



GUIDE- Product Roadmaps

AN EASY HOW-TO



WHO IS THIS GUIDE FOR?

This guide is meant for Product Managers, Product Owners and persons related to communicating product strategy.

WHAT IS A PRODUCT ROADMAP?

The Product Roadmap is a shared source of truth that outlines the vision, direction, priorities, and progress of a **product** over time. It's a plan of action that aligns the organization around short- and long-term goals for the **product** or project, and how they will be achieved.

It's a high-level, strategic document that maps out general stages of a product's development. The main purpose of a product roadmap is to tie a product's vision in with a company's business objectives.

Types of Roadmaps

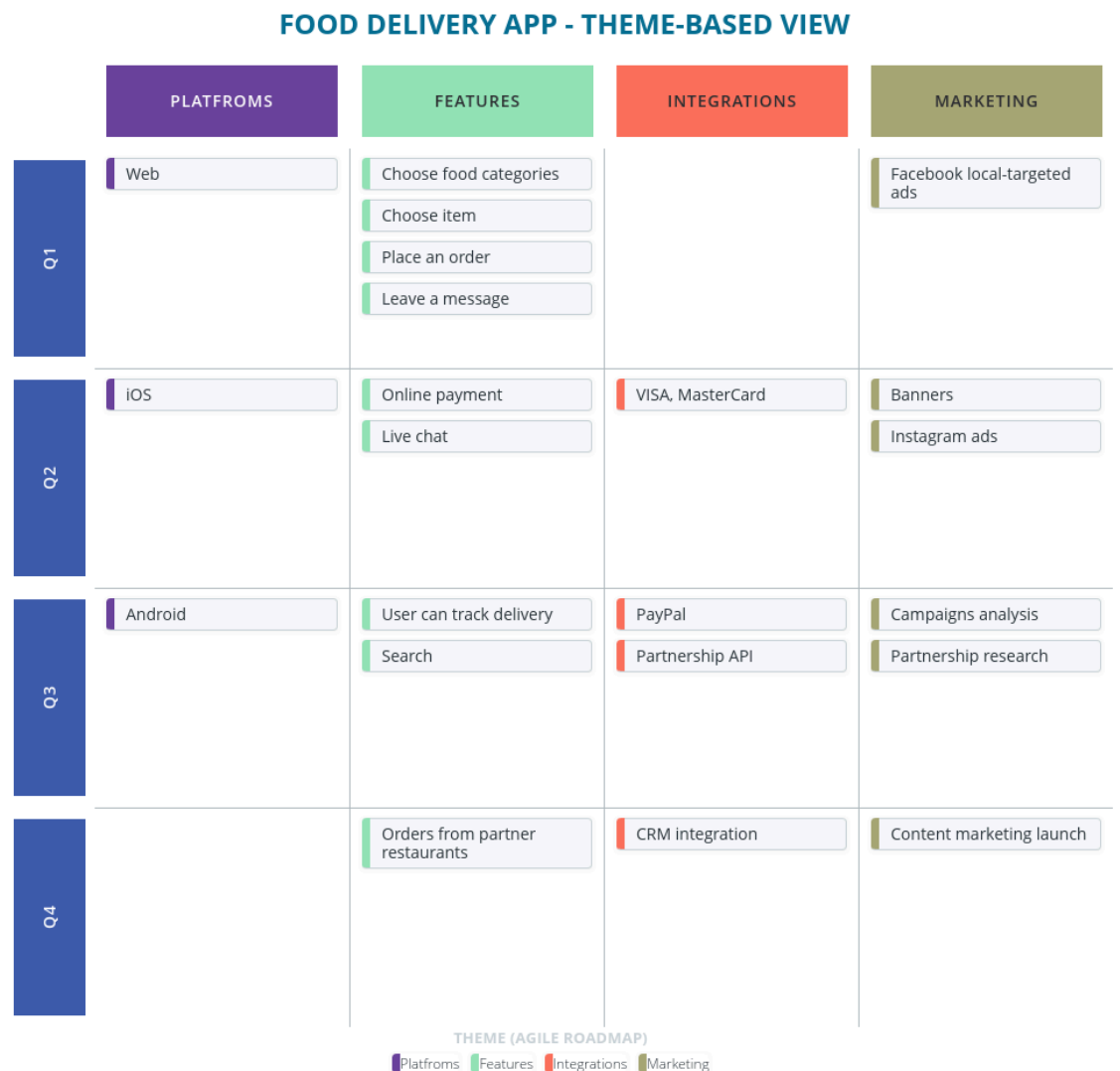
A Goal-Oriented roadmap helps to keep all information grouped and clearly explained. Goals determine a reason for every feature to exist. A goal can be stated in simple words as "Increase user engagement" or "Make registration process faster." By organizing the information around the goals, you will keep your roadmap high-level and make your strategy and vision easy to understand. **(Continue below)**



