

# ROADMAP



THE PRODUCT KNIGHT

4 Roadmaps

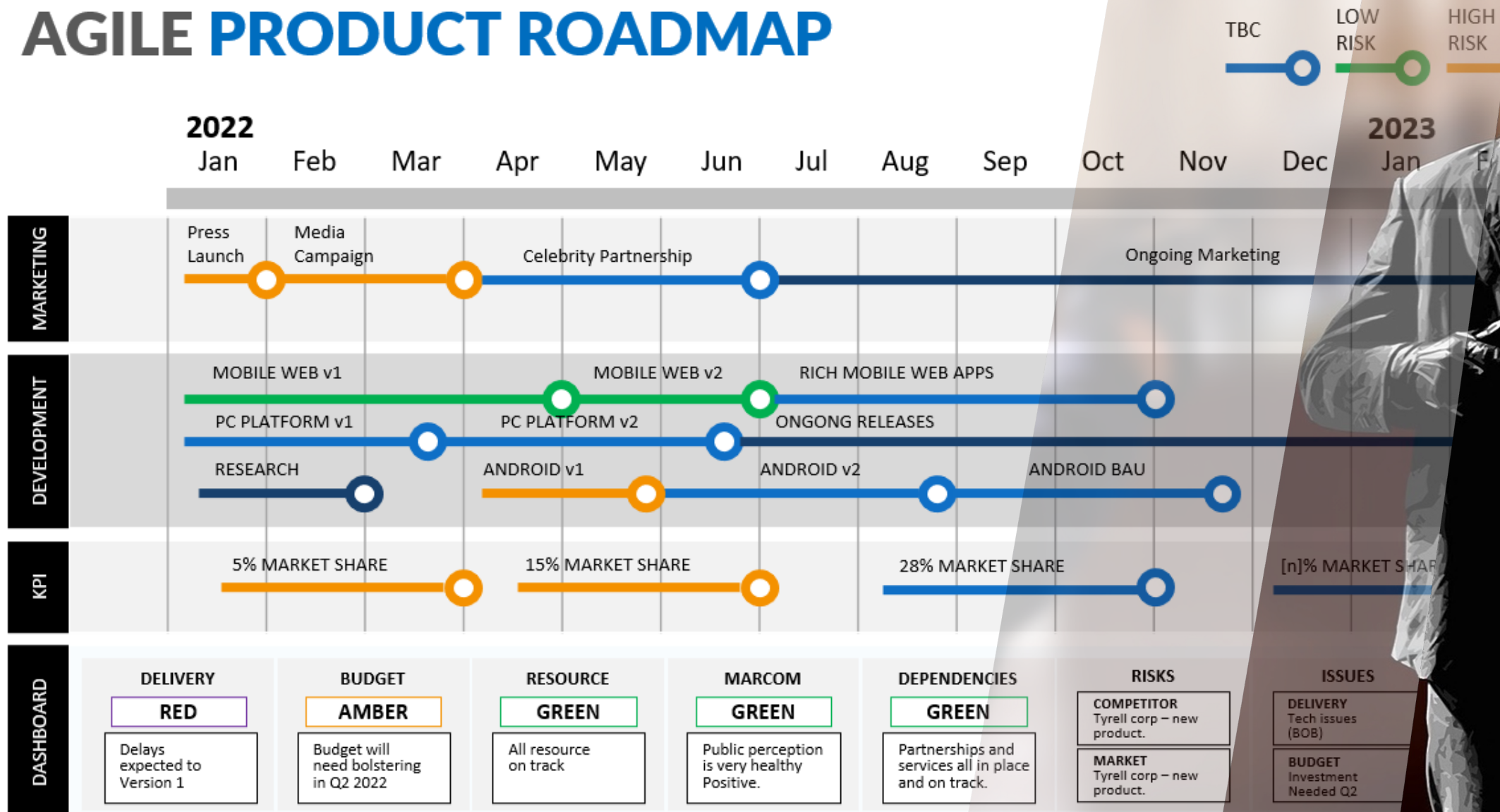
1 Crowd

∞ Opinions





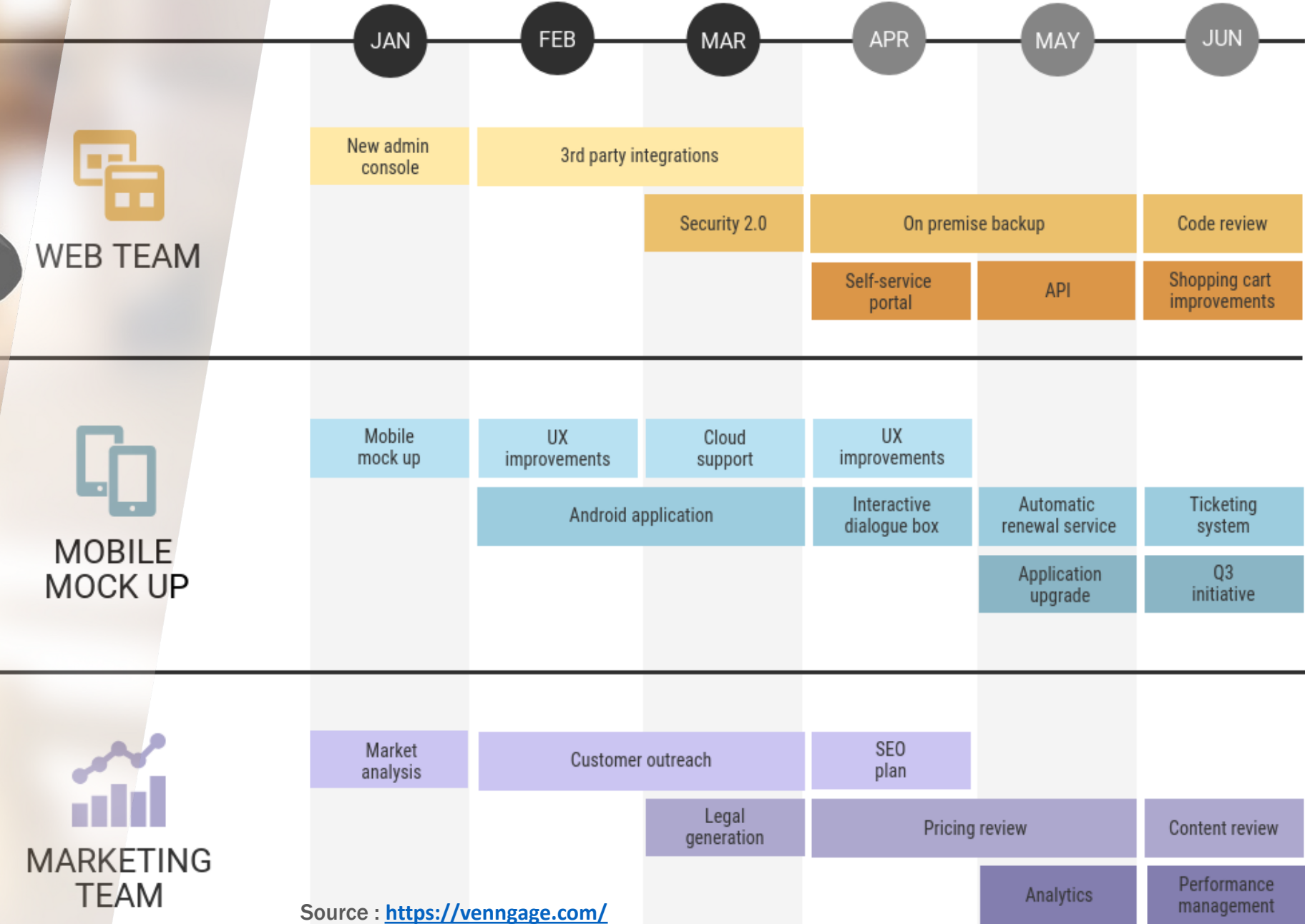
# AGILE PRODUCT ROADMAP





ADVENT CO. // ENVISION 6.0 // PRODUCT ROADMAP

● Q1    ● Q2



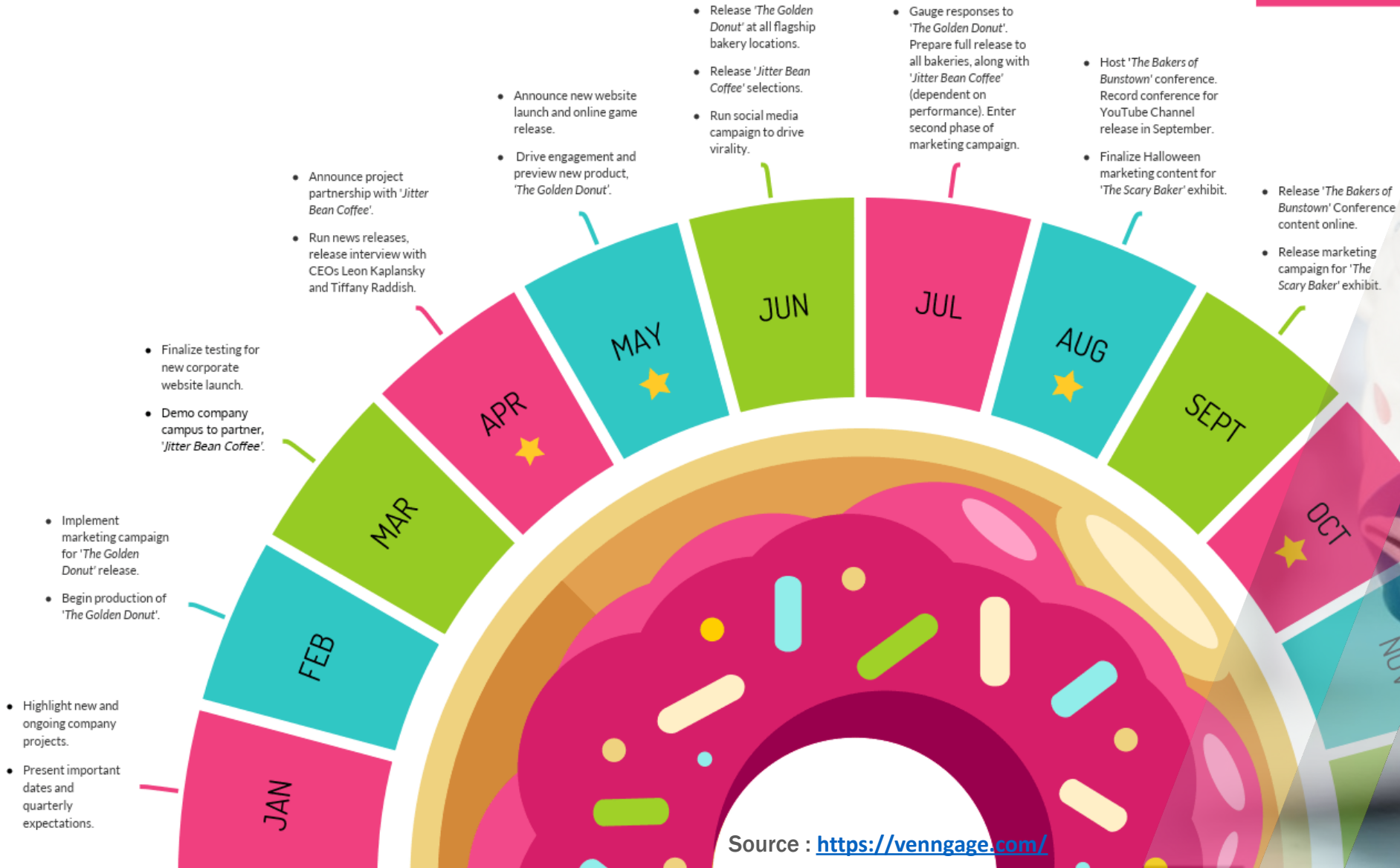
# 2021 /// Monthly Timeline + Project Milestones



Significant Public Relations  
Announcement / Event Milestone



The  
Happy  
Baker

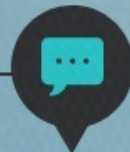


Source : <https://venngage.com/>





## Phase 1



### 4 Months

- Get advice
- Customer development
