Agile Product Roadmaps

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About Roman

- Product management consultant, teacher, and author
  - 15 years experience in teaching and coaching product managers and helping companies establish an effective product management function
  - Specialised in agile and in lean practices
- Business owner and product manager
  - I try to walk my own talk

My books

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What is a
product roadmap?

Source: Google Maps

The Product Roadmap Defined

- A product roadmap is an actionable plan that shows how a product is likely to evolve.
- It typically covers several major releases or product versions.

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Roadmap Benefits

- Provides a continuity of purpose
- Facilitates stakeholder collaboration
- Helps with prioritisation
- Unburdens the product backlog
- Helps acquire a budget
- Supports portfolio management

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My Roadmapping Tips

Focus on Goals, not Features

Date	The release date or timeframe.
Name	The name of the new major release.
Goal	The reason for creating the new release.
Features	The high-level features necessary to meet the goal.
Metrics	The metrics to determine if the goal has been met.

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Derive the Product Backlog from the Roadmap

Product Roadmap

Strategic plan: describes how the product is likely to grow across several product releases.

Product Backlog

Tactical tool: provides the details, including epics and user stories, that have to be implemented to create one or more releases.

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Do the Necessary Prep Work

Validated
Product Strategy

Realistic
Product Roadmap

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Roadmap with the "Players"

Source: C. Eden and F. Ackermann, Making Strategy.

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Decide Who Owns the Roadmap

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Determine Cost Top-Down

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Regularly Review the Roadmap

	Dynamic market	Stable market
Mature product	Review quarterly	Review every 3 to 6 months
Young product	Review monthly	Review quarterly

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The End.

Thank You!

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I look forward to your questions:

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