Goal-oriented roadmap example

Source: <https://roadmunk.com/>

A Theme-based roadmap is similar to the goal-oriented one. The goal and theme concepts are close as they both answer “why” questions. The only difference is that themes consist of several goals at once. (Continue below)



Designed with **roadmunk**

Theme-based roadmap example

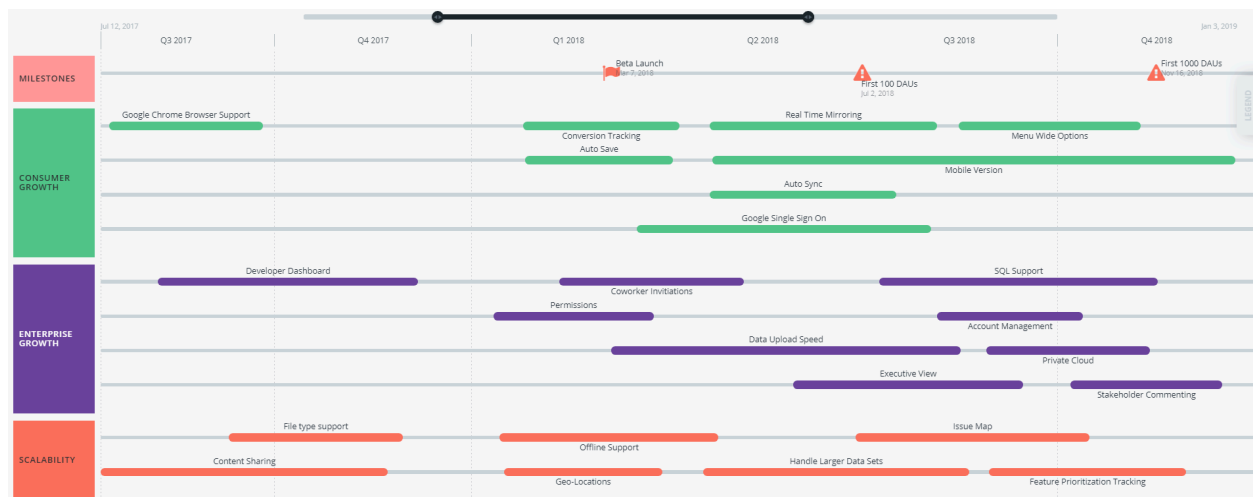
Built with [Roadmunk](#)

A Feature-based roadmap entails using a feature as a central point of your roadmap making it very detailed. The drawbacks are:

Guide: Product Roadmaps

A feature is not a stable unit considering the changing market. Technological innovations and customer needs cause your feature set to change quite often.

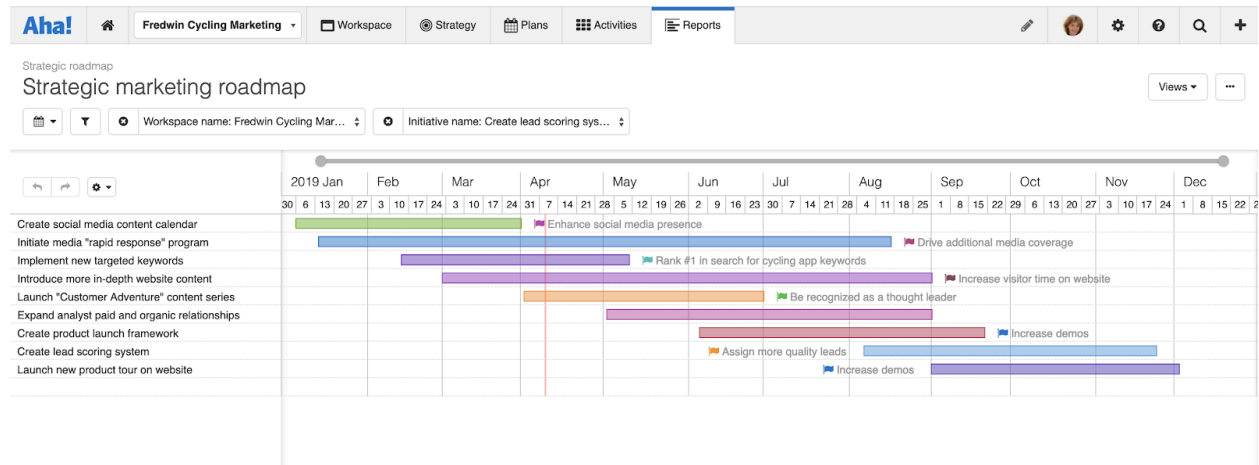
A feature-based format doesn't provide high-level details, which blurs a general vision of the product, making your roadmap practically more difficult to maintain and harder to understand.



