

Product Roadmapping that Works

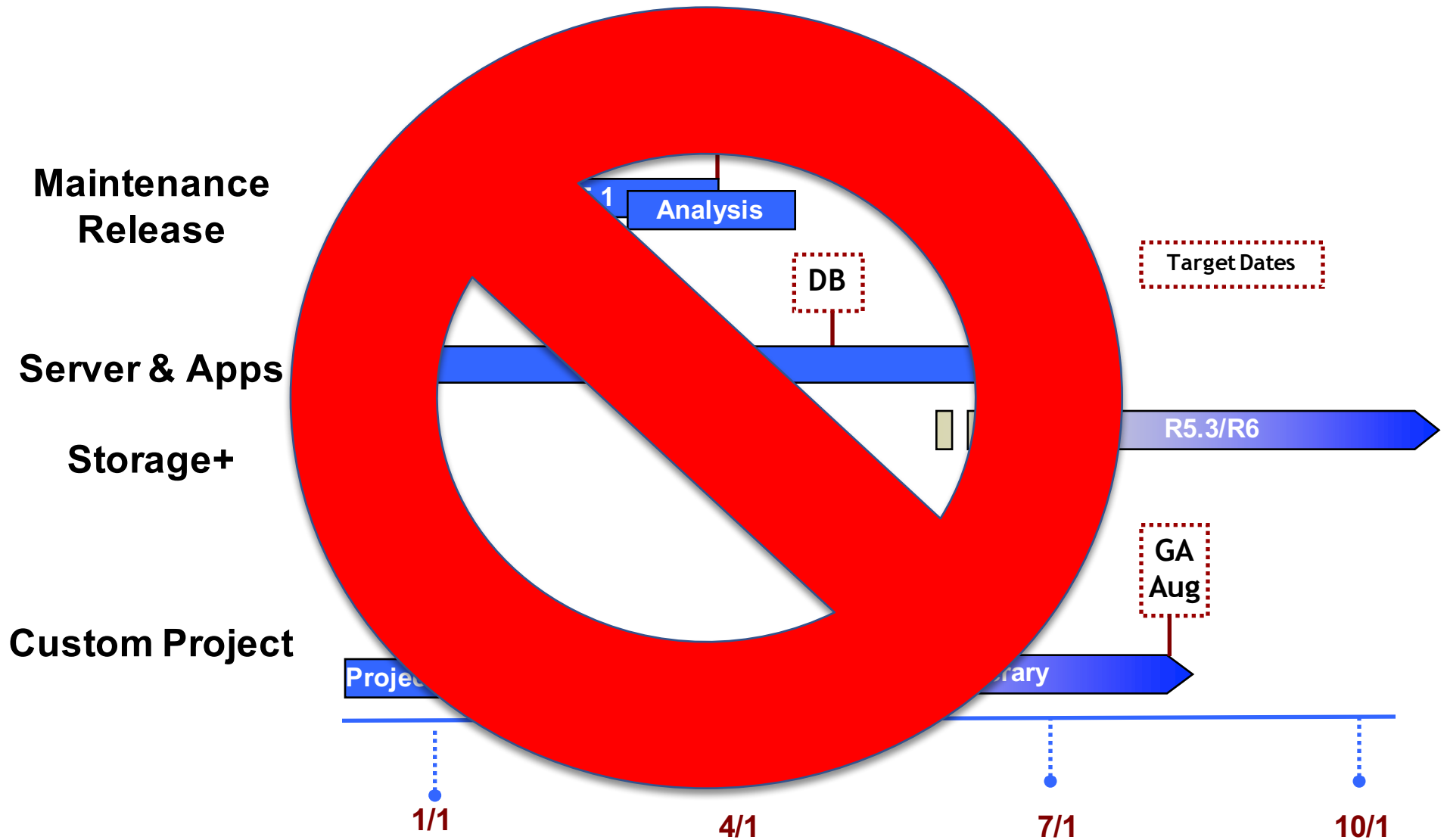


Presented by Jason Tanner
CEO, Applied Frameworks, Inc.

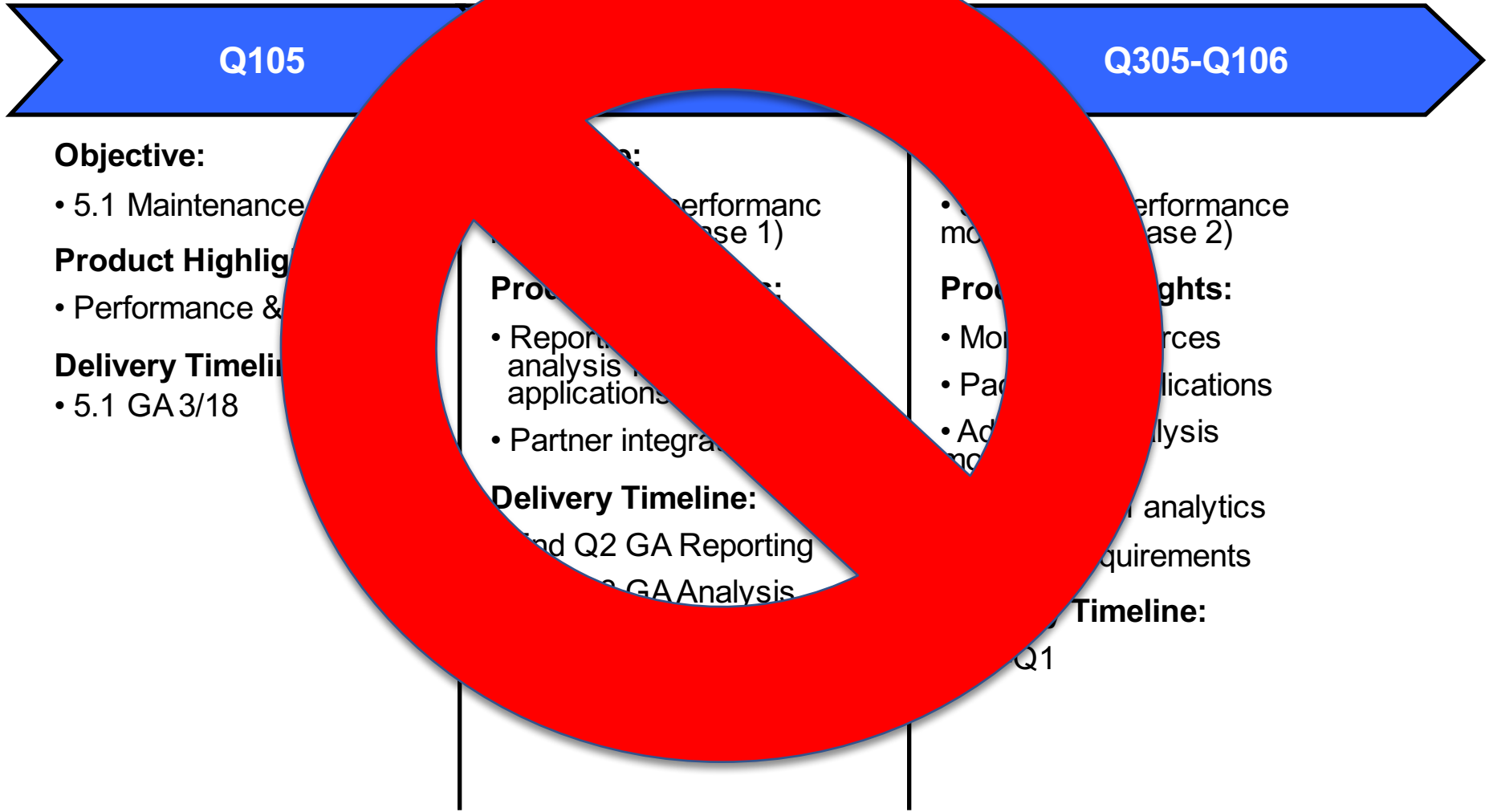
I know *exactly* what
should be on the
roadmap!



