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.

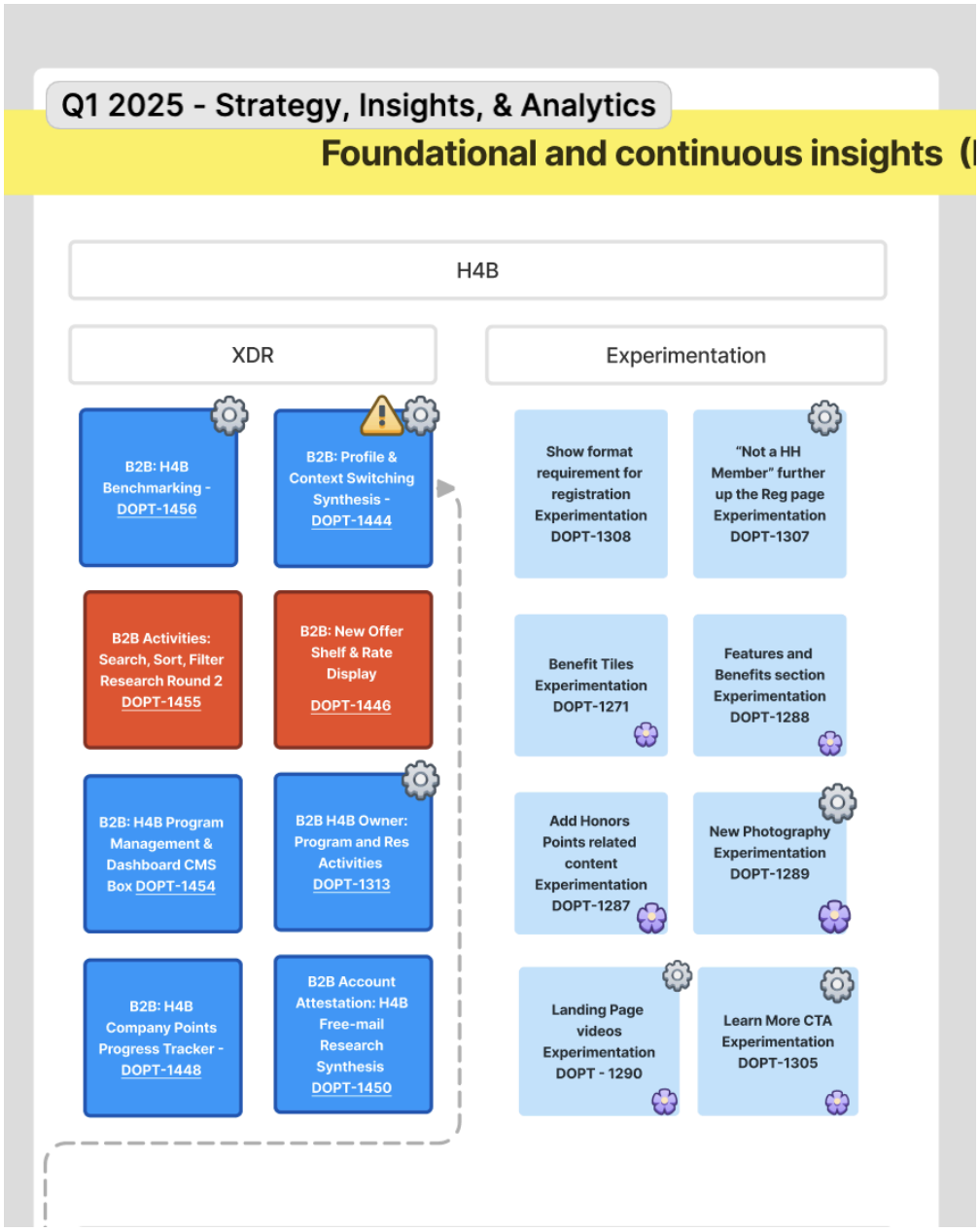
Direct Collaborators

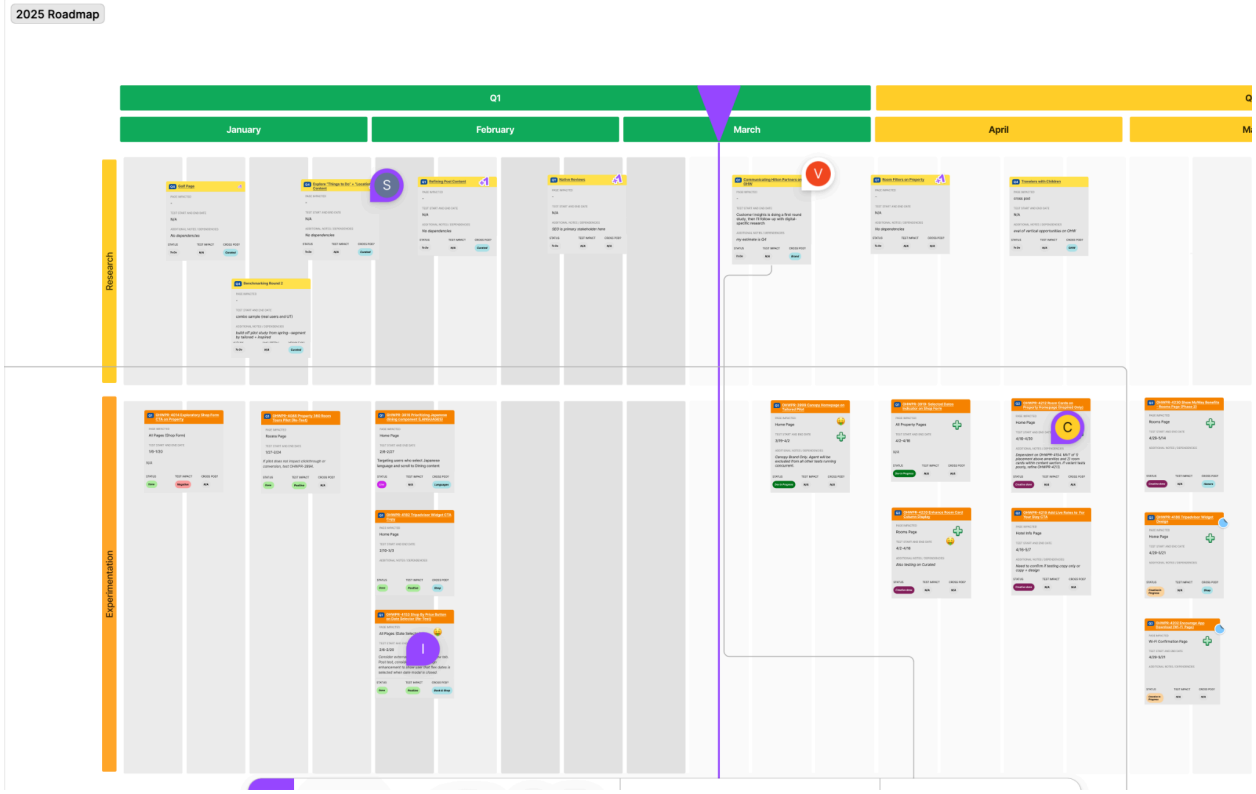
- Product Management
- Experimentation (A/B Testing)
- UX Design, Content, UI and Accessibility
- Digital Analytics

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 .

