



Product Roadmap Diagrams

*Diagrams to help you visualise and communicate
your roadmap to your business*



Idea analysis

Ideas are analysed using impact to the business vs. effort where impact means value added to the business / achieving your strategic goals and effort is development / management effort involved. Quick wins and invaluable items are easily identifiable using this framework



Impact
High

Idea 2

Idea 1

EASY WINS

BIG BETS

Effort
Low

Idea 3

Idea 4

High

Idea 5

NOT VALUABLE

Low

AVOID

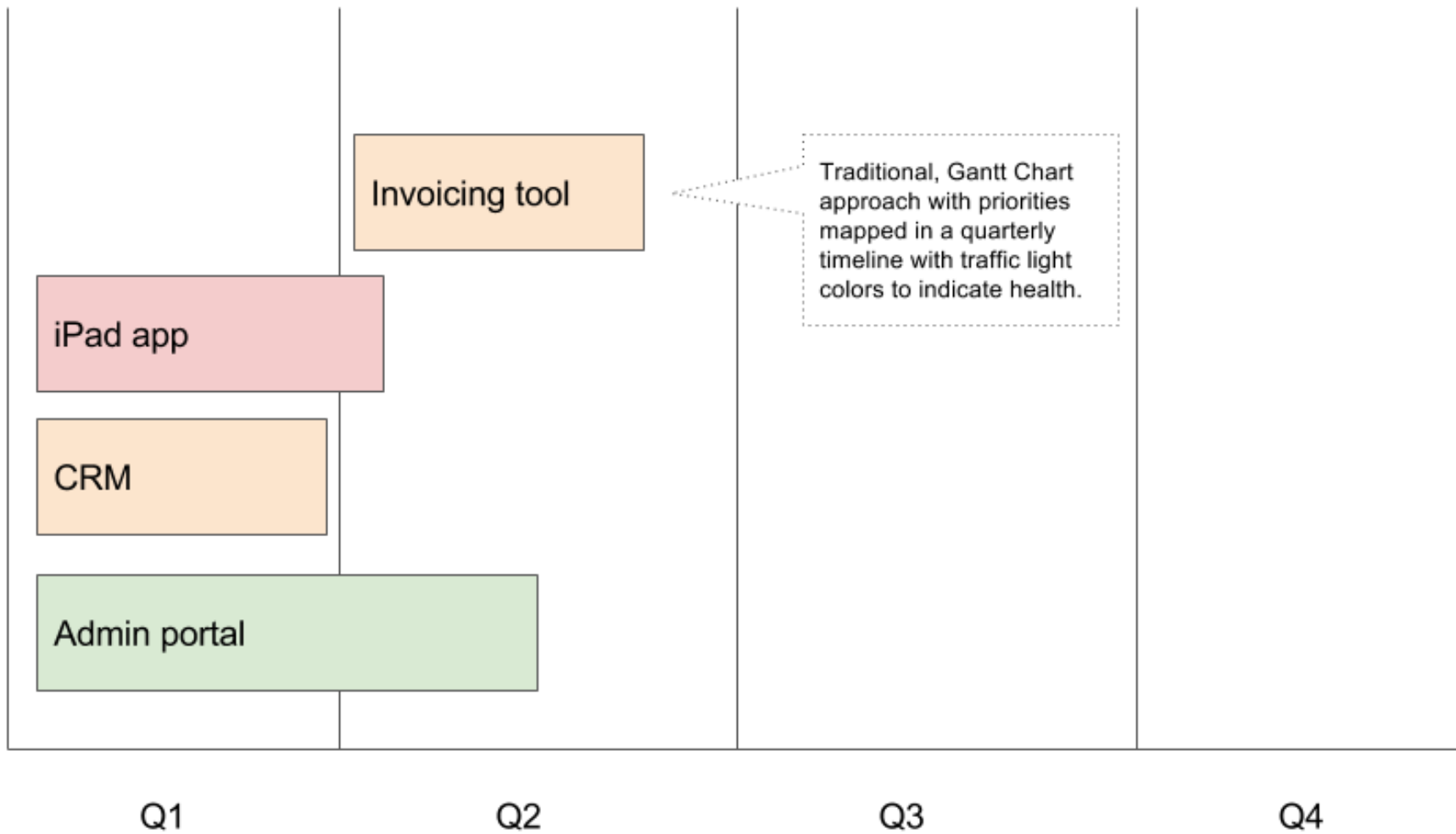


Traffic lights

Upcoming features and projects are plotted on a traditional Gantt Chart to allow the business to have greater visibility of ongoing priorities. The Y axis plots the priority level and the X axis plots estimated time when development begins. A traffic light system is used to indicate overall health of the feature / project.



High priority





Theme based

Your roadmap is split into larger themes e.g. customer retention, making it easier to visualise what part of the business each of the features relate to. Color coding according to each theme also helps to differentiate between the features. High level detail of each feature is preferable to delving into specifics. Specific details should be kept on a separate slide for each features.



Current

Time expressed as 'current, near term and future' to avoid exact date estimations.

Theme: Customer service support

- Dashboard support
- Reporting and analytics
- Ability to export user data

Theme: Increase engagement

- Email marketing
- SMS alerts

Near term

Theme: User growth

- iPhone app
- 1 click shipping

Themes explicitly called out for each piece of work

Future

Theme: Enterprise

- API integrations
- Reporting dashboard



Goal based

Every business and product team should have clearly defined goals or objectives and key results (OKRs). This roadmap allows you to clearly demonstrate to stakeholders and your team how each of your key initiatives links explicitly back to the goals you're trying to achieve. OKRs are typically time bound so this should be included in the roadmap as a clear marker.

