



Product and Technology

how to build a killer roadmap!

What's a product roadmap?



A product roadmap is a list of potential future releases that will contribute towards the delivery of your product vision.



Learning





Learning



Acquiring Experience





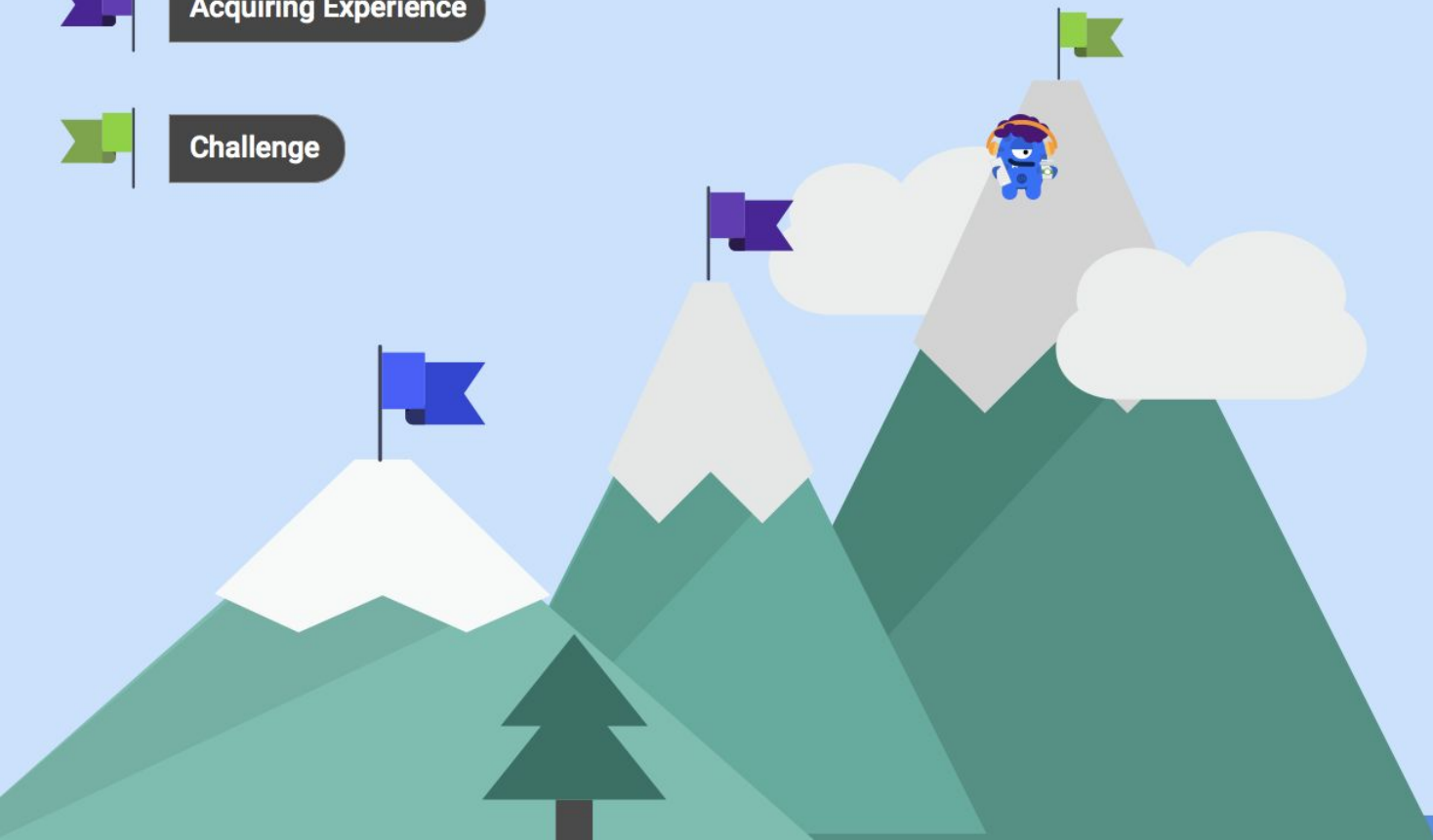
Learning



Acquiring Experience



Challenge





 Learning

 Acquiring Experience

 Challenge

 Consolidation





With a clear product vision in place, an up-to-date product roadmap is a useful tool for all sizes of business delivering innovation through R&D with frequent, incremental releases.