Roadmap (Startup Board Presentation!)

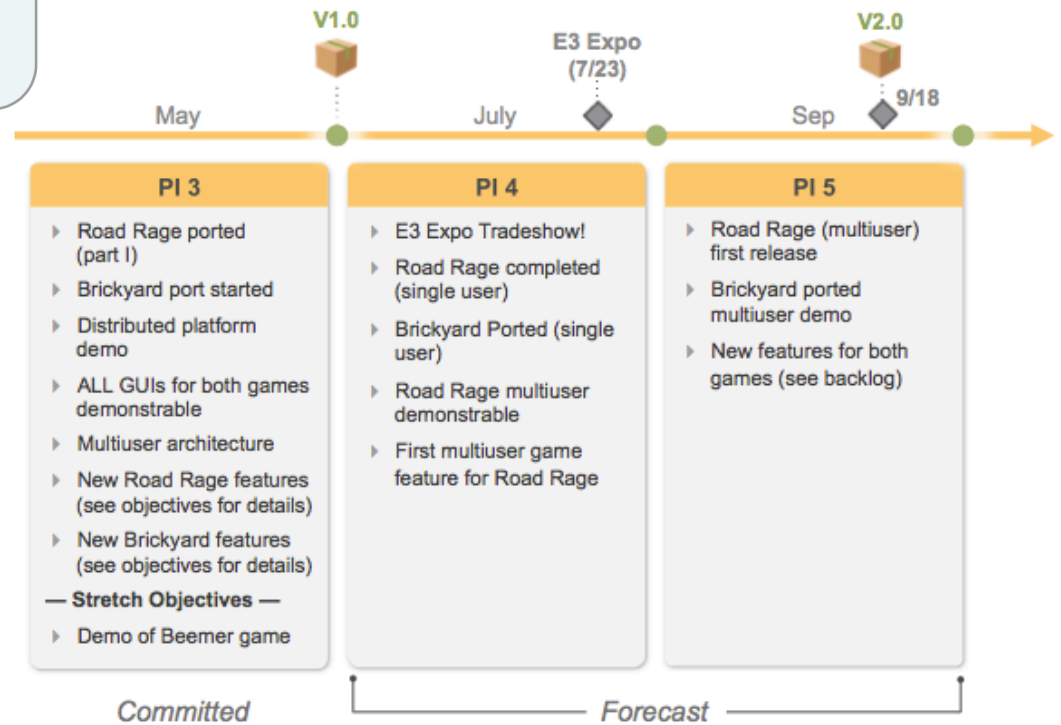


Product Roadmap Basic Timeline

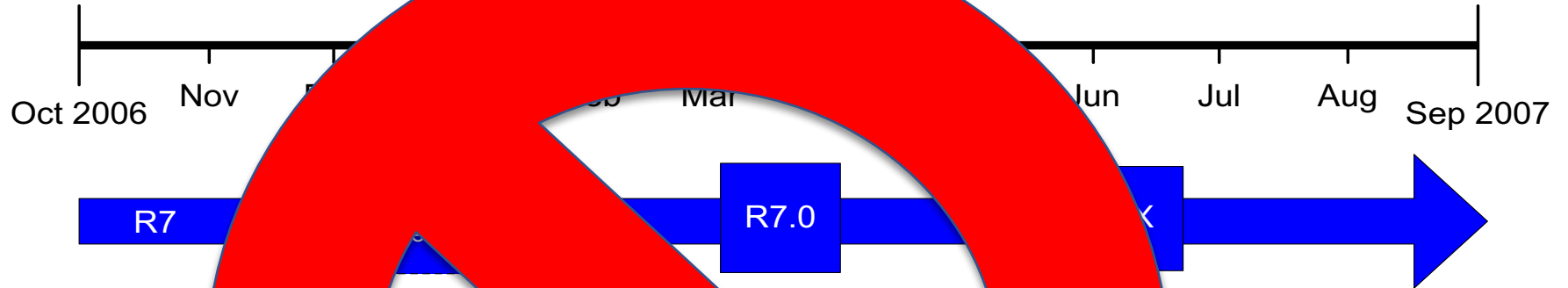


This is Common...but Insufficient

PSI 1	PSI 2	PSI 3
<p>Objective: Provide an online book shopping experience</p> <p>Features</p> <ul style="list-style-type: none"> ▶ Create a product page that lists book choices with search capabilities ▶ Provide a shopping cart to allow for purchases ▶ Provide a product detail page that provides more details about a book ▶ Provide a user profile page that allows user specific information to be saved and reused on other screens <p>Stretch Objectives</p> <ul style="list-style-type: none"> ▶ Create user-friendly web metaphors 	<p>Objective: Provide proactive marketing and cross selling experience</p> <p>Features</p> <ul style="list-style-type: none"> ▶ Add Like/Dislike feature ▶ Add Share feature to provide capability to send book recommendations to friends ▶ Generate book recommendations based on previous history <p>Stretch Objectives</p> <ul style="list-style-type: none"> ▶ Provide Like/Dis-like connectivity to social media 	<p>Objective: Make the process website more user-friendly and add new tech practices</p> <p>Features</p> <ul style="list-style-type: none"> ▶ Ability to