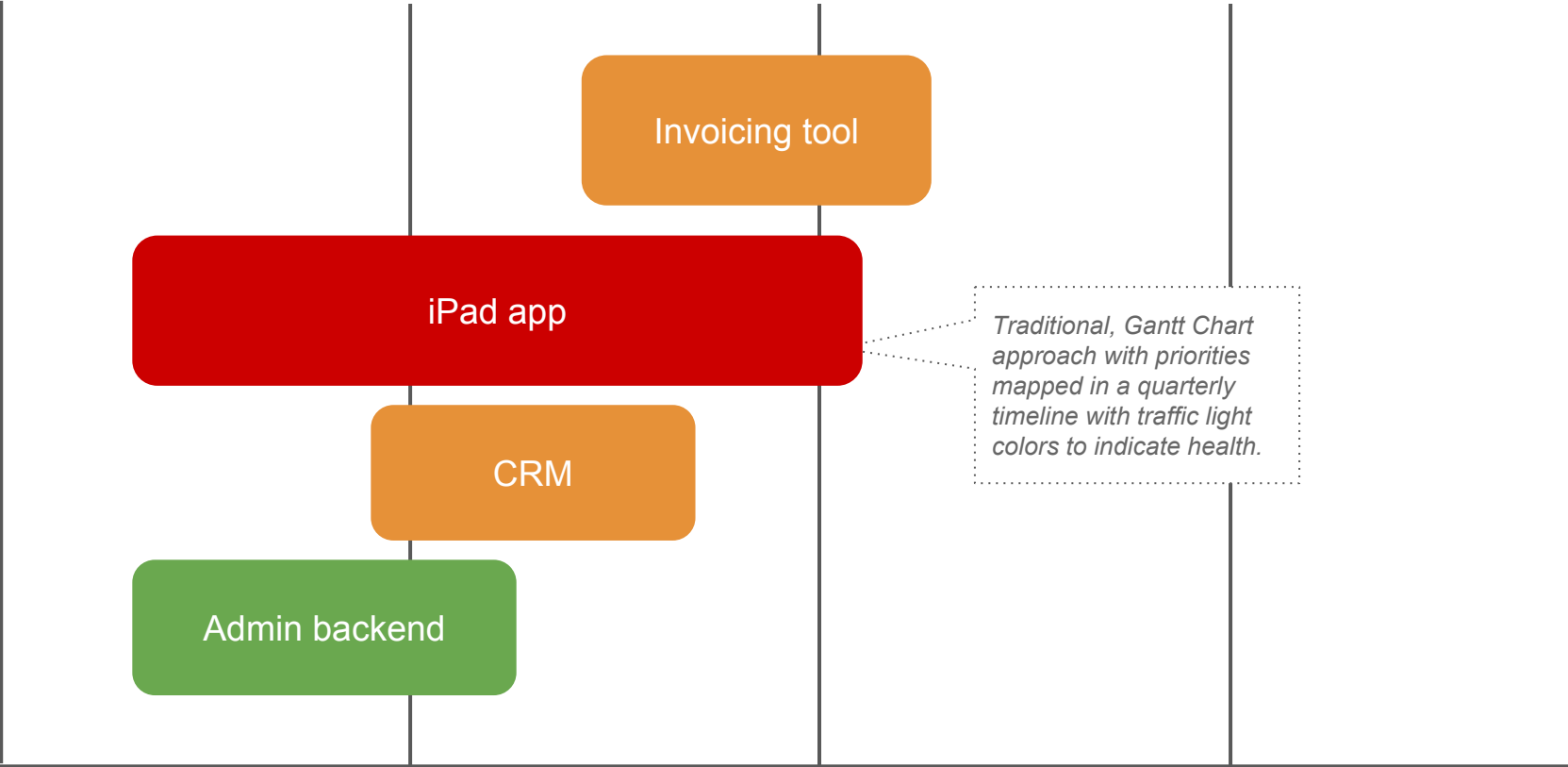




PRODUCT ROADMAP TEMPLATES

Gantt traffic light roadmap

High priority



Traditional, Gantt Chart approach with priorities mapped in a quarterly timeline with traffic light colors to indicate health.

Low priority

Q1

Q2

Q3

Q4



PRODUCT ROADMAP TEMPLATES

Theme based Roadmap

Current

Near term

Future

Theme: Customer service support

Dashboard support

Reporting and analytics

Ability to export user data

Theme: Increase engagement

Email marketing platform

SMS alerting via API

Theme: User growth

Refer a friend on desktop

Voucher creation tool

Theme: Enterprise

API integration

Reporting dashboard for sales team

Time expressed as 'current, near term and future' to avoid exact date estimations.

Themes explicitly called out for each piece of work. Subitems split out.



PRODUCT ROADMAP TEMPLATES

Goal / OKR based Roadmap

£2m additional revenues

5000 new users

20% sign ups via referrals

Quarterly goals / OKRs called out and colors align to the pieces of work

Timeframe for the OKRs displayed as a line in the road.