Goals

X



Features

Goal-oriented roadmaps focus on goals or benefits instead and show when which goal will be met. Sample goals are acquiring customers or users, retaining them, increasing engagement, activating users, and generating revenue.

Feature-oriented roadmaps are built on product features such as registration, search, or reporting, which are mapped onto a timeline.



Mature product

Goal-oriented roadmap

Feature-based roadmap

Young product

Goal-oriented, high-level roadmap

Goal-oriented roadmap

Dynamic market

Stable market

	Goal-oriented roadmap	Feature-based roadmap
	Goal-oriented, high-level roadmap	Goal-oriented roadmap



Data-Driven Product Roadmaps:

Choosing the Right Metrics



Customer-Oriented Metrics






- Product usage or adoption
- Percentage of prospects or leads who take a specific action in response to your marketing campaigns (e.g., sign up for a trial, download a white paper, etc.)
- Percentage of users who take specific action in the product itself (e.g., use a given feature)
- Customer retention or churn rate
- Quality (e.g., the number of bugs reported by users, and whether those numbers are going up or down over time)

Business-Oriented Metrics



- Cost to acquire a new customer (CAC)
- Customer lifetime value (LTV)
- Monthly recurring revenue generated by your product (MRR)
- Average revenue per user
- Conversion (e.g., percentage who convert from free-trial users to customers)

THE GO PRODUCT ROADMAP

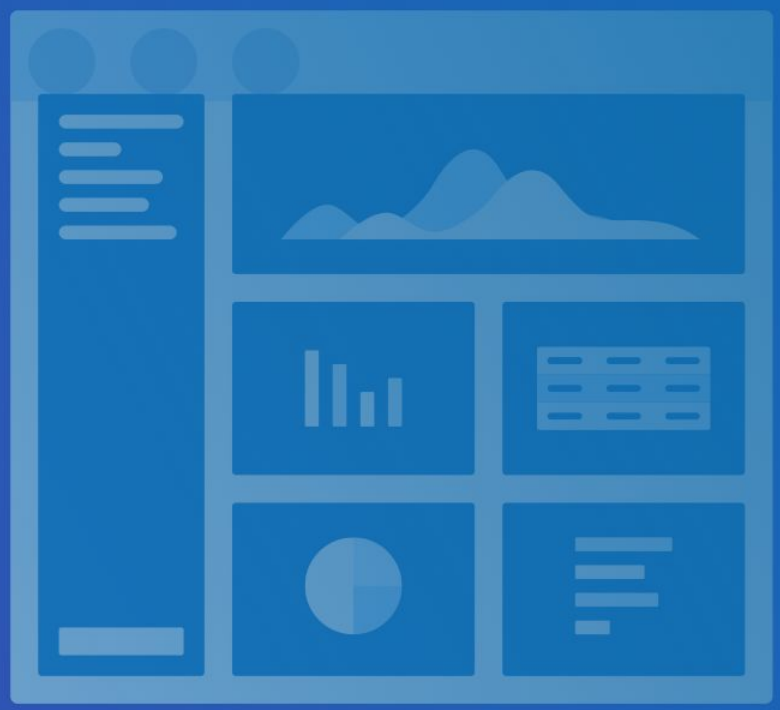
	Date or timeframe	Date or timeframe	Date or timeframe	Date or timeframe
 DATE The release date or timeframe	When will the release be available?			
 NAME The name of the new release	What is it called?			
 GOAL The reason for creating the new release	Why is it developed? Which benefit does it offer?			
 FEATURES The high-level features necessary to meet the goal	What are the 3-5 key features?			
 METRICS The metrics to determine if the goal has been met	How do we know that the goal is met?			