create wish lists ▶ Ability to share wish lists with friends and family ▶ Enhanced Genre searching ▶ Increase performance/response times by 10% <p>Stretch Objectives</p> <ul style="list-style-type: none"> ▶ Mobile interface



Product Roadmap Detailed Timeline



Server

Advanced D
Resources

Servers B

Network
Performance

R5.2 - Network Perform

- Enterprise scale network platform
- Business context integration
- Reporting and visualization platform
- Solution packaging – A, B, C

R5.3 - Network Consumption & Demand (Limited Availability 11/06)

- Improved exception reporting
- Audit trail
- Performance enhancements
- Support for Partner product (R5.2 and R5.3)

R7.0 – “X Model”

- Support reporting on data
- Supported data sources:
 - A
 - B
 - C (candidate)
 - D (candidate)

(Planning)

- Advanced Integrations
- Advanced Analytics Platform and Reporting
- Candidate Features:
 - F
 - G
 - H
 - I

* Dates are targets, subject to product development phase approvals. Last Updated xx/xx/xx

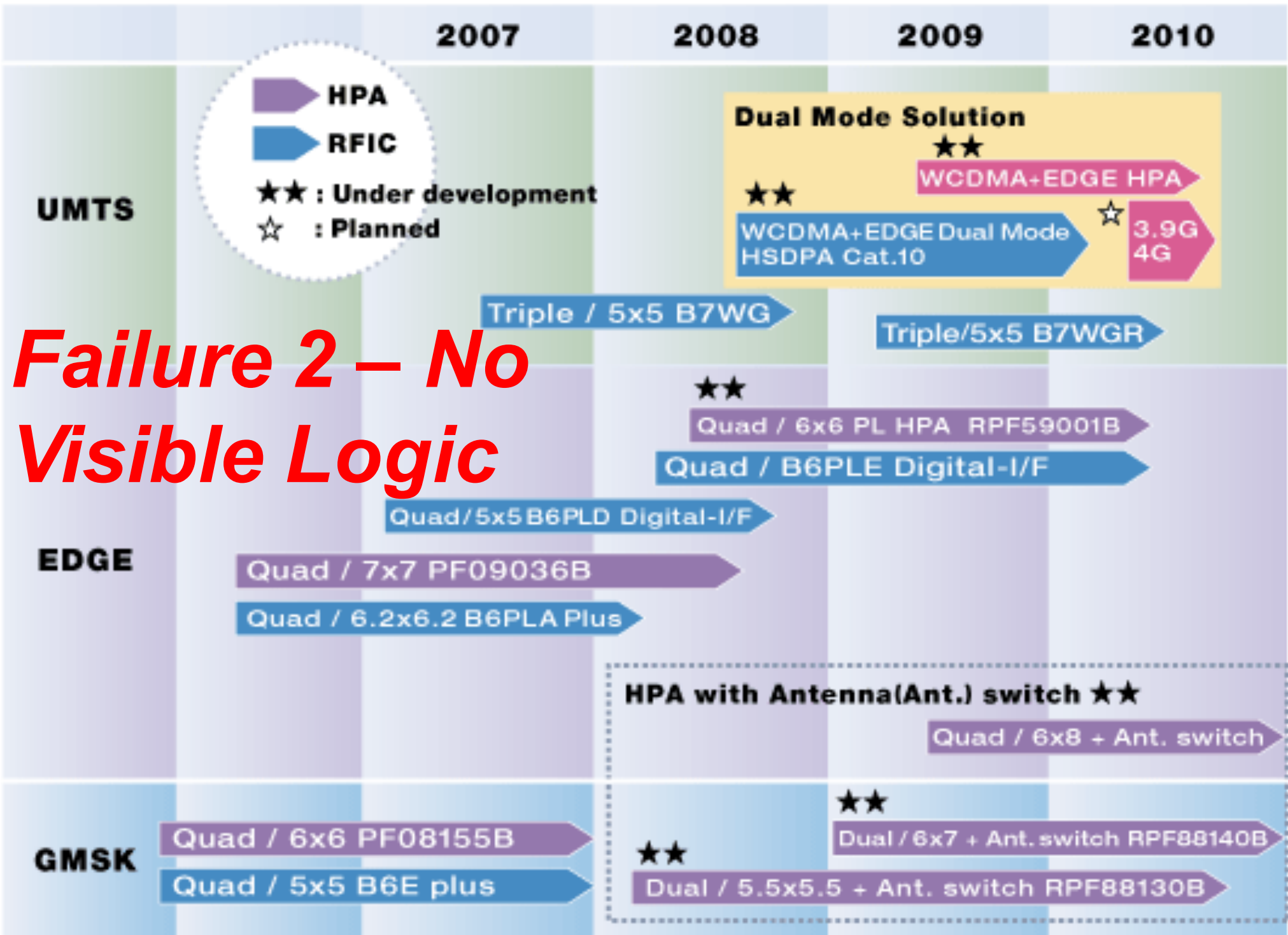
Outline

- Why do most roadmaps fail?
- What is a roadmap?
- What questions should a roadmap answer?
- Strategic, Market-Driven, Collaborative Product Roadmapping
- What are the benefits of collaborative roadmapping?
- How to do it
- Q&A