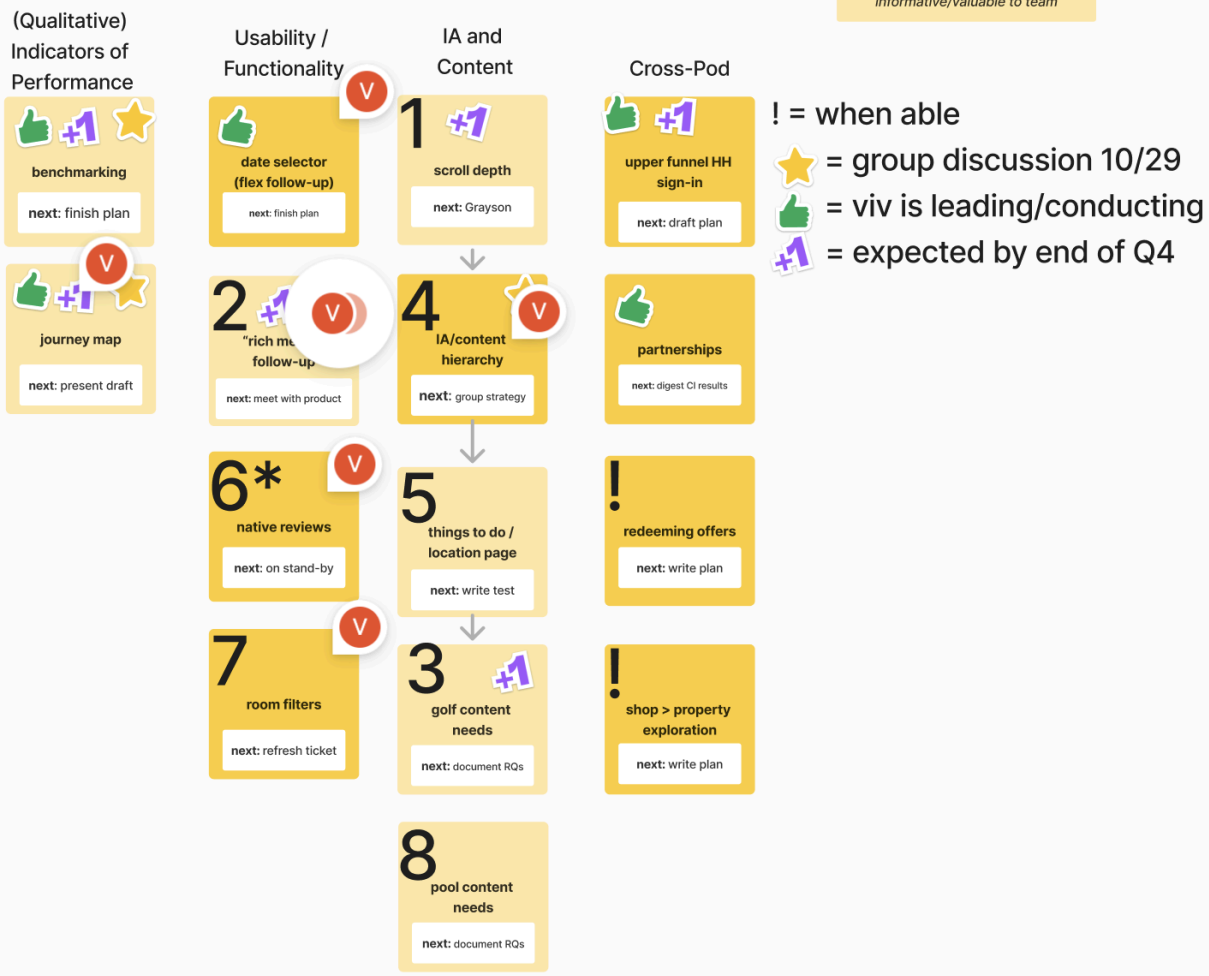

Q1 2025 - Strategy, Insights, & Analytics
Foundational and continuous insights (
H4B
XDR
Experimentation
B2B: H4B Benchmarking - DOPT-1456
B2B: Profile & Context Switching Synthesis - DOPT-1444
B2B Activities: Search, Sort, Filter Research Round 2 DOPT-1455
B2B: New Offer Shelf & Rate Display DOPT-1446
B2B: H4B Program Management & Dashboard CMS Box DOPT-1454
B2B H4B Owner: Program and Res Activities DOPT-1313
B2B: H4B Company Points Progress Tracker - DOPT-1448
B2B Account Attestation: H4B Free-mail Research Synthesis DOPT-1450
Show format requirement for registration Experimentation DOPT-1308
"Not a HH Member" further up the Reg page Experimentation DOPT-1307
Benefit Tiles Experimentation DOPT-1271
Features and Benefits section Experimentation DOPT-1288
Add Honors Points related content Experimentation DOPT-1287
New Photography Experimentation DOPT-1289
Landing Page videos Experimentation DOPT - 1290
Learn More CTA Experimentation DOPT-1305

