Creating a Product RoadMap

Planning for Version 1.0 and Beyond

In The Beginning...

You started with requirements and functional specification

What needs to be in version 1.0? 1.1? 2.1?

MVP

- Minimum Viable Product

- A Good 1.0 Goal

- Key Features with focus on functionality over delivery

But it has to be pretty...

- Beauty is in the eye of the beholder

- You need a general solution, not your ideal

- What about feedback?

- 80% of your time on a throw-away or something that will change

Core vs. Secondary Functionality

- Refer back to the main problem and ideal user

- Does this address the issue?

- Or is it convenient or a "helper?"

- Can it wait?

Examples of Core Functions

- User ability to enter data

- The "Happy Path"

- Clean Data Processing

- Usable output (not necessarily pretty)

Non-Core Functions

- Preferences/User Customization

- Perfectly worded errors, notifications, and emails

- Pixel perfect layouts

- Beautiful Reports

Building The Roadmap

- Provide a place for "future" enhancements

- Prioritize features

- Use Feedback to make aesthetic changes

- New features from real users

Point Releases

- "Hidden" Fixes

- Minor improvements

- Focus on corrections to existing system rather than new items that change how users work

- Tight/Specific release dates (day/week)

Working is Better

- Simple feature sets that work are better than complex ones

- Pretty is rarely understood until it is implemented

- However, architecture is key (scalability and maintainability)

Major Releases

- Should be a noticeable change to users

- Can be a UI overhaul, but do not overdo it

- Might be vague dates (month or quarter)

Remember The Basics

- Do not forget documentation

- Testing scope and impact

- Improve these along the way as well (scripting, automation, templates)

Layout The Roadmap

- Start at Annual Scope and major features

- Break it down into quarterly targets and items

- Further details should lead to milestones, deliverables, and releases

A Roadmap is For You and The Customers.

Share It

Hit The Dates To Earn Respect and Trust

Thank You!

I appreciate your time.

Please send any questions, comments, or requests for assistance to info@develpreneur.com or contact us on the site.

Our goal is making better developers everywhere and at all levels.