Failure 1 – Created Unilaterally

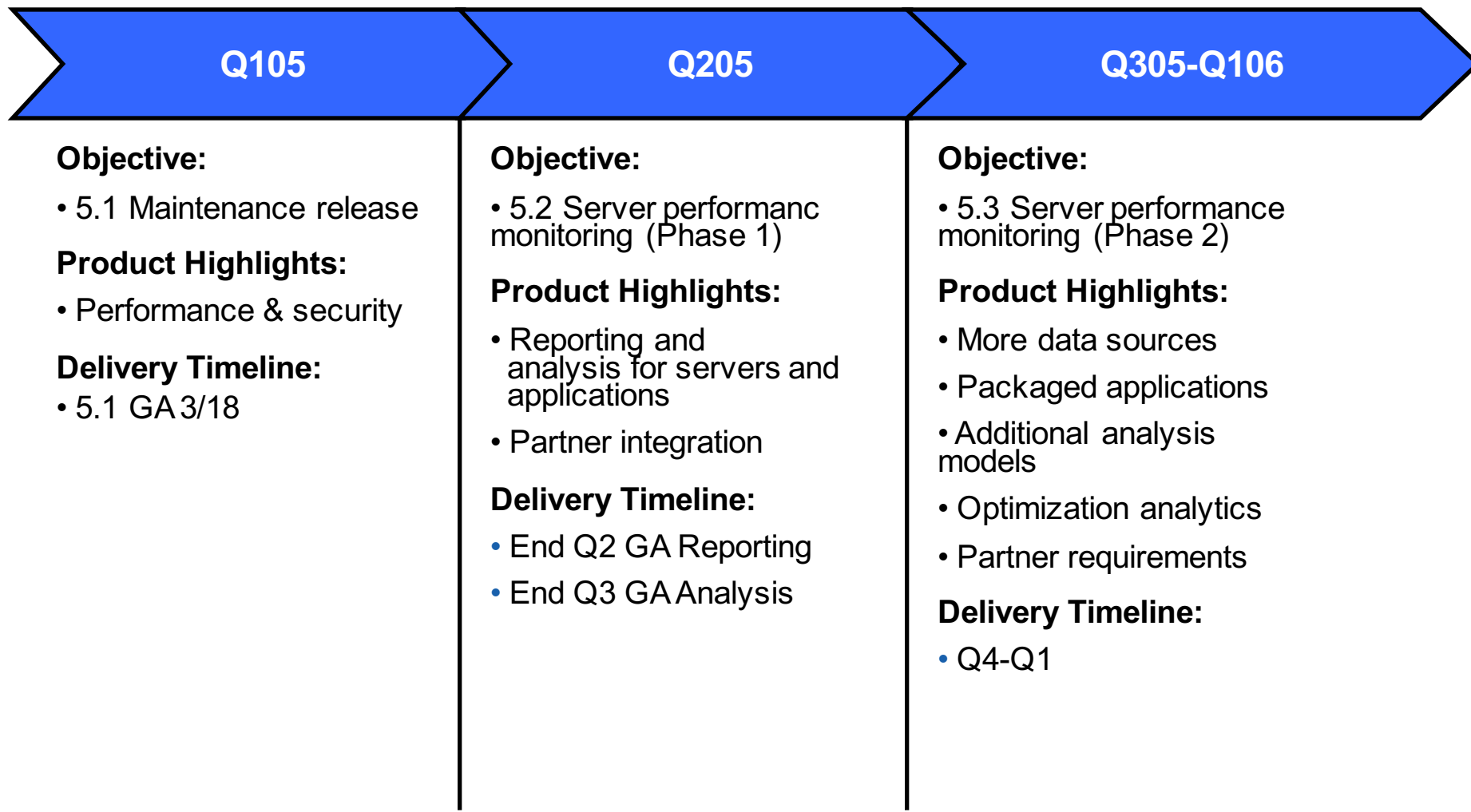




Failure 2 – No Visible Logic

Product Roadmap

Failure 3 – Lists with No Details



***Failure 4 – Poor
input from
Engineering,
Marketing, Sales,
Support, Services,
and Other Key
Stakeholders***



Result = Lack of buy-in

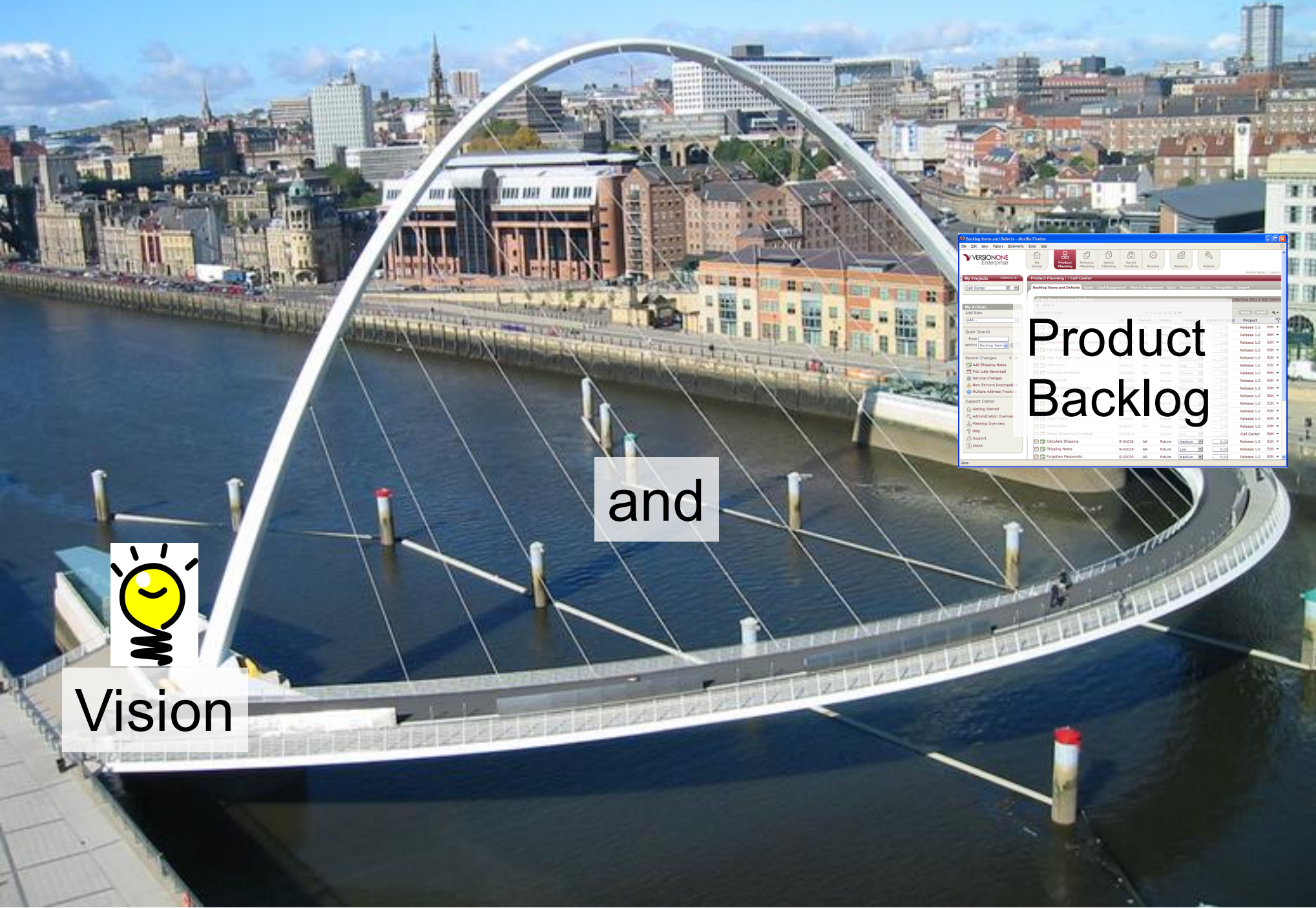


***Roadmap is
DOA***



***Outcome –
Unable to
Execute =
Fail to Deliver***

Roadmaps Bridge the Gap between



VERSIONONE
Enterprise

Product Planning | CAB Center

Backlog Items and Details

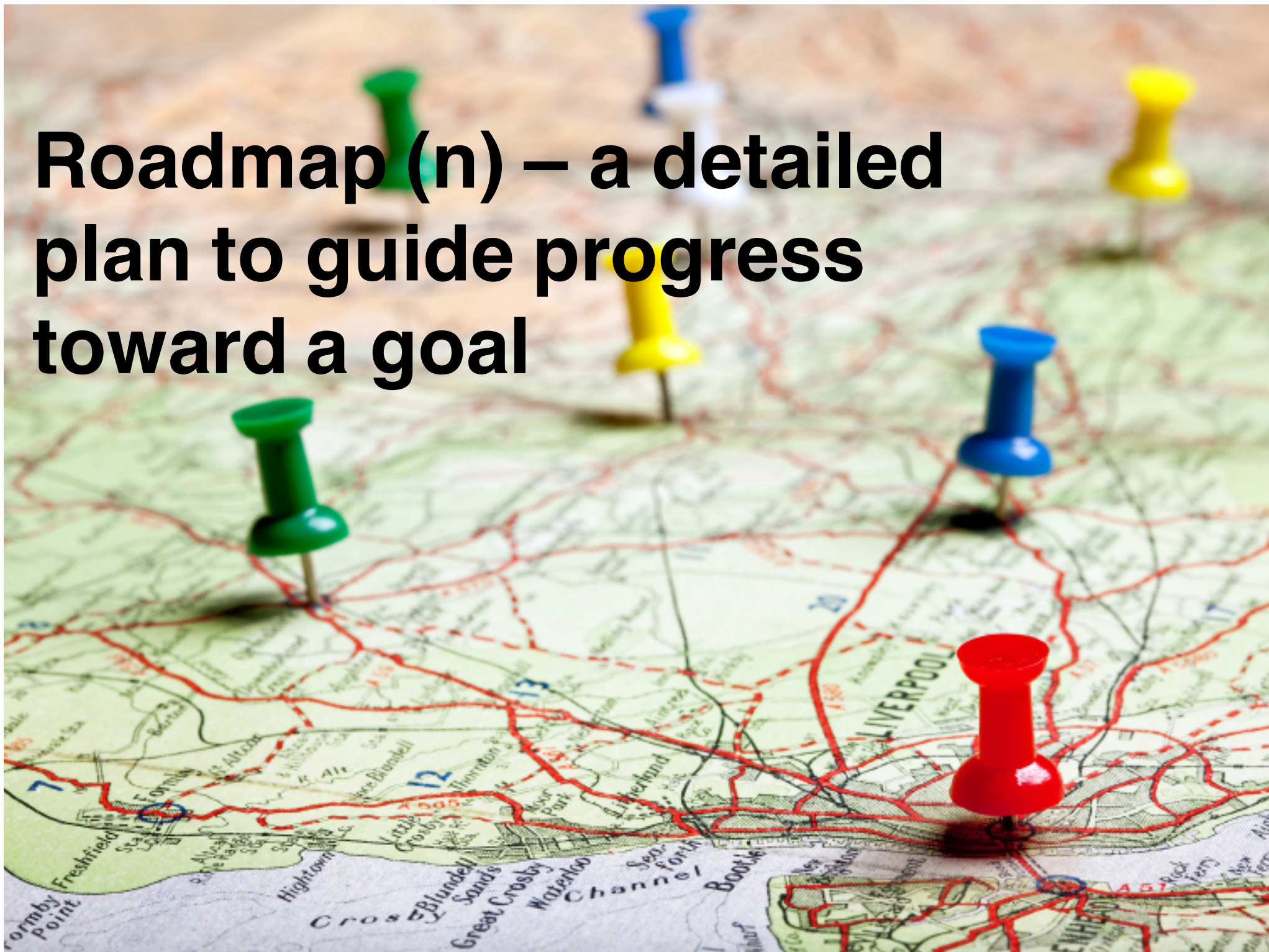
Item ID	Project	Estimate (h)	Priority	Status	Created	Updated
S-01001	Release 1.0	5.00	High	Open	2023-01-01	2023-01-01
S-01002	Release 1.0	5.00	High	Open	2023-01-01	2023-01-01
S-01003	Release 1.0	5.00	High	Open	2023-01-01	2023-01-01
S-01004	Release 1.0	5.00	High	Open	2023-01-01	2023-01-01
S-01005	Release 1.0	5.00	High	Open	2023-01-01	2023-01-01
S-01006	Release 1.0	5.00	High	Open	2023-01-01	2023-01-01
S-01007	Release 1.0	5.00	High	Open	2023-01-01	2023-01-01
S-01008	Release 1.0	5.00	High	Open	2023-01-01	2023-01-01
S-01009	Release 1.0	5.00	High	Open	2023-01-01	2023-01-01
S-01010	Release 1.0	5.00	High	Open	2023-01-01	2023-01-01