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Rice





- Reach: how many people will this impact? (Estimate within a defined time period.)
- Impact: how much will this impact each person? (Massive = 3x, High = 2x, Medium = 1x, Low = 0.5x, Minimal = 0.25x.)
- Confidence: how confident are you in your estimates? (High = 100%, Medium = 80%, Low = 50%.)
- Effort: how many “person-months” will this take? (Use whole numbers and minimum of half a month – don’t get into the weeds of estimation.)



$$\frac{\text{Reach} \times \text{Impact} \times \text{Confidence}}{\text{Effort}} = \text{Rice Score}$$

From roadmap to backlog



- **Milestones**
- **Agile**
 - Scrum, Kanban
- **Metrics**
 - Throughput
 - Lead time
 - Cycle time
 - Takt time

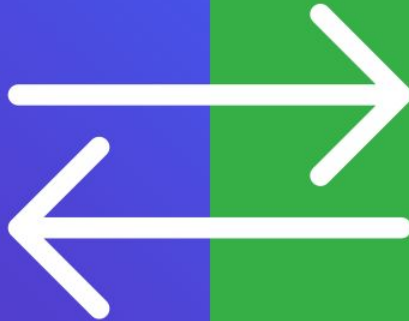


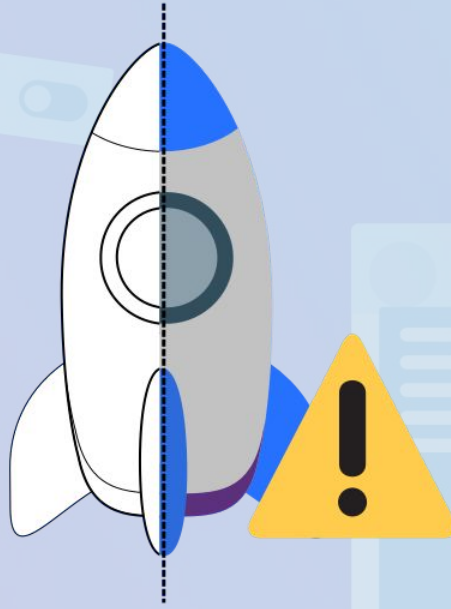
Theory

X



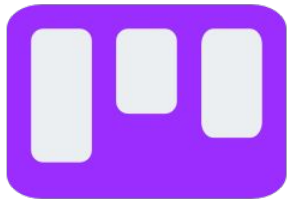
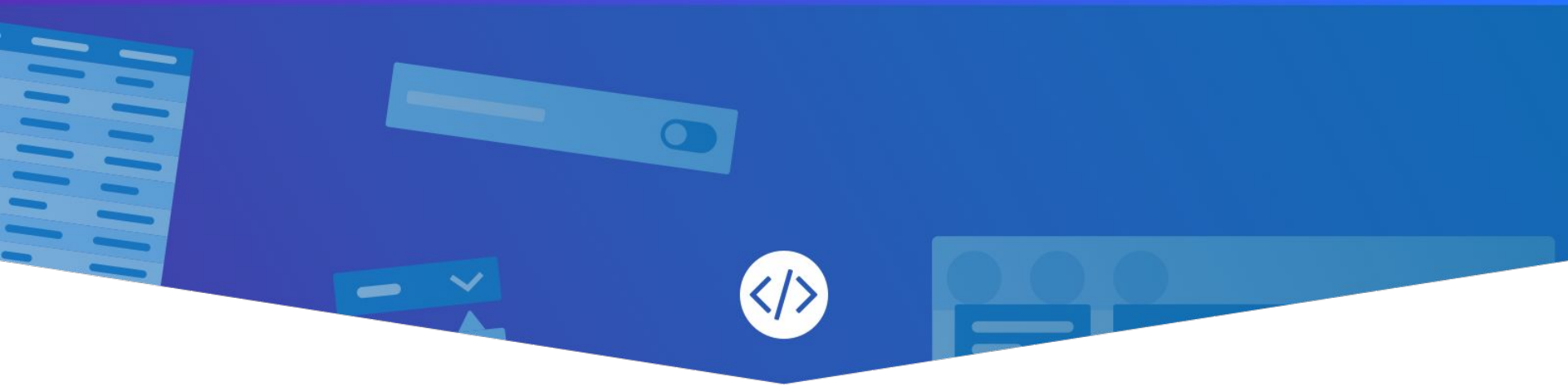
Practice