Feature-based roadmap example

Source: [Roadmunk](#)

Strategy roadmap is a general purpose roadmap. It can include any type of information and be tailored to both internal and external audiences. It is a high-level outline of general product information tied to a specific aspect depending on the purpose. **(Continue below)**



Strategy roadmap example

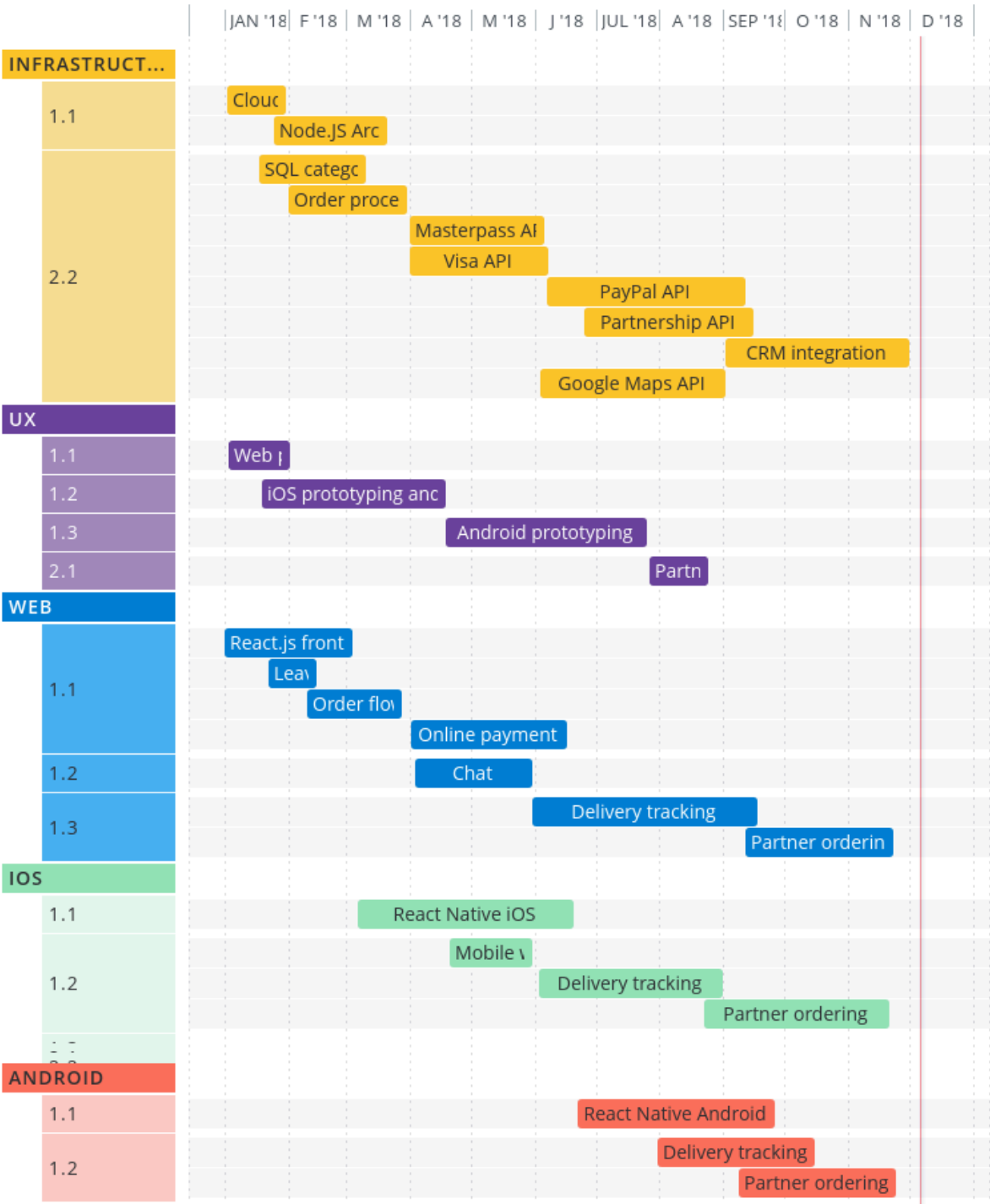
Source: blog.aha.io

Technology roadmaps or **IT roadmaps** are more low-level documents usually created to support the main strategic roadmap. They are used for the internal teams to formulate tech requirements. Technology roadmaps determine the use of a certain technology and help to allocate resources they depend on. **(Continue below)**