and

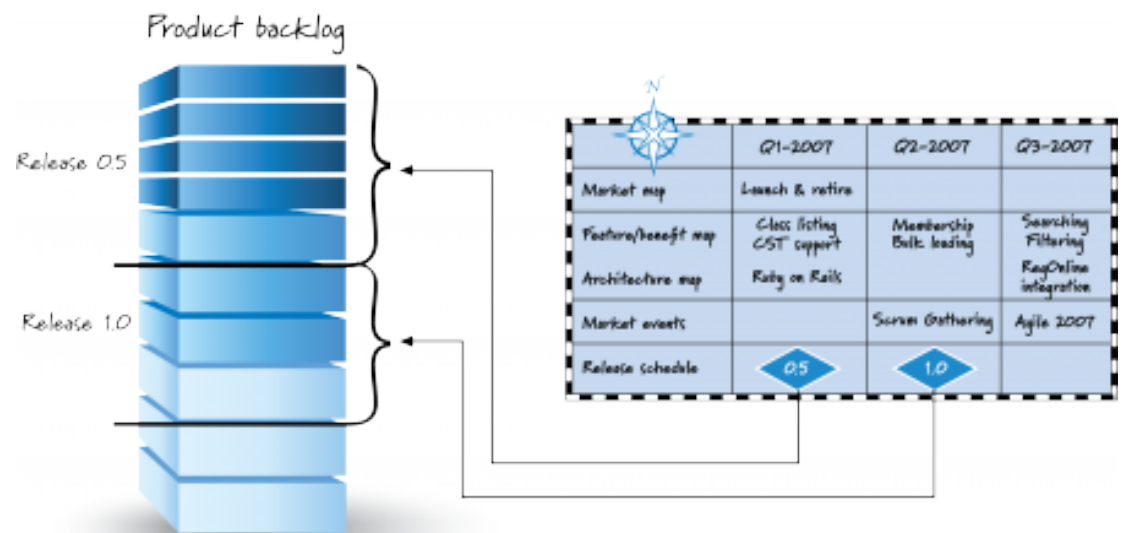


Vision

Roadmap (n) – a detailed plan to guide progress toward a goal



Product Roadmap (n) – a plan that matches short-term and long-term goals with specific technology solutions to help meet those goals.



Quick Disclaimer

- The roadmapping pattern in this session is focused on co-creation of *internal*, executable roadmaps.
- Customer-facing or public roadmaps are typically an *outcome* of the internal roadmap *and* much more generalized, which is fine.

A product roadmap should be...

a *living* document designed to answer key strategic questions.

How big is the market?

What market segments are we targeting?

What do customers need in the next release?

When and how often should we deliver?

What new technologies can we leverage?

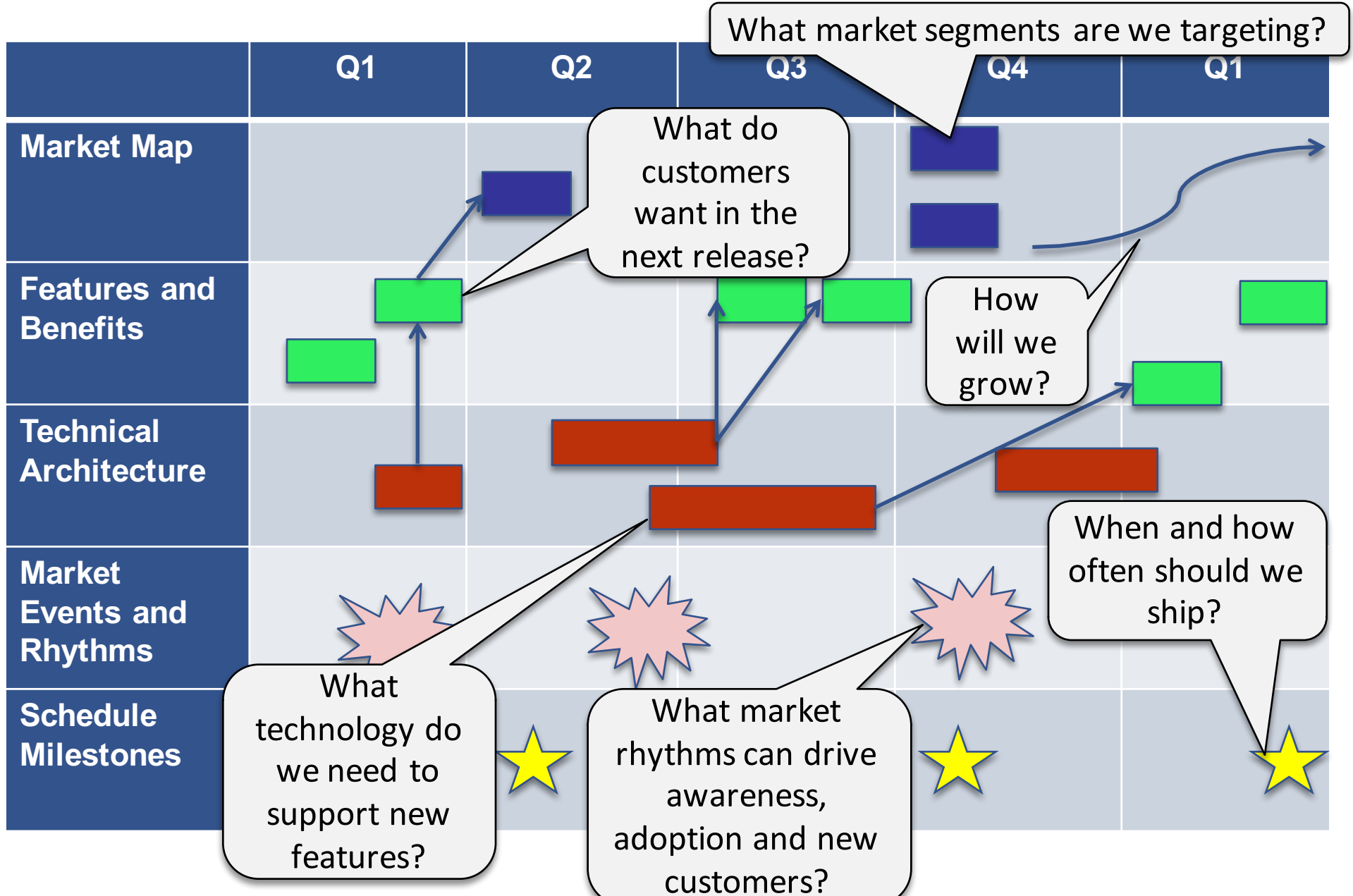
How is our product plan aligned to our marketing plan?