- Messaging and positioning



### 3 Months

- Create launch plan and content marketing
- Prep marketing team
- Develop go-to-market strategy
- Find promoters and affiliates



### 2 Months

- Beta test
- Start building anticipation
- Finalize launch content
- Gather reviews from beta test subjects

## Phase 2



### 1 Month

- Announce the launch



### 3 Weeks

- Check in with affiliates
- Start seeding social media via Instagram



### 2 Weeks

- Set up shopping cart
- Research paid traffic

## Phase 3



### 1 Week

- Set up product storefront
- Test and verify all of your web links



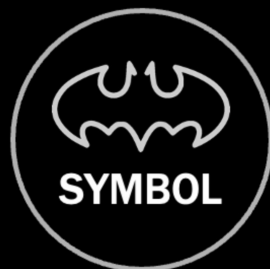
### Launch Week

- Advertise your launch as a special event
- Keep sharing on social media & email list



### After Launch

- Celebrate!
- Follow up testimonials
- Take feedback and improve product







# THREATS





**CHANCE**

*“...the only morality in a cruel world... is **CHANCE**. Unbiased. Unprejudiced. Fair.”*

Two-Face, in The Dark Knight (2008)



**CHAOS**

*“...Introduce a little anarchy, you upset the established order and everything becomes **CHAOS**. I am agent of chaos...”*

The Joker, in The Dark Knight (2008)