Mobile app

Homepage redesign

Marketing platform

Self serve advertising platform

Voucher creation platform

External API

Landing pages

Q1

Q2



PRODUCT ROADMAP TEMPLATES

Dashboard Roadmap

Quarterly OKRS

1. 5000 new users
2. £500k in additional revenue
3. Goal 3

Key product metrics

\$50
CPA

\$500
LTV

78
NPS

Discovery

Item 1

Item 2

Item 3

1. Key bullet point commentary
2. Key bullet point commentary
3. Key bullet point commentary

Up next

Item 1

Item 2

Item 3

1. Key bullet point commentary
2. Key bullet point commentary
3. Key bullet point commentary

Just shipped

Item 1

Item 2

Item 3

1. Key bullet point commentary
2. Key bullet point commentary
3. Key bullet point commentary



PRODUCT ROADMAP TEMPLATES

Discovery & Delivery Roadmap

Discovery

CRM

Tool for sending emails and user segmentation

Payments

New payment provider incl. Mobile payments

Roadmap split into 'delivery' and 'discovery' to communicate what's being delivered vs. what is still in analysis.

Delivery

Ecommerce platform

New ecommerce platform with payments integrated

Mobile app

Mobile app for ecommerce

H1 and H2 (half 1 and half 2) to give a rough indication of estimated completion dates.

H1

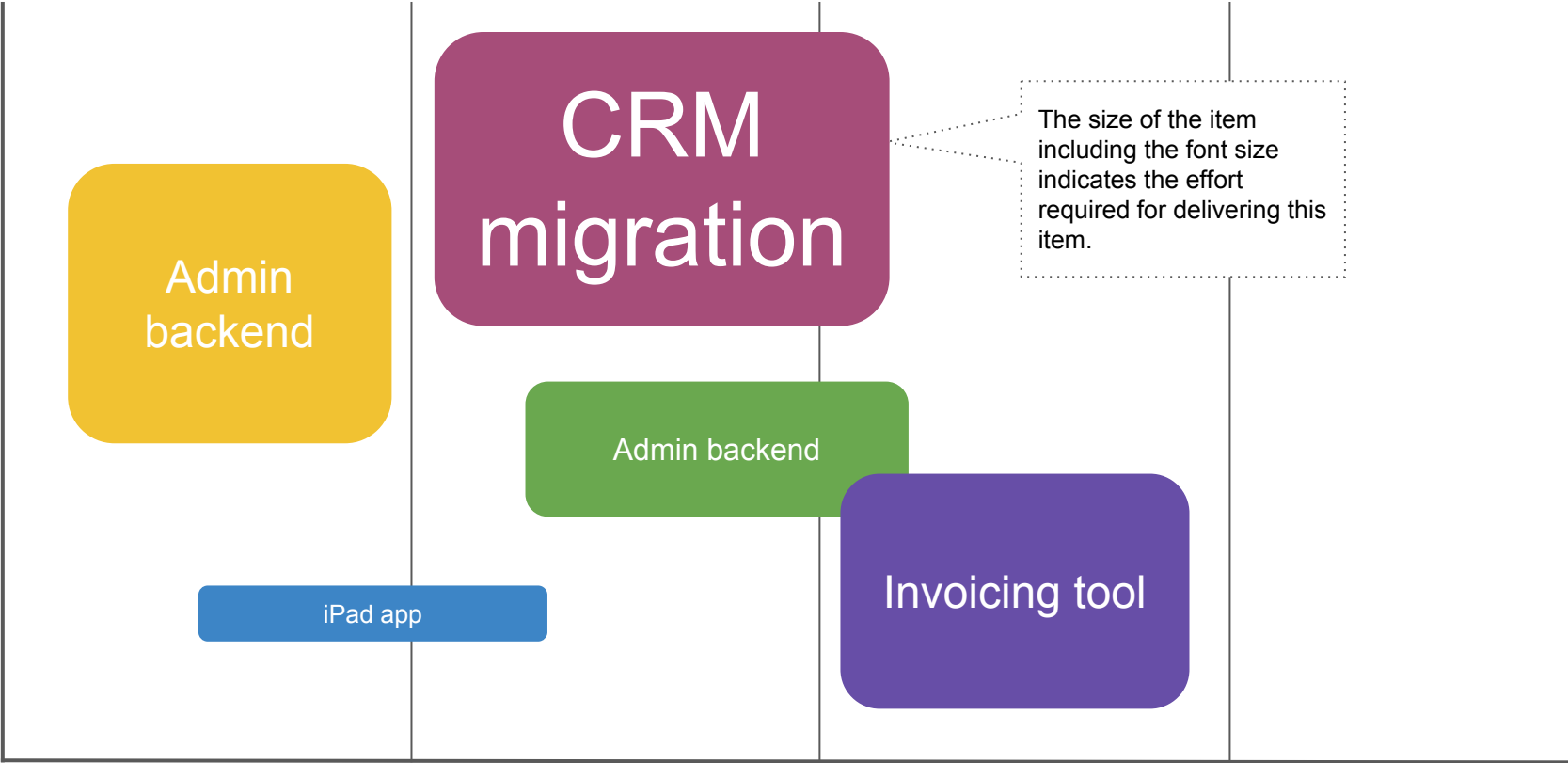
H2



PRODUCT ROADMAP TEMPLATES

Size scaled Roadmap

High priority



Low priority

Q1

Q2

Q3

Q4