What distribution channel is best for a specific market segment?

What services do we need to support the product?

How are we addressing any technical debt?

Framework for Market-Driven, Strategic, Collaborative Roadmap



Benefit – Generate Stakeholder Alignment



More Benefits

- Aligns strategy with delivery
- Multiple voices heard (see rework.withgoogle.com)
- No more tail-chasing – consensus
- Holistic plan

What does it look like?



- Engage multiple contributors – Inclusive vs. Exclusive

How to do it – Low Tech



How to do it – Schedule enough time



- ❑ Ideal – Full day, Minimum – Half day

How to Do It – Vary Time Periods Aligned to Decreasing Certainty



Months

Quarters

Half Year

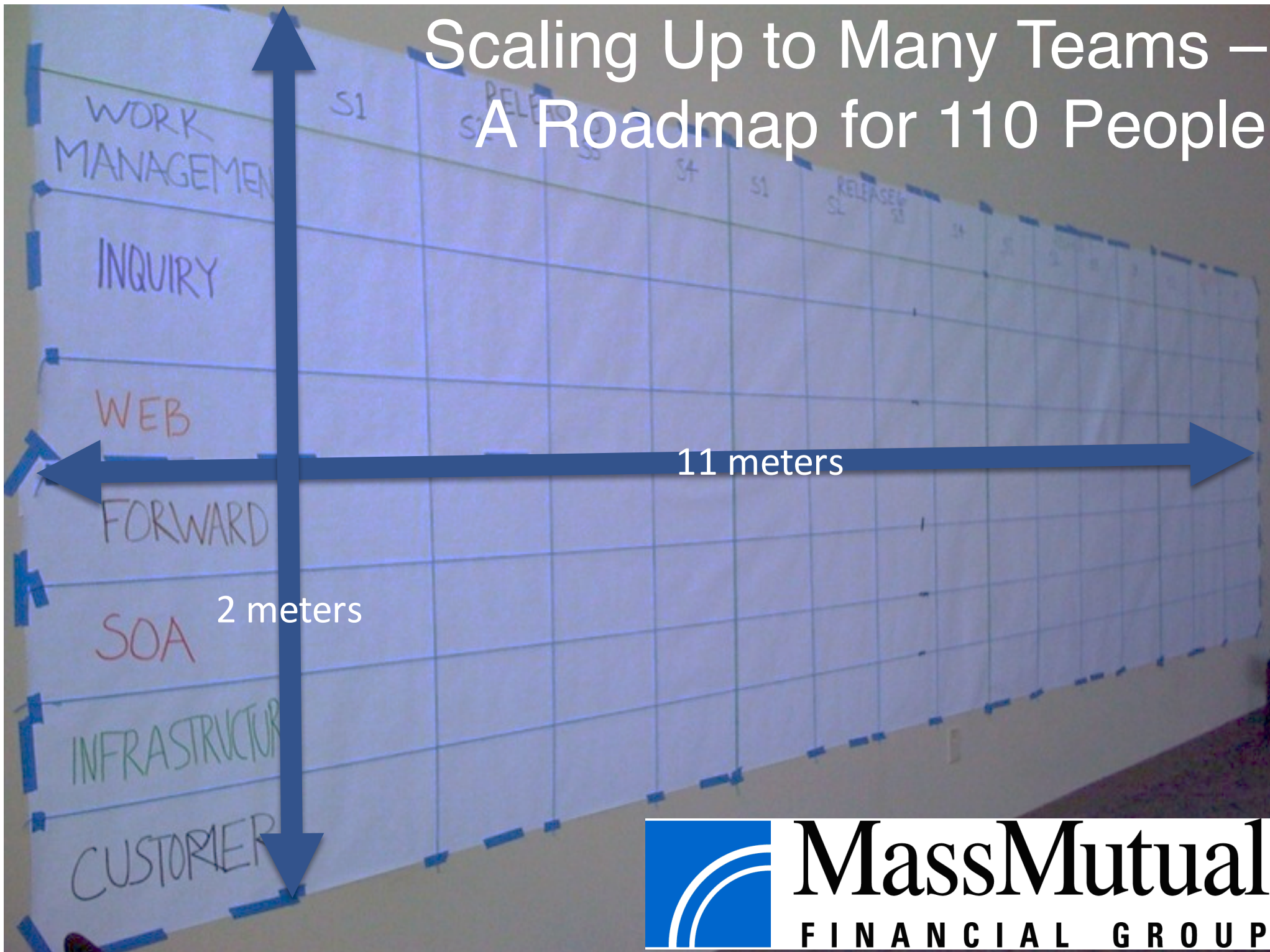


How to Do It – Prepare!

