

Product Research Roadmap

The Problem

- Creative, product, and technical team members need to stay informed on research efforts so that scope, dependencies, and other details can be confirmed
- Too many topics to cover in weekly calls to have a detailed research update

My Approach

- I created a visual document of planned research studies in collaboration with experimentation and design partners
- As a unit, we reviewed upcoming months & quarters, monitoring capacity and impact of our work
- I maintained official documentation of studies while keeping this more visual document up to date for the working team to active discussion on our research studies
- I find that a team which helps lay the bricks with their own hands has greater trust in the wall—in this case, getting stakeholder buy-in on research objectives & methods early so that the findings are relevant and actionable upon delivery.

Direct Collaborators

- Product Management
- Experimentation (A/B Testing)
- UX Design, Content, UI and Accessibility
- Digital Analytics

The Outcome & Impact

- This allowed us to draw tighter connection between our qualitative and quantitative user research findings—in partnering with experimentation, I helped the company earn over 5 million in incremental revenue from digital optimization I suggested (2024)
- Unlocked more meeting time directly collaborate rather than share status updates (that could now be stored in this research roadmap)

Below, you can find snippets from the roadmap that show my process.

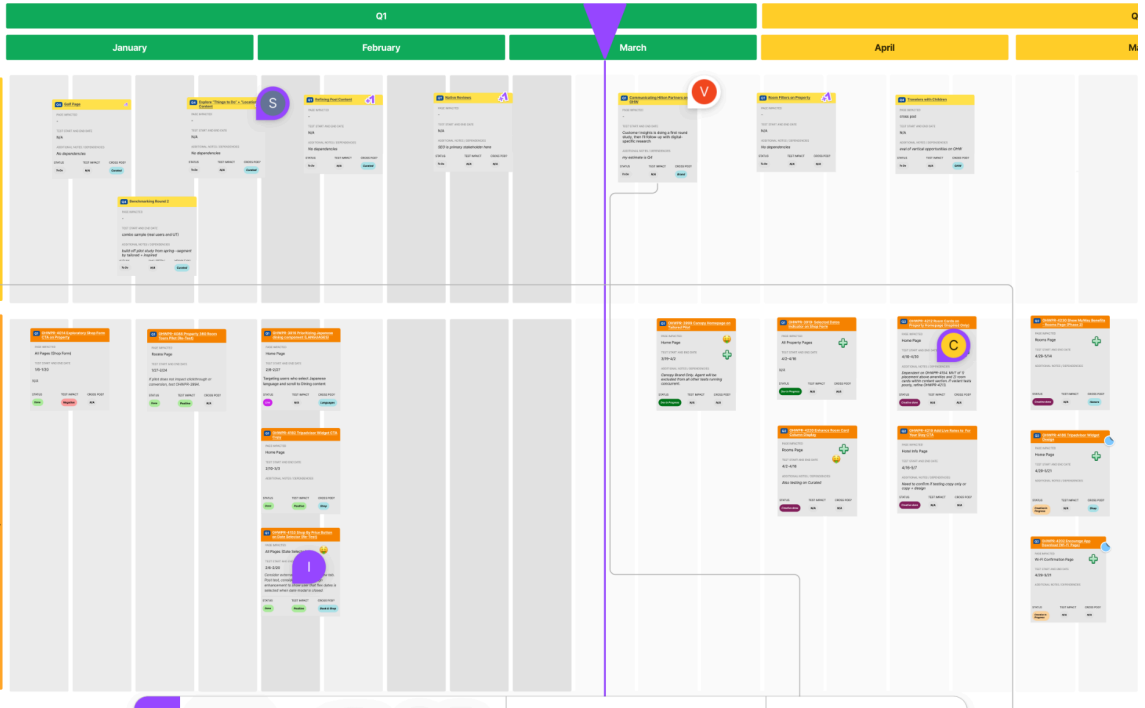
Unfortunately I cannot share full deliverables due to the data privacy policies from previous employers that I have agreed to follow .

Q1 2025 - Strategy, Insights, & Analytics

Foundational and continuous insights (



2025 Roadmap



Qual Efforts on Property Pod

(viv thinks) revenue impacting

informative/valuable to team

(Qualitative)
Indicators of
Performance



benchmarking

next: finish plan



journey map

next: present draft

Usability /
Functionality



date selector
(flex follow-up)

next: finish plan



"rich me"
follow-up

next: meet with product



native reviews

next: on stand-by



room filters

next: refresh ticket

IA and
Content



scroll depth

next: Grayson



IA/content
hierarchy

next: group strategy



things to do /
location page

next: write test



golf content
needs

next: document RQs



pool content
needs

next: document RQs

Cross-Pod



upper funnel HH
sign-in

next: draft plan



partnerships

next: digest CI results



redeeming offers

next: write plan



shop > property
exploration

next: write plan

! = when able

★ = group discussion 10/29

👍 = viv is leading/conducting

+1 = expected by end of Q4