Lack of **PURPOSE**

Few to no  
**COLLABORATION**

No control on  
**PROGRESS**

Driving  
**BLINDLY**







Only for **PRODUCT TEAM**

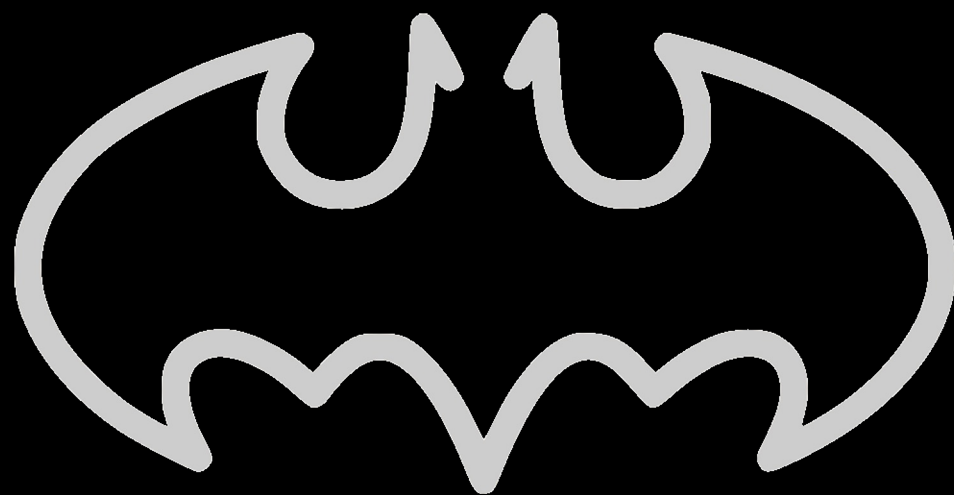
Based on **GUT-FEEL**

Feature **WISHLIST**

**SHRINKED** visibility

**IMMOVABLE** once created





**SYMBOL**



*“As a man, I’m flesh and blood. I can be ignored. I can be destroyed. But as a **SYMBOL** — as a symbol, I can be incorruptible. I can be everlasting.”*

Bruce Wayne, in *Batman begins* (2005)

A product roadmap is an **ACTIONABLE PLAN** that shows how a product is **LIKELY TO EVOLVE**





 Empowerment

 Alignment

 Progress

 Impacts



Direction and **VISION**

**DATA**-informed **DRIVEN**

**FEEDBACK** driven

Updated **REGULARLY**

Increase **TRANSPARENCY**



It's a **COMMUNICATION** tool



# BATCAVE



# BATCAVE

F TOOL

## FEATURE BASED

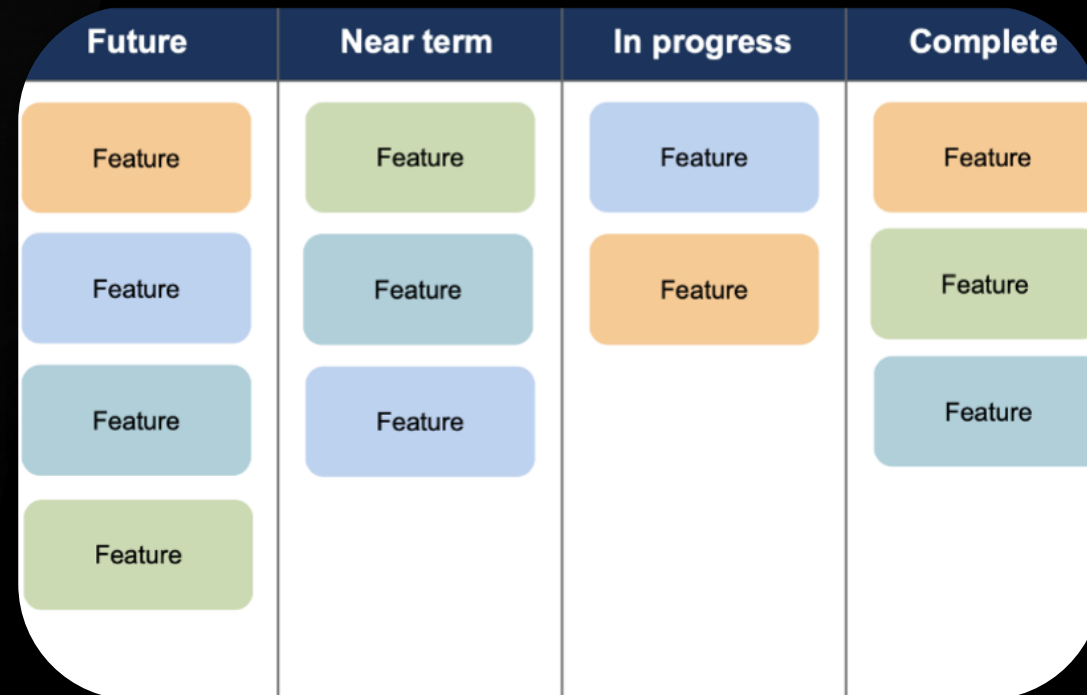
T TOOL

G TOOL

H TOOL

Feature-based roadmaps focus more on feature output rather than on the outcome of those features.

It uses a product feature as a central point of your roadmap and it's usually very detailed



Source : [www.aha.io](http://www.aha.io)

**SOLUTION** Oriented



**Subject to CHANGE**  
due to innovations and  
needs changes



Not knowing **WHY**  
those features are  
meant to be.



# BATCAVE

F TOOL

FEATURE BASED

T TOOL

G TOOL

H TOOL

## Release 1.0

### Update Account Setup



- Facial recognition feature.