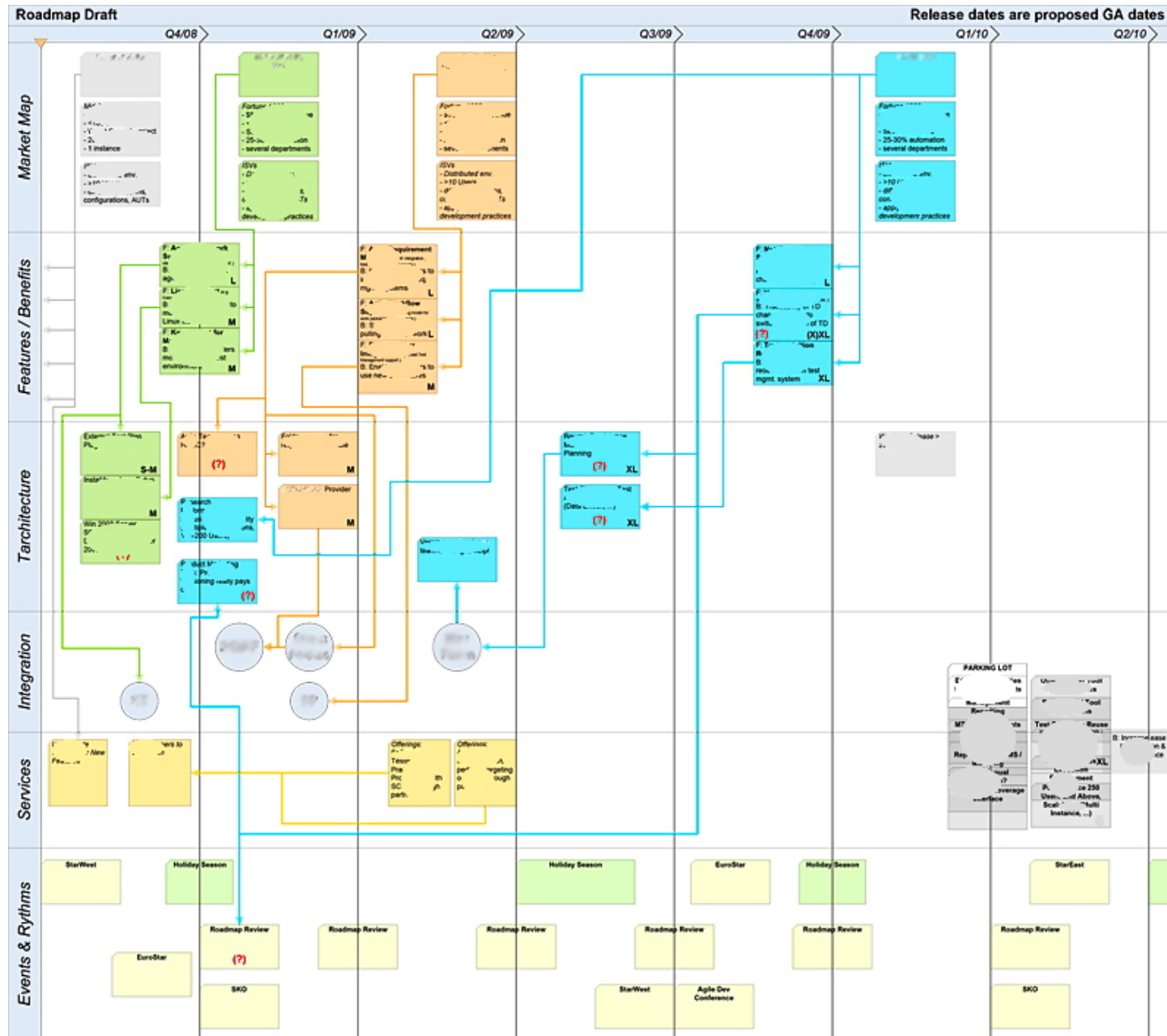


- Invite people early
- Plan the space
- Plan the time
- Prepare the space
- Abundance of supplies
- Food and beverage
- Plan to capture everything

Scaling Up to Many Teams – A Roadmap for 110 People



Sample Digital Roadmap



Template link at end

Collaborating with Customers to Build Roadmaps



Mode: In-person & Online
Timebox: 45-60 minutes

- Innovation Game – Prune the Product Tree
- Goal: Collaborate to identify and sequence the set of features that comprise the product in a holistic manner — and ultimately make better decisions.
- Visit Conteneo.co for more information about this and other in-person and online collaboration frameworks



A group of hikers is seen from behind, walking along a dirt path on a grassy mountain slope. In the distance, there are large, jagged, rocky mountain peaks under a clear blue sky. The hikers are wearing backpacks and some are using trekking poles. The overall scene is bright and sunny.

Questions?

“Plan to Re-Plan”

(Update quarterly)

- Contact information
 - ▣ jtanner @ appliedframeworks.com
 - ▣ @jasonbtanner
- **Templates: appliedframeworks.com/blog/2014/5/1/roadmapping-that-works**
- Thank you for your time and attention!

More Learning

- Spring in Asheville for CSPO!
 - ▣ www.appliedframeworks.com/events
 - ▣ April 19-20
 - ▣ Contact me for referral code
- *The Responsibility Process – Leading and Coaching Workshop with Christopher Avery!*
 - ▣ May 31
 - ▣ Raleigh, NC
- www.CSPFastPass.com
- Contact me to claim 10 Collaboration Architect Credits