Roman Pichler’s
Agile Product Roadmap Tutorial
About Roman

• Agile product management and Scrum consultant, trainer and author with over 10 years experience in
  – Teaching and coaching product managers, product owners, business analysts, and project managers
  – Helping companies apply agile practices to achieve business success

• Business owner and product manager
  – I walk my own talk

One of my books

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Introduction
What is a Product Roadmap?

• A product roadmap is a high-level plan that shows how a product is likely to evolve.
• It typically covers several major releases or product versions.
The Benefits of a Product Roadmap

- Continuity of purpose
- Stakeholder alignment and collaboration
- Prioritisation
- Helps with portfolio management
- Umbrella for the product backlog
Common Roadmap Mistakes

• View it as a hard-and-fast plan or a commitment.
• Focus too much on features.
  – Makes it hard to achieve agreement and the roadmap more volatile.
• List largely unrelated features to please individuals.
• Create a roadmap when you cannot look beyond the next major release.
Agile Roadmap Challenges

• Creating a realistic roadmap when markets and technologies change frequently and unexpectedly.

• Building a longer-term plan when agile teams commit to no more than four weeks.

• Unclear how the product roadmap and the product relate.
  – Do they compete with or complement each other?
Creating an Agile Product Roadmap
Let’s Look at an Example
How do We Get to the Roadmap?
First Create and Validate a Product Strategy
# The GO Product Roadmap

<table>
<thead>
<tr>
<th><strong>Date</strong></th>
<th>When will the release be available?</th>
</tr>
</thead>
<tbody>
<tr>
<td>The launch date or timeframe</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Name</strong></th>
<th>What is it called?</th>
</tr>
</thead>
<tbody>
<tr>
<td>The name of the new product version or major release</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Goal</strong></th>
<th>Why should it be developed?</th>
</tr>
</thead>
<tbody>
<tr>
<td>The reason for creating the new version</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Features</strong></th>
<th>What are its key features?</th>
</tr>
</thead>
<tbody>
<tr>
<td>The high-level features necessary to meet the goal</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Metrics</strong></th>
<th>How do we know the goal has been met?</th>
</tr>
</thead>
<tbody>
<tr>
<td>The metrics/KPIs to determine if the goal has been met</td>
<td></td>
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</tbody>
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# A Sample GO Roadmap

<table>
<thead>
<tr>
<th></th>
<th>3rd quarter</th>
<th>4th quarter</th>
<th>1st quarter</th>
<th>2nd quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Version 1</strong></td>
<td></td>
<td></td>
<td><strong>Version 2</strong></td>
<td><strong>Version 3</strong></td>
</tr>
<tr>
<td><strong>Acquisition:</strong> Free app</td>
<td><strong>Revenue:</strong> in-app purchases</td>
<td>Retention</td>
<td><strong>Acquisition:</strong> New segment</td>
<td></td>
</tr>
</tbody>
</table>
| **• Basic game functionality**
**• Multiplayer**
**• FB integration** | **• Purchase dance moves**
**• Create new dances** | **• New characters and floors**
**• Enhanced visual design** | **• Street dance elements**
**• Dance competition** |
| **Downloads:** top 10 dance app | At least 10% of users make one in-app purchase | Daily active players, session length | Downloads |
The GO Roadmap Template

# THE GO PRODUCT ROADMAP

<table>
<thead>
<tr>
<th>DATE</th>
<th>Name</th>
<th>Goal</th>
<th>Features</th>
<th>METRICS</th>
</tr>
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<tbody>
<tr>
<td>Date or timeframe</td>
<td>Name/Version</td>
<td>Goal</td>
<td>Features</td>
<td>Metrics</td>
</tr>
<tr>
<td>Date or timeframe</td>
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<td>Goal</td>
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<td>Name/Version</td>
<td>Goal</td>
<td>Features</td>
<td>Metrics</td>
</tr>
</tbody>
</table>

Tips for Creating the GO Roadmap

- Tell a convincing and realistic story.
- Have the courage to say no.
- Keep your roadmap simple and easy to understand.
- Create buy-in by involving key stakeholders.
- Choose a realistic timeframe.
- Determine the right innovation cadence.
- Prioritise date vs. goal.
- Derive features from goals.
- Use helpful metrics.
The Roadmap Creation Workshop

- Involve key stakeholders
- Validated value prop & biz model
- 2-4 hours
- GO Roadmap

Product Owner
Dev Team Members
Marketer
Sales Rep
Mgmt Sponsor
The Roadmap and the Backlog

GO Product Roadmap

Strategic

Tactical

Goals for several major releases

Details for the next major release

Product Backlog
Managing the Roadmap
Roadmap Review and Update

• Your roadmap is not a fixed plan; it will change.
  – New ideas come up, progress is not as anticipated, the market and the competitive landscape change.
  – The changes may be small or big.

• Regularly review and update your roadmap.
  – The more change and uncertainty there is, the more frequently you should you check your roadmap.
  – Tip: Start with monthly reviews and adapt.
  – Involve development team members and key stakeholders to leverage their knowledge and to create buy-in.
Incremental Changes

- Incremental changes help you implement your existing product strategy. This assumes that your strategy is valid.
- Examples are revising a goal, changing a date or a feature, and adjusting the metrics.
Big Changes

- Big changes are needed when the strategy that was used to create the roadmap is no longer valid.
  - You want to address a new market segment and new needs, for instance, or you experience a *pivot*.
- Your existing roadmap is no longer valid.
Roadmap Ownership

Product Owner

owns and manages

GO Roadmap

Contribute

Stakeholders

Contribute

Development Team Members

Contribute
More Info
Attend my Training Course

Roman Pichler’s Agile Product Strategy and Roadmap Course

This training course teaches powerful strategic product management practices. Developing an effective agile product strategy and a compelling agile product roadmap. It is ideal for product owners who want to learn more about the strategic work that precedes and complements the product backlog, and for product managers who would like to understand how a product strategy and roadmap are best created and managed in an agile context. This training integrates Lean Startup, Business Model Generation and Scrum concepts with Roman’s techniques and tools.

LEARN MORE

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Register at http://www.romanpichler.com/training-courses/
You can find more info on agile roadmaps at:
romanpichler.com/tools/product-roadmap

I look forward to your feedback and questions:
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@romanpichler