### Enable Email Account Sync



- Allow for syncing with email accounts during setup.

### Introduce Native Apps



- After setup, modify tablet tour to only focus on native applications.

### Update Battery Settings



- Change default, out of box, battery setting to moderate, rather than high-power.

## Release 1.1

### Fix Kurtz Profile Feature



- Make profile public by default, provide notice for opt-out.
- Automatically suggest connecting with existing contacts using Kurtz, with public profiles.

### Automatic Updates



- Introduce automatic updates during sleep-cycles.
- Optimize behavior learning.

### Introduce Intuitive Pause



- Allow for updates to pause rather than cancel due to phone calls.

### Change Screen-off Parameters



- Minimize screen off instances during phone calls, video streaming via browser, and online browsing.
- Fix Screen-off (too aggressive, reducing overall functionality).

## Release 1.2

### Release Kurtz Emoji Update



- Emojis 3.0 are layered, have shadows and more distinct features.
- Maintain flat palette but appear 3-dimensional.
- Includes unique Kurtz emojis.

### New Profile Feature



- Connecting to specific WiFi connections enables custom features. Actions such as turning off data, connecting to bluetooth and changing SMS app statuses can be pre-programmed.

### Custom LED



- Introduce custom LED notifications feature. Assign specific colors for various application notifications.

### Introduce Glide Features



- When scrolling through home screen, user can slide across multiple panels by holding the edge of screen.

Source : [www.appcues.com](http://www.appcues.com)

SOLUTION Oriented



NOT STABLE due to innovations and needs changes



Not knowing WHY those features are meant to be.





# BATCAVE

F TOOL >

T TOOL >

## THEME BASED

G TOOL >

H TOOL >

A roadmap should be a high-level blueprint of a team's goals and plans as they relate to the product strategy. It should provide a clear and compelling answer to the question: *Why should we build this product in this way?*

It the feature based roadmap grouped in clusters.

**SOLUTION** Oriented



Usually consists of several goals **AT ONCE**.



Often grouped along with **ORGANIZATION**.



## Theme-Based Roadmap

### Theme

The highest-level strategic objectives for the product.

### Epic

A subset of a theme; a body of work built on a number of smaller tasks.

### Story

Usually a subset of a product, feature, or epic

### Story

Sometimes described as the smallest logical unit of work

Source : [www.appcues.com](http://www.appcues.com)

