

GETTING STARTED WITH OUTCOME-BASED ROADMAPS

WHEN STAKEHOLDERS ARE ATTACHED TO FEATURE-BASED PLANS

1

SET AN OUTCOME FOR THE NEXT THREE MONTHS

- Describe the impact you want to create.
- Make the outcome specific and measurable.
- Involve stakeholders and dev team members in the goal-setting process.

2

USE THE OUTCOME TO SELECT THE RIGHT FEATURES

- Only accept features that help you meet the outcome.
- Use the outcome to focus the product backlog and determine its items.

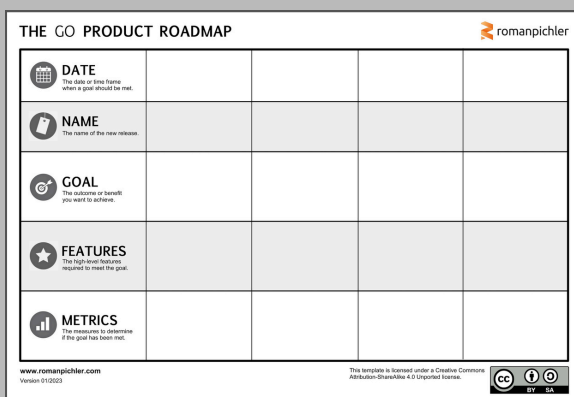
3

REVIEW THE APPROACH

If working in a goal-direct way has not been entirely successful or if the buy-in from management and stakeholders is still low, continue with step 1. Otherwise, proceed to step 4.

4

BUILD AN OUTCOME-BASED PRODUCT ROADMAP



THE GO PRODUCT ROADMAP		romanpichler			
DATE <small>The date or time frame when a goal should be met.</small>					
NAME <small>The name of the new release.</small>					
GOAL <small>The outcome or benefit you want to achieve.</small>					
FEATURES <small>The high-level features required to meet the goal.</small>					
METRICS <small>The measures or indicators of the goal that have been met.</small>					

For the next six to twelve months using a template like my GO Product Roadmap shown on the left.

DOWNLOAD THE TEMPLATE AND LEARN MORE AT:
WWW.ROMANPICHLER.COM