Plan isn't so easy

But it's important



Kanban



Milestones



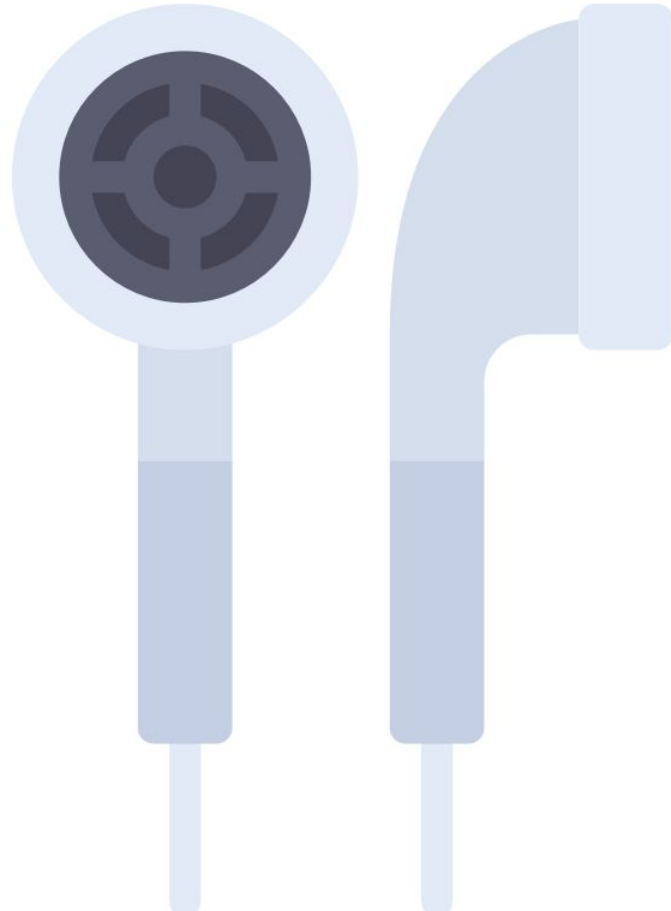
Github Issues



Github Project Boards



Do you hear and get feedbacks of your users?





Code:Nation Example



CODE:NATION

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Common mistakes

- Wrong validation
- Wrong or none metrics
- Lack of communication between Product, Tech and Business
- ...

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Doubts? Let's talk



Links



<https://medium.com/swlh/creating-an-ambitious-and-achievable-product-roadmap-f7bc9e605559>

<https://medium.com/@jobv/the-nearsighted-roadmap-57fa57b5906a>

<https://productcoalition.com/never-prioritize-your-roadmap-based-on-customer-feedback-30a8a5021f97>

<https://blog.intercom.com/rice-simple-prioritization-for-product-managers/>

https://endeavor.org.br/gestao-de-produtos-como-priorizar-o-roadmap-de-iniciativas/?utm_campaign=jornada_2_base_tecnologia&utm_medium=email&utm_source=RD+St+ation

<https://www.productplan.com/data-driven-product-roadmaps-metrics/>

<https://www.romanpichler.com/blog/goal-oriented-agile-product-roadmap/>

<https://dzone.com/articles/goals-vs-features-how-choose>

<https://www.uxpin.com/studio/blog/5-tips-from-5-pms-to-improve-your-product-roadmap/>

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