# BATCAVE

F TOOL

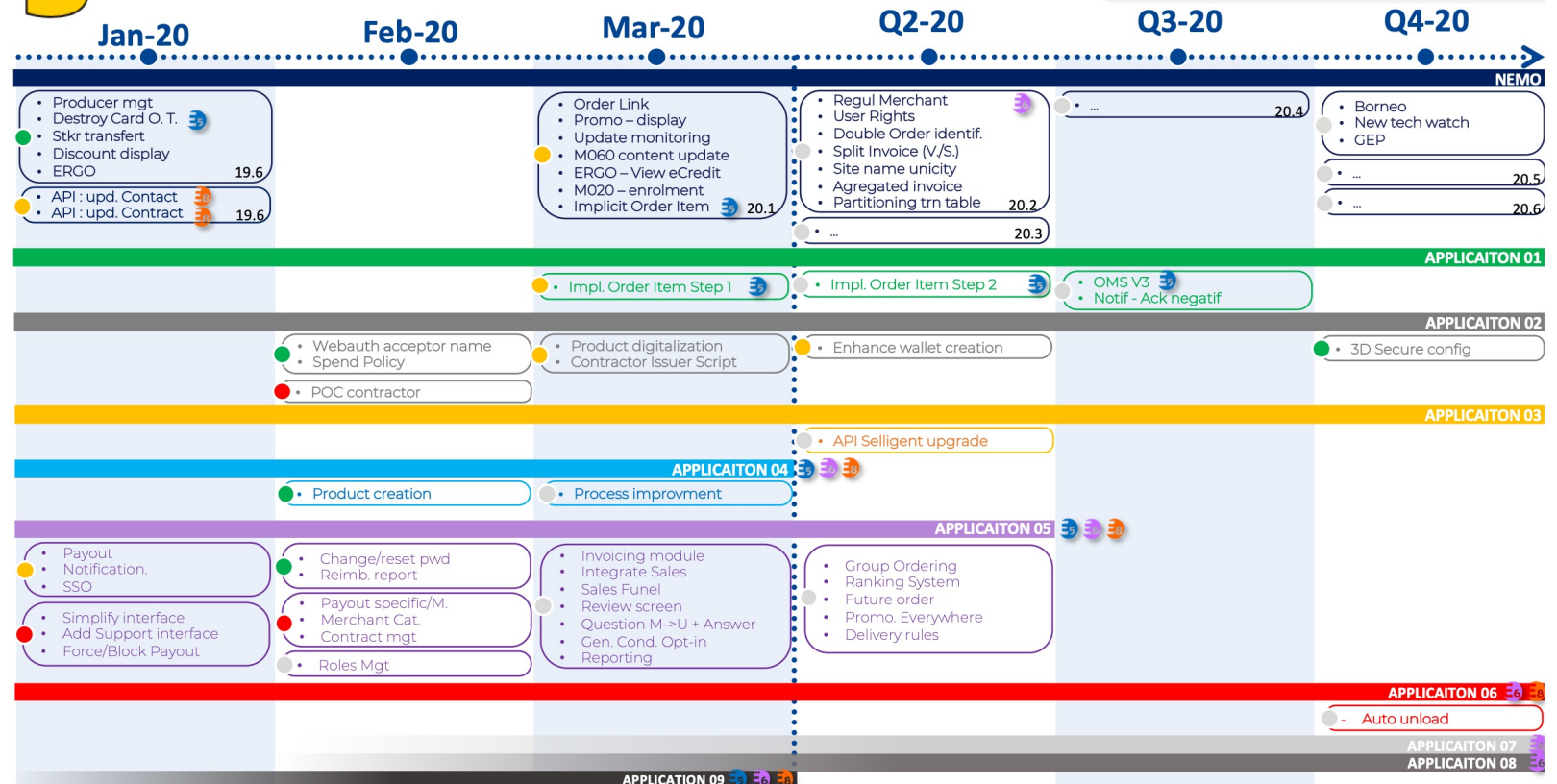
T TOOL

THEME BASED

G TOOL

H TOOL

## 5 ROADMAP



**SOLUTION** Oriented



Usually consists of several goals **AT ONCE**.



Often grouped along with **ORGANIZATION**.