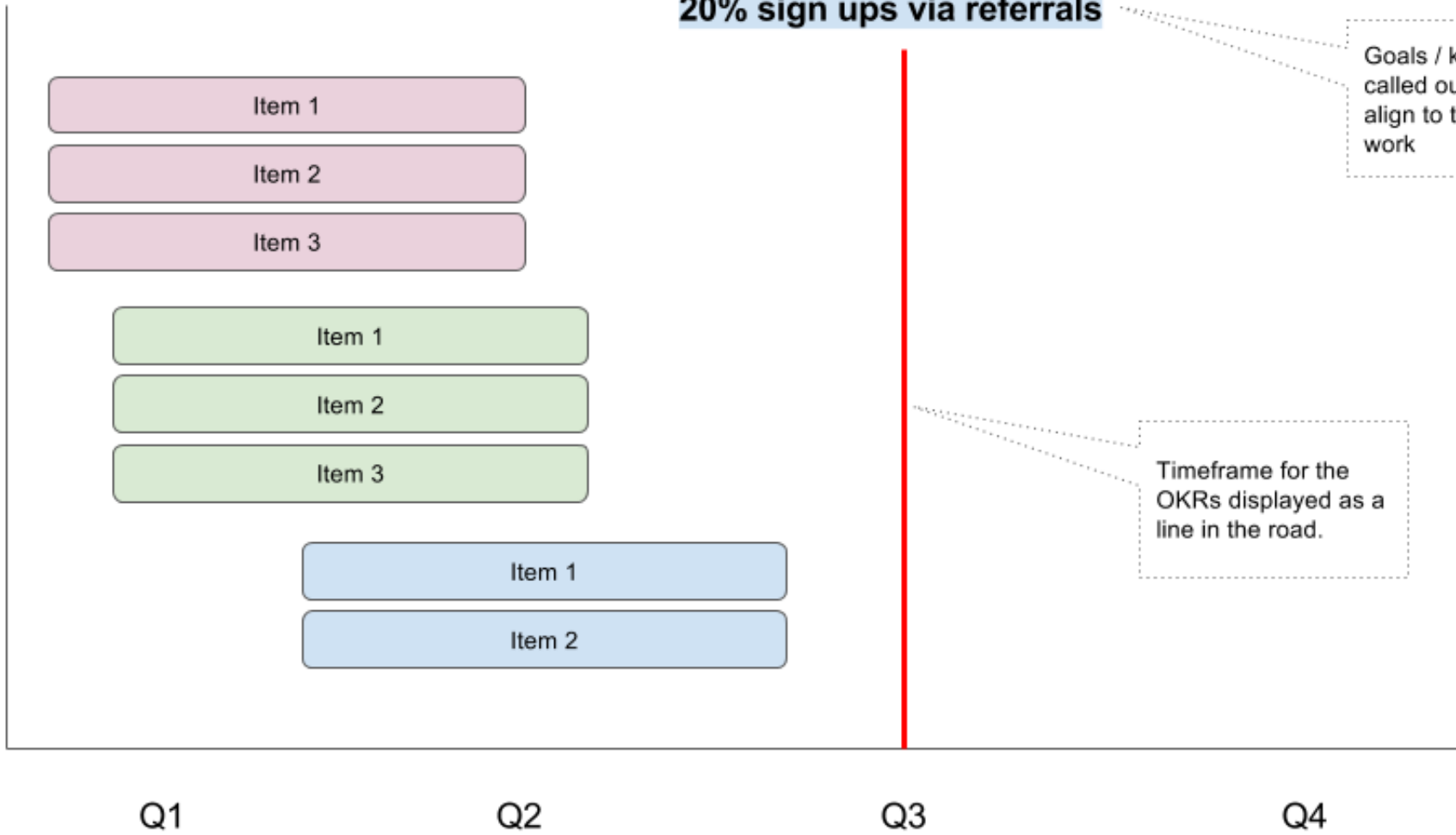


Goals / OKRs

5000 new users
£20k in revenue
20% sign ups via referrals

Goals / key results
called out and colors
align to the pieces of
work

Timeframe for the
OKRs displayed as a
line in the road.





Dashboard

You don't have to use an off the shelf roadmap solution for it to be a viable way to communicate your product strategy. Using the dashboard technique often employed by engineers, this roadmap is a customisable dashboard on which you can add your key goals, priorities and metrics. This works particularly well as a physical board.



Quarterly goals

1. Goal 1
2. Goal 2
3. Goal 3

Just shipped

Item 1

Item 2

Item 3

KPIs

\$50
CPA

Analysis

Item 1

Item 2

Item 3

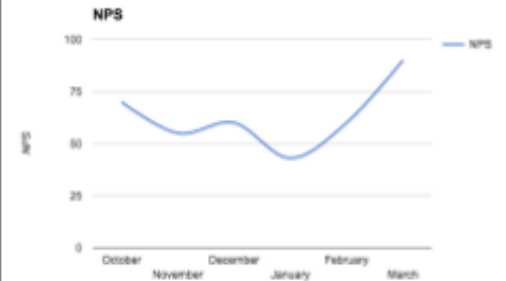
Current

Item 1

Item 2

Item 3

Organic roadmap, updated every sprint. Each segment of the dashboard bespoke to the product / business. Agreed with stakeholders to contain KPIs



Discovery

Item 1

Item 2

Item 3

Prioritised

Item 1

Item 2

Item 3

\$500
LTV



Discovery & delivery

The discovery & delivery roadmap makes a visual distinction between the items that have been agreed and have been clearly scoped out (delivery) vs. the pieces that are in 'discovery' mode where the requirements are not yet clearly defined and you're yet to make final decisions.



Delivery

Ecommerce platform
New ecommerce platform with payments integrated

Mobile app
Mobile app for ecommerce

BAU
Business as usual items

Roadmap split into 'delivery' and 'discovery' to communicate what's being delivered vs. what is still in analysis.

Discovery

CRM
Tool for sending emails and user segmentation

Payments
New payment provider incl. Mobile payments

H1 and H2 (half 1 and half 2) to give a rough indication of estimated completion dates.

H1

H2



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