FOOD DELIVERY APP - VIEW 1

Dec 14, 2017 - Dec 31, 2018



THEME (AGILE ROADMAP)

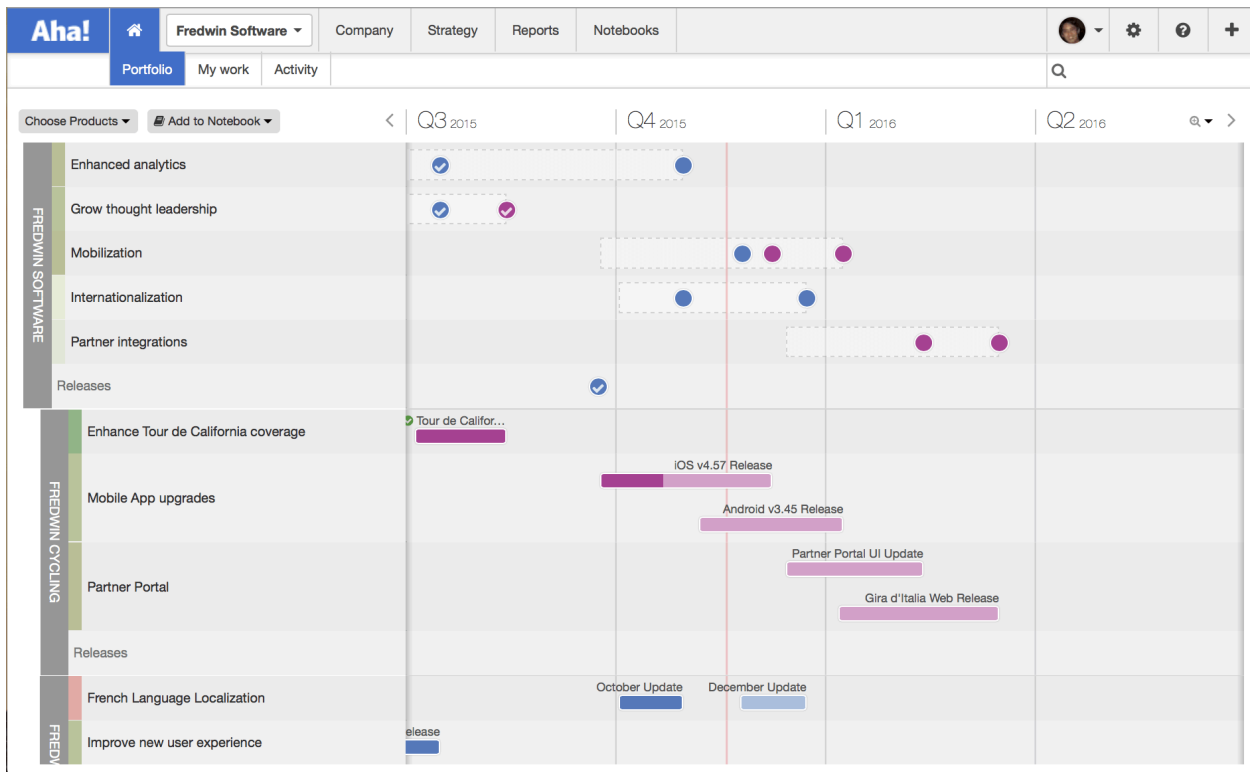
- Infrastructure
- UX
- Web
- iOS
- Android

Technology roadmap example

Built with [Roadmunk](#)

Manufacturing roadmaps are created for the actual manufacturing of a physical product. The name is self-explanatory, as manufacturing roadmaps help to control manufacturing and set actual dates for a particular release.

