











# ROMAN'S PRODUCT STRATEGY FRAMEWORK

FRAMEWORK ELEMENTS	VISION 	PRODUCT STRATEGY 	PRODUCT ROADMAP 	PRODUCT BACKLOG 
<b>INFORMATION PROVIDED</b>	<p>What is the product's purpose, the positive change it should bring about?</p> <p>Inspiring, concise vision statement or slogan that is ambitious, ethical, shared, enduring.</p>	<p>What is your approach to realise the vision and make the product successful?</p> <ul style="list-style-type: none"> <li>• User and customer needs</li> <li>• Market</li> <li>• Stand-out features</li> <li>• Business goals</li> </ul> <p>Must be validated with appropriate data.</p>	<p>How will you implement the strategy over the coming months?</p> <ul style="list-style-type: none"> <li>• Product goals (outcomes); aligned with needs and business goals in the strategy</li> <li>• Timeframes or dates (on internal roadmaps)</li> <li>• Selected features</li> <li>• Metrics</li> </ul>	<p>What needs to be done to deliver the next product goal?</p> <ul style="list-style-type: none"> <li>• Product goal copied from roadmap</li> <li>• Items like:                             <ul style="list-style-type: none"> <li>○ Epics, user stories</li> <li>○ Workflow diagrams</li> <li>○ Non-functional requirements</li> <li>○ Mock-ups and sketches</li> </ul> </li> </ul>
<b>TIMEFRAME</b>	5-10 years	Product life cycle stage or less	12 months (for digital products)	2-3 months depending on the product goal
<b>REVIEWS</b>	Review once per product life cycle stage.	Inspect and adapt the product strategy every three months.	Inspect and adapt the product roadmap every three months.	Inspect and adapt the product backlog every sprint.
<b>TOOLS</b>	 PRODUCT VISION BOARD  PERSONA TEMPLATE (OPTIONAL)		 GO PRODUCT ROADMAP	 PRODUCT CANVAS (OPTIONAL)
<b>PEOPLE</b>	 <p>LEADS: Product Person, Key Stakeholders, Dev Team Reps, Scrum Master</p> <p>FACILITATES: Product Person, Dev Team Members, Scrum Master</p>			 <p>Product Person, Dev Team Members, Scrum Master</p>