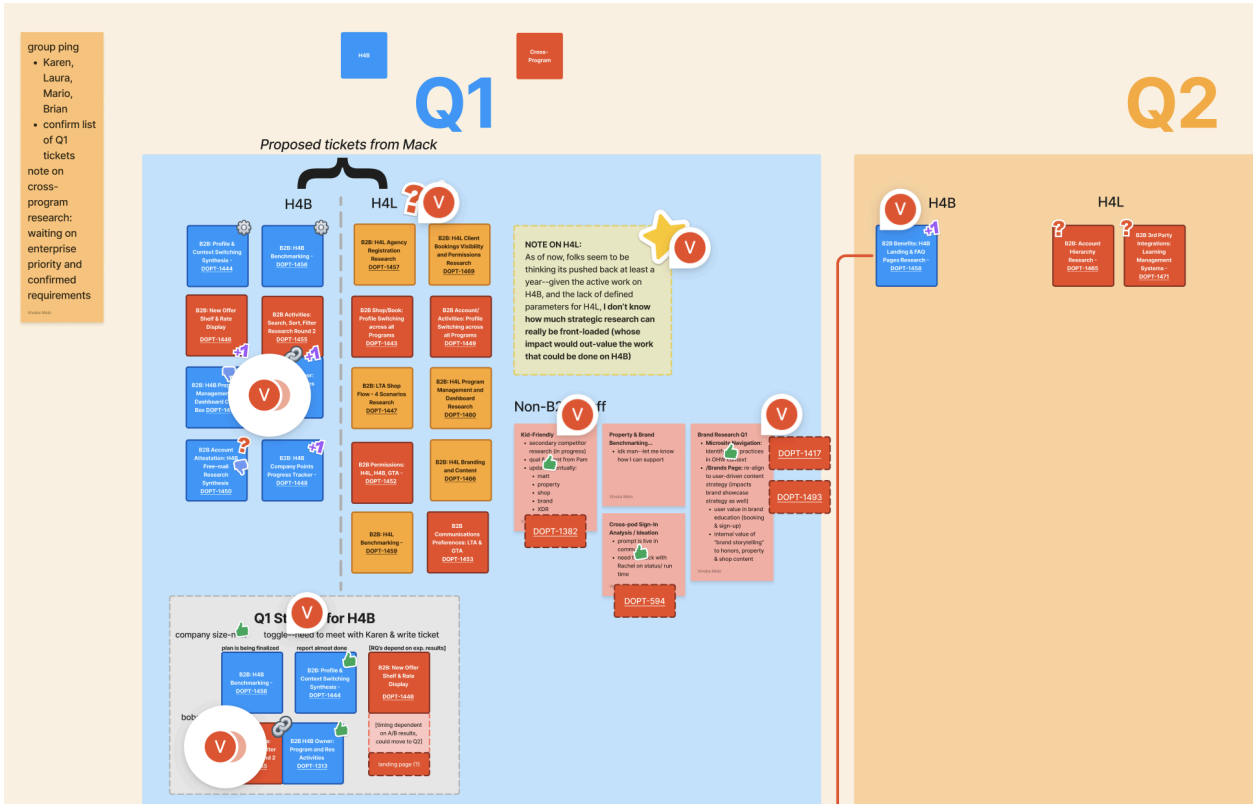

2025 Roadmap
Q1
January
February
March
April
Research
Experimentation

Qual Efforts on Property Pod

(viv thinks) **revenue impacting**

informative/valuable to team




group ping
• Karen, Laura, Mario, Brian
• confirm list of Q1 tickets
note on cross-program research: waiting on enterprise priority and confirmed requirements
H4B
Cross-Program
Q1
Q2
Proposed tickets from Mack
H4B
H4L
B2B: Profile & Context Switching Synthesis - DOPT-1444
B2B: H4B Benchmarking - DOPT-1456
B2B: New Offer Shelf & Rate Display DOPT-1446
B2B Activities: Search, Sort, Filter Research Round 2 DOPT-1455
B2B: H4B Program Management Dashboard Box DOPT-1460
B2B Account Attestation: H4B Free-mail Research Synthesis DOPT-1450
B2B: H4B Company Points Progress Tracker - DOPT-1448
B2B: H4L Agency Registration Research DOPT-1457
B2B: H4L Client Bookings Visibility and Permissions Research DOPT-1469
B2B Shop/Book: Profile Switching across all Programs DOPT-1443
B2B Account/ Activities: Profile Switching across all Programs DOPT-1449
B2B: LTA Shop Flow - 4 Scenarios Research DOPT-1447
B2B: H4L Program Management and Dashboard Research DOPT-1460
B2B Permissions: H4L, H4B, GTA - DOPT-1452
B2B: H4L Branding and Content DOPT-1468
B2B: H4L Benchmarking - DOPT-1459
B2B Communications Preferences: LTA & GTA DOPT-1453
NOTE ON H4L:
As of now, folks seem to be thinking its pushed back at least a year--given the active work on H4B, and the lack of defined parameters for H4L, I don't know how much strategic research can really be front-loaded (whose impact would out-value the work that could be done on H4B)
Non-B2 ff
Kid-Friendly
Property & Brand Benchmarking...
Brand Research Q1
DOPT-1382
DOPT-594
DOPT-1417
DOPT-1493
Q1 Sl for H4B
company size-n
toggle--need to meet with Karen & write ticket
plan is being finalized
report almost done
[RQ's depend on exp. results]
B2B: H4B Benchmarking - DOPT-1456
B2B: Profile & Context Switching Synthesis - DOPT-1444
B2B: New Offer Shelf & Rate Display DOPT-1446
B2B H4B Owner: Program and Res Activities DOPT-1313
[timing dependant on A/B results, could move to Q2]
landing page (?)
H4B
H4L
B2B Benefits: H4B Landing & FAQ Pages Research - DOPT-1458
B2B: Account Hierarchy Research - DOPT-1480
B2B 3rd Party Integrations: Learning Management Systems - DOPT-1471