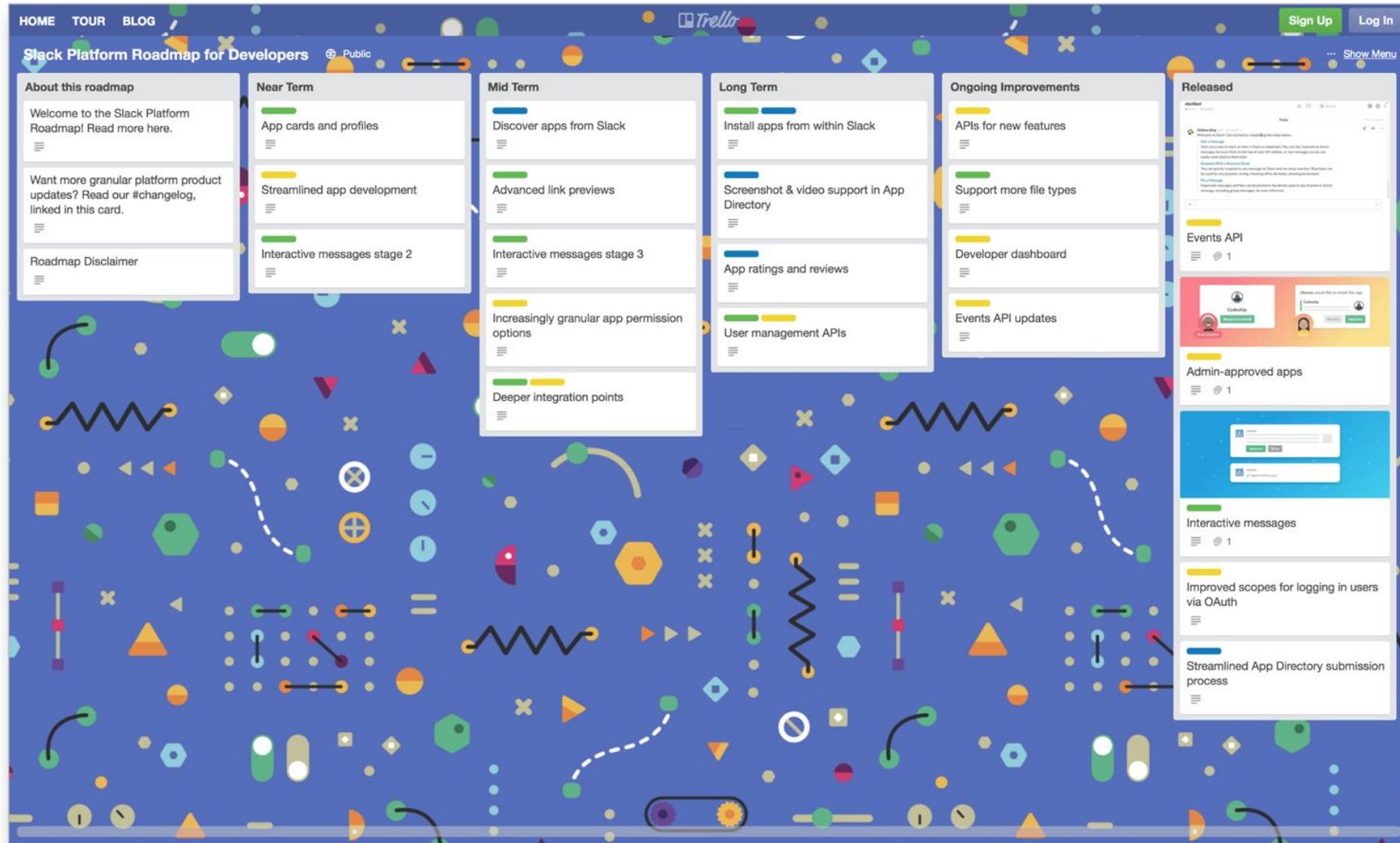


Example of how Slack uses this.



Outcome based product roadmap

Resource allocation	Outcome we are seeking	May	June	July	August	Q3 2017	Q4 2017
	<eg: reduce user churn>	<more granular goals>				<longer term goals based on outcome>	

Example of outcome based roadmap

The second column describes the business outcome the company is looking for and what general class of work is planned to achieve that outcome. We would call these "themes."

Definition of the next major effort, however, is explicitly postponed until customer feed-back from the previous work can be assessed and new priorities set.

When this roadmap was composed, the September customer development work was already complete, allowing good definition of the work planned for the next two months.

Investment in infrastructure is explicitly called, but note the outcome is described as a business benefit: "to iterate and differentiate faster."

The first column indicates the percentage of resources allocated to each outcome.

Outcome road map through next summer							
	Outcome we're seeking	September	October	November	December	Q1 2017	Q2 2017
	Launch new features/service to increase ASP	RE customer development	Send individual cards	Send cards en masse		Launch 2nd major feature/service to increase ASP	Launch 3rd major feature/service to increase ASP
60%	Improve Prof & Ent plan features to increase ASP			Quick changes to drive Prof/Ent plan adoption		Improved auto / campaigns via Programs 2.0	
	Improve team functionality to increase ASP			Team lead cust dev	Launch features to drive greater Team Lead adoption		
15%	Improve long-term product usage	Quick customer-facing wins & top bug fixes					
15%	Invest in infrastructure efforts that will allow us to iterate & differentiate faster	Rebuild dashboard in React		Rebuild additional parts of app in React (as needed for other improvements) Launch features/enhancements that leverage data science/ML			
10%	Increase % of new trials fully onboarded	Build new onboarding testing framework	Continuous iterative improvements to onboarding flow				

Some near-term work is described very specifically because it is well-understood. Later work is described in more general terms, reflecting the reality that priorities will change.

Many companies divert resources for critical customer complaints or demands out of necessity. Planning for it on your roadmap makes room for that work without disrupting your plans and commitments.