# BATCAVE

F TOOL

T TOOL

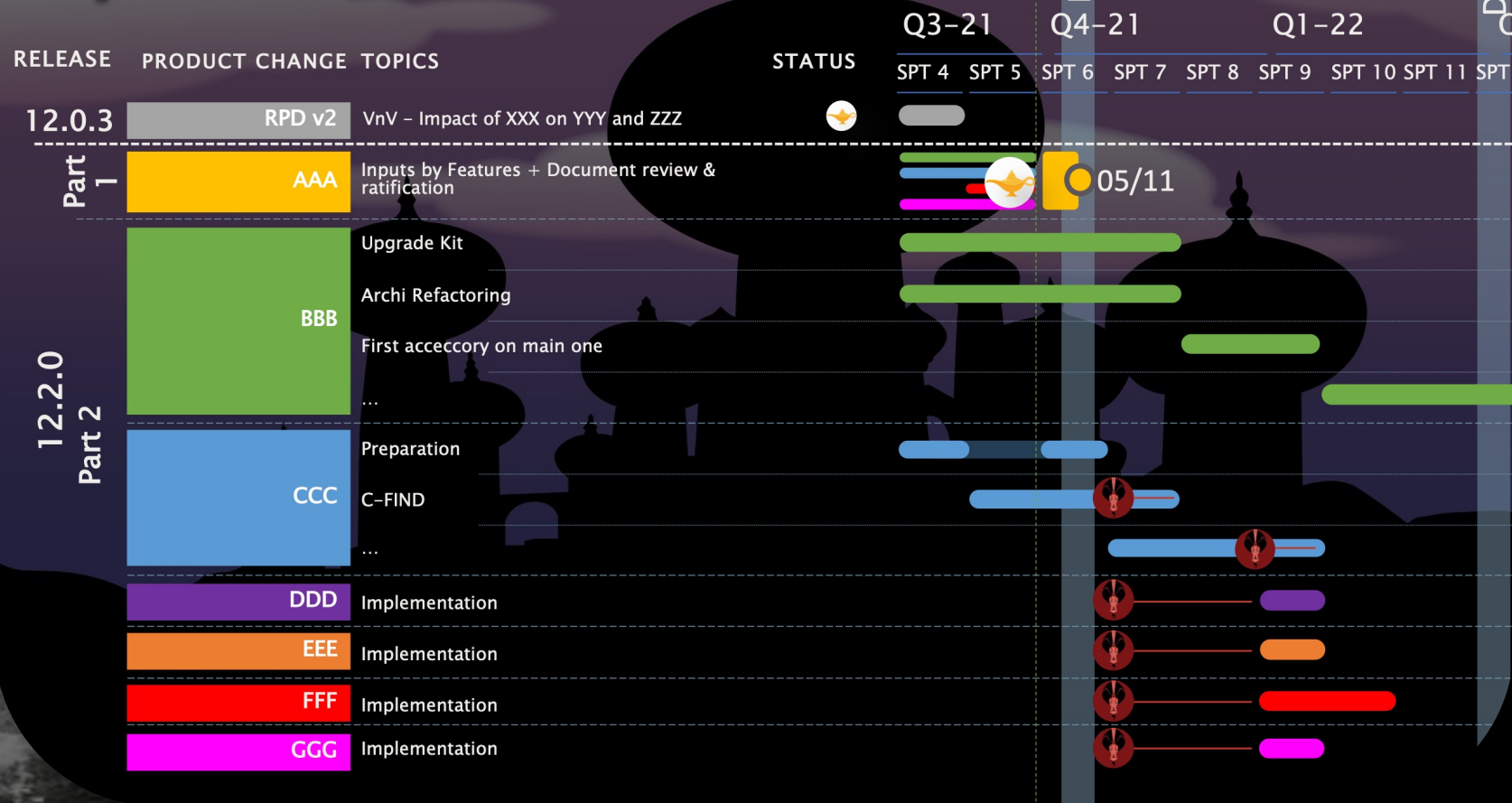
THEME BASED

G TOOL

H TOOL

## 4 Roadmap

Lion Sprint 06 : from 24/09 to 22/10



**SOLUTION** Oriented



Usually consists of several goals **AT ONCE**.



Often grouped along with **ORGANIZATION**.

# BATCAVE

F TOOL >

T TOOL >

G TOOL ✓


## GOAL BASED


H TOOL >


It combines goals and features in a novel way, making it ideally suited for agile, dynamic environments.

Goals or outcomes are at the heart of this plan, not features or other pieces of functionality.

1. Desired **outcomes & benefits**
2. Identify the **metrics**
3. List the **features**

 **GOAL** Oriented and  
**DATA** driven

 **More stable** in time as  
the problem we want to  
solve is there

 Focus on **ONLY 1** goal  
at a time but can be  
several

 <b>DATE</b>	Date or timeframe	Date or timeframe	Date or timeframe	Date or timeframe
 <b>NAME</b>	Name/version	Name/version	Name/version	Name/version
 <b>GOAL</b>	Goal	Goal	Goal	Goal
 <b>FEATURE</b>	Features	Features	Features	Features
 <b>METRIC</b>	Metrics	Metrics	Metrics	Metrics

**When will the goal be met?**

**If meeting the goal results in a new major release or product version, what will it called?**

**What OUTCOME should be achieved, or which specific BENEFIT should be offered?**  
**Why is the product being developed?**

**What OUTPUT is required to achieve the desired outcome and meet the goal?**  
**What are the 3-5 key FEATURES or DELIVERABLES?**

**How do you know that the goal has been met?**

Source : [www.romanpichler.com](http://www.romanpichler.com)



# BATCAVE

F TOOL >

T TOOL >

G TOOL >

GOAL BASED


H TOOL >


## Goal Oriented Agile Sample Product Roadmap


*This slide is 100% editable. Adapt it to your needs and capture your audience's attention.*

Year 2020				
Date	January 1st	April 1st	July 1st	October 1st
Name	Release 10	Release U	Release 12	Release 20
Goal	<ul style="list-style-type: none"><li>• Attractive user interface</li><li>• +10000 Users in 1<sup>st</sup> month</li></ul>	<ul style="list-style-type: none"><li>• Improvement in Design</li><li>• +25000 users in next 3 months</li></ul>	Text Here	Text Here
Features	<ul style="list-style-type: none"><li>• Feedback Button</li><li>• In- App Advertisement</li><li>• Your Text Here</li></ul>	<ul style="list-style-type: none"><li>• Push Notification</li><li>• Bright and bold colour themes</li><li>• Your Text Here</li></ul>	Text Here	Text Here

Source : [www.appcues.com](http://www.appcues.com)

