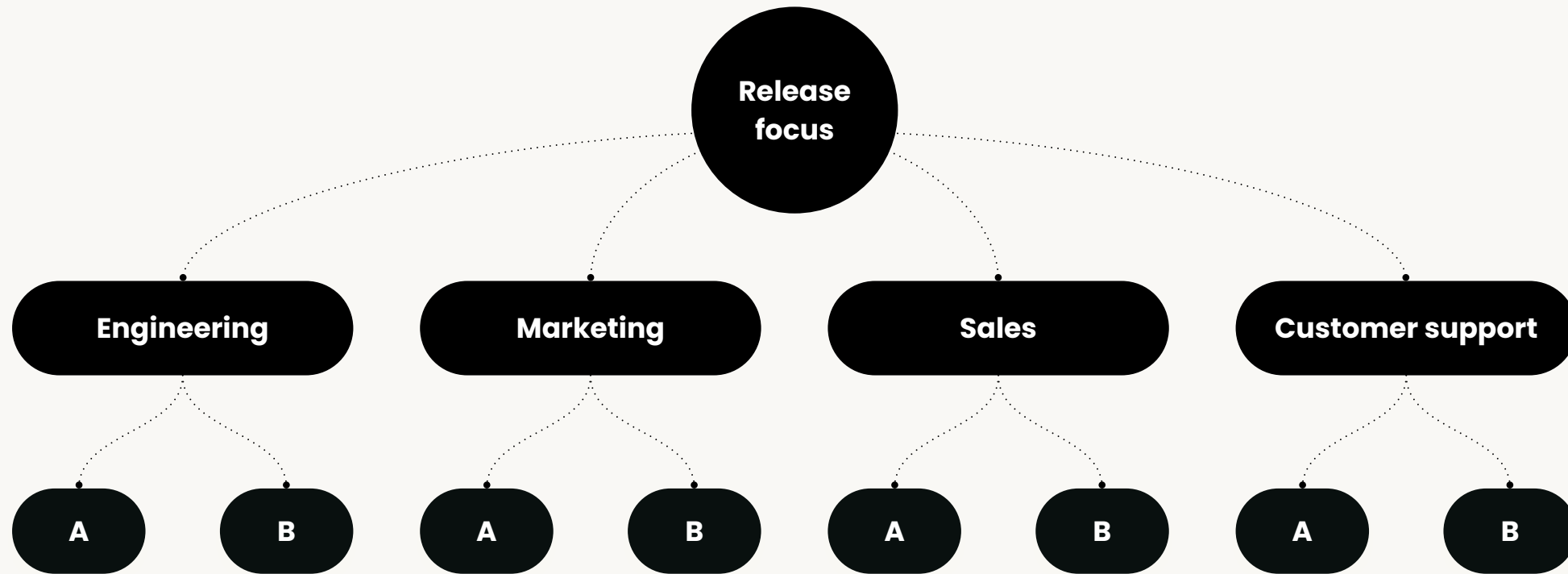
A release roadmap keeps multiple teams focused on the same strategic steps.

Be sure to include steps that are relevant to every team involved in the product release.

Align everyone around what comes next and the timelines for completion.

Ensure multiple teams buy in to the importance of the release roadmap.