

How Product Managers do roadmaps

Per quarter. Always present a year roadamp to view high level and then focus on the quarter roadmap

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Purpose

Share with stakeholders and organice tasks and teams. Make sure teams are following same goals and prioritizations are clear

Items in the roadmap

- Design= when talking about design we talk about the design of the solution. Not the design of the UI. The design of the solution goes from the problem to the final UI. So it includes: UX research, UX wire-framing/brainstorming process, solution definition, UI/final design and specifications for developers.
- Build = developers work here. It should include their research and the development itself. As well as the QA process and anything needed for the deployment to production.
- Measure = time in which the solution is put into test. Team verifies that the solution indeed is what customers want to solve the problem and therefore, we can continue with the next version of it. Tlme for this has to be in the roadmap as it would be very valuable input to define the next items of the roadmap and would determine the success of the developments the team is working on
- vacations = not individual or specific vacations unless it is the only resource available for a task/topic) should be there. However, vacation season need to be in place (per region) so that we can commit on realistic timelines
- tech debt= it is important that the project does not accumulate tech debt for long time. Therefore, timing in the roadmap should be allocated to this. Equally important it is to be able to have a place (could be Jira board/ticket) in which developers can feel free to add daily the items they are postponing due to deadlines. That way it is very easy to pick up by the lead PO and POs when building the next roadmap.
- bug fixing= All sprints and building timing should consider that the teams have to reserve an amount of time for bug fixing. It should not be reflected in the roadmap each time, but the build time should have it

in consideration. We should be able to manage a % of time developer spend on bugs in each sprint or in each build.

- versions = it is important we settle the versions of each item in the roadmap. This way we can improve areas and iterate. It should not be expected that after a launch , there would not be any next version of it. If this is expected we are not iterating, then we are not building products for customers , we are not using the MVP approach and we would most definitely not succeed with the product.

- See version decided here. Martin K has suggestions

- **Versiones**

- V1 = version 1

- V1.1 = versión 1, nuevas funcionalidades

- V1.1.1 = versión 1, con nuevas funcionalidades, arreglo de bugs

- milestones = important milestones like big releases should be shown in the roadmap. These milestones would help teams understand the importance of their daily developments + be shown to the stakeholders
- go to markets = one of the milestones that should be shown in the roadmap would be for go to market in each regions. Anything that the teams have to do for go to markets (build billing system, show lead generation in the portal, adjust something for gdpr, data kpis...) need to be in the roadmap. Any other topics like trainings, documentations, legal or operations should not be in the roadmap.
- Teams = what teams are involved in each project and in each phase of the product development.

Best practices

- include one or two more weeks for each item to be more secure with timings
- know the different teams to calculate the timings correctly
- make sure goal is very visible and all items help that goal
- when building roadmaps we need to be able to think ahead, roadmap the whole year so we can see the high level picture but get detailed on the next quarter roadmap
- if there are resources needed to plan the next roadmap, this should have timings in the roadmap. Example; we need UX for the global reasearh of a PM , so this has to be reflected so we know these resource would not be able to work on any other project.
- Show roadmap recurrently to teams and stakeholders so the goal and final vision is always on teams head.
- effort should be measure the same on items, so we can use card sorting method. We should state what each t shirt size means in weeks of work. We can use the Fibonacci ***Fibonacci**= 0, 1/2, 1, 2, 3, 5, 8, 13,

20 y 40 + infinito + ?

1= media hora-1h- XS

2= medio dia- S

3= M

5= L

8=XL

13=XXL

20= historia de usuario se descomponer

Where

- Place to input everything and play around with ideas . **could be Miro**
- Place to properly present the tentative roadmap. **could be excel**
- Place to build the final roadmap . **Could be Jira**
- Place to present the final roadmap to stakeholders . **Could be connector app to Jira**

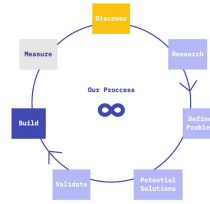
Types of roadmaps

- For marketing and sales teams the information we need to share is:
- For support teams the information we need to share is:

Example of roadmap

Roadmap Q1/Q2 2021

Team Name - Objective [Teamname] objective here



Graphic legend

- List here acronyms and other things to provide context when sharing the doc.
- There might be several projects in an epic.