 **GOAL** Oriented and **DATA** driven

 **More stable** in time as the problem we want to solve is there

 Focus on **ONLY 1** goal at a time but can be several

# BATCAVE

F TOOL >

T TOOL >

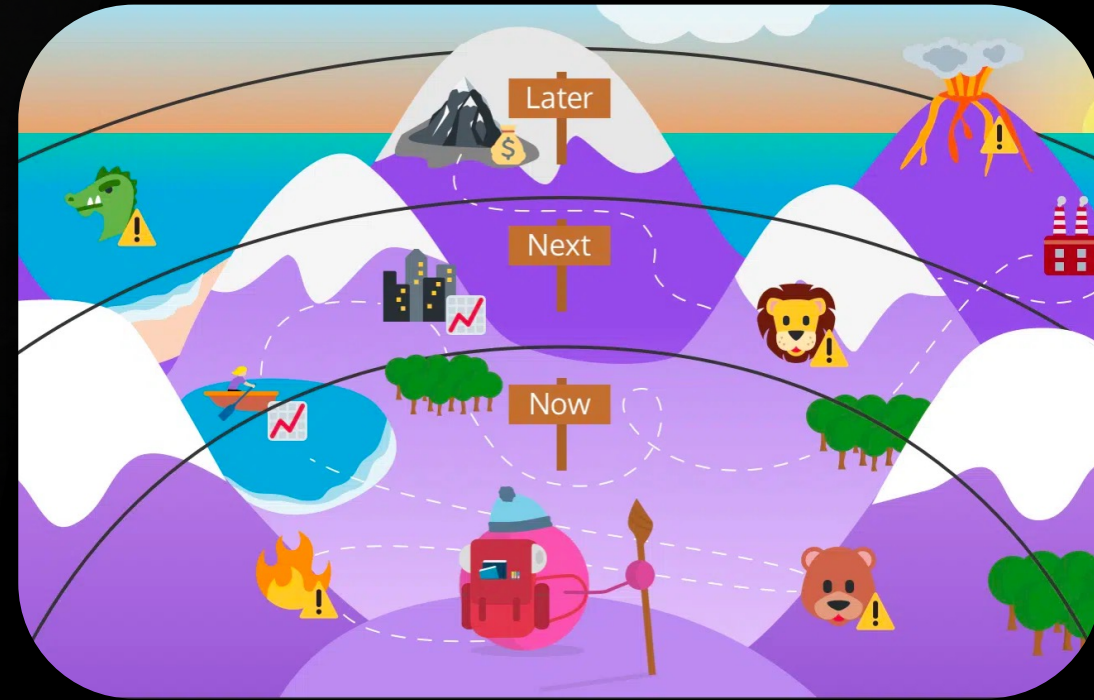
G TOOL >

H TOOL >

## HORIZON BASED

Lay out **ASSUMPTIONS** about what's on the **HORIZON** (now-next-later), and check those assumptions with others to make sure the team has a full picture of what **PROBLEMS, OPPORTUNITIES,** and **CHALLENGES** lie ahead

**NOW** = currently being tackled  
**NEXT** = what are we doing next  
**LATER** = backlog that may not be urgent but is still worth visualizing



Source : [www.prodpad.com](http://www.prodpad.com)

**GOAL** Oriented



**ADAPTIVE** as it's assumption-driven



Don't show **WHEN** something will be available





# BATCAVE

F TOOL

T TOOL

G TOOL

H TOOL

## HORIZON BASED

### Completed (validation)

Objective

**Result:**  
Testing results now



Objective

**Result:**  
Increased by \$200!



Objective

**Result:**  
No change in #...



Objective

**Result:**  
Decreased by 10%!



### Now

Objective

**Immediate problem to be solved**  
Currently in development

Objective

**Immediate problem to be solved**  
Currently being prototyped

### Next

Objective

**Top priority for next work opening**

Objective

Objective

### Later

Objective

**Likely months away, but aligns with your vision**

Source : [www.prodpad.com](http://www.prodpad.com)

**GOAL** Oriented



**ADAPTIVE** as it's  
assumption-driven



Don't show **WHEN**  
something will be  
available



**HERE WE GO**



**GOAL**  
BASED

**FEATURE**  
BASED

**HORIZON**  
BASED

**THEME**  
BASED





**GOAL  
BASED**

**FEATURE  
BASED**

**HORIZON  
BASED**

**THEME  
BASED**

PRODUCT MATURITY

MARKET STABILITY







You can have **MULTIPLE** roadmap



A full-page background image of Batman standing in a dark, destroyed city. He is wearing his iconic suit and cowl, looking upwards. The background shows smoke, debris, and the silhouettes of damaged buildings.

Start with **WHY**

Identify your **AUDIENCE**

Start **SMALL**

Step **1**

Step **2**

Step **3**

**HOW**





**1** Make it **VISUAL** and use **COLORS**

**2** Tell a coherent **STORY** and be **ASSERTIVE**

**3** Make it **TRANSPARENT**

**4** Adjust it **REGULARLY**

# Tips & Tricks



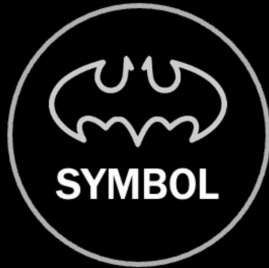
A person wearing a black cape stands with their back to the camera, looking out over a dense city skyline at night. The city is illuminated with various lights, and the scene is framed by a grid of window panes.

Be IN LOVE with the

**PROBLEM**

NOT with your **solution**









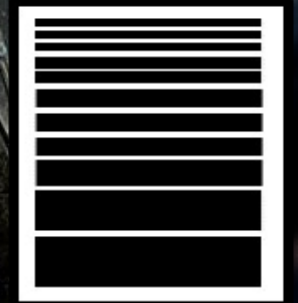
**INCONSISTENCY**



## ROADMAP

**COMMUNICATION** tool

Describes **HOW** the product is likely to **GROW** through time



## BACKLOG

**TACTICAL** tool

Describes **WHAT** will be done in the product to **CREATE** values

# INCONSISTENCY





**RISE  
WILL CONTINUE**