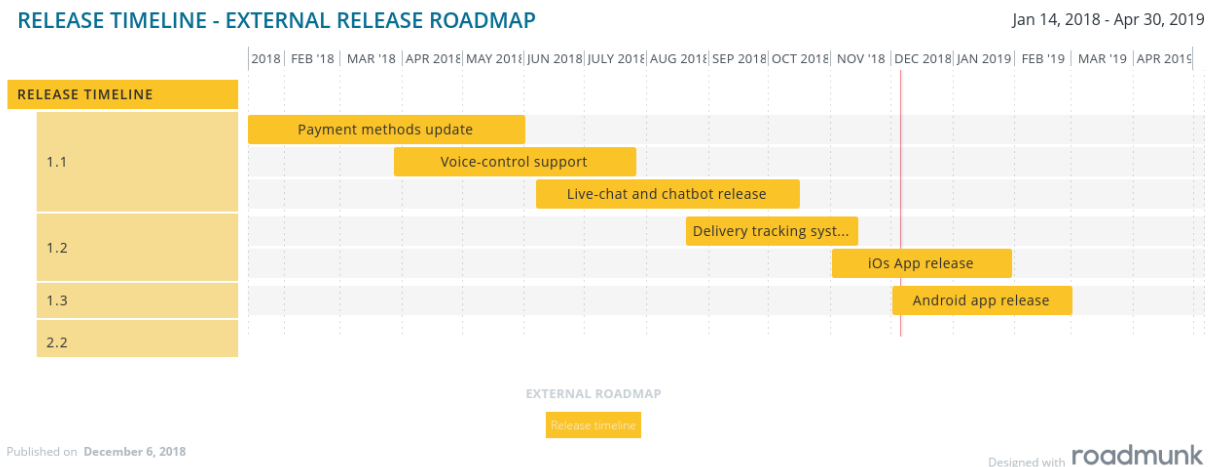
A portfolio roadmap is used to communicate the strategy of a product line between executives and product managers. In companies with multiple products, it's essential to see how each product evolves and how different products relate to each other to accomplish high-level business objectives.



Portfolio roadmap example

Source: [Aha!](#)

A **release roadmap** is an example of an external roadmap presented to customers. This type of roadmap represents major releases of app functionality for public consumption, so it doesn't need many tech or practical details.



Release timeline roadmap for the external stakeholders

Built with [Roadmunk](#)

The Difference between a Product Roadmap and a PRD

The PRD describes the product your company will build. The product strategy describes a vision, typically between two and five years out, of where you want the product to go, and the product roadmap describes the various steps to get there. The PRD describes a particular product release along that path.

Benefits of a Product Roadmap

The goal of any product roadmap is to capture and communicate a high-level strategy and create alignment. The roadmap shares the vision and objectives for the products and shows how those objectives support the broader strategic goals of the company.

How to do a Product Roadmap

Step one: Start with strategy

An agile roadmap begins with a firm strategy that includes your product's vision and goals. A strong vision articulates the problem you are solving for customers. And goals define what you want the product to achieve in the next quarter(s), with clear metrics for achievement. Defining strategy is key for all teams — even ones that want to move quickly. Without well-defined vision and goals, fast-moving teams are at risk of making iterative decisions that lead them off course.

1. Keep the information high-level and up to date.

To preserve the functionality of your strategic roadmap, you have to focus on providing the general vision and strategy, not tactics.

Tools, Resources and Templates used for Product Roadmaps

Below are some software tools that could help in building your product roadmap.

Cloud-based roadmapping tools allow flexibility and ease especially when priorities change. **Here are some tools you can use:**

[OpenProject](#) is a free roadmap tool that allows you to create unlimited projects within a single user profile. OpenProject is an open-source product management software also tailored to the needs of Agile/Scrum teams.

[ProductPlan](#) is the most popular among those mentioned, being used in such digital giants as [Windows](#) and Adobe. ProductPlan shares tons of [roadmap templates](#) for various purposes.

You may also import items from Jira, Spreadsheets, or VSTS, which makes the planning process much easier.

[Roadmap Planner](#) is another open-source product management tool for Linux.

[Aha!](#) is another industry giant, used by Shutterstock, LinkedIn, and Dell. The integration list with other applications is impressive.

[Roadmunk](#) is also on the list of top product management applications meeting all the necessary standards with good pricing. [Templates](#).

Source:

<https://www.altexsoft.com/blog/business/product-roadmap-key-features-common-types-and-roadmap-building-tips/>

References

[VRMS Roadmap](#)

<https://www.aha.io/roadmapping/guide/product-strategy/what-is-a-strategic-product-planning-process>

<https://www.aha.io/roadmapping/guide/product-roadmap>

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