GOALS-BASED ROADMAPS

An eGuide

Overview

Many companies keep rolling out roadmaps just for the sake of it. In most cases, these roadmaps turn the teams (and the organization) into incoherent feature-building factories with no goals, no strategy and no eye on contributing towards the organization's long-term vision.

With feature-based roadmap templates, no matter how religiously you follow your strategy, it is only a matter of time before you succumb to the myriad feature requests that will be thrown at you from all directions; whether it be from a sales person coming from a client demo where the client was not willing to buy our product unless it supported an Active Directory integration, or directly from the C-level executive who spent the weekend trying out competitor products and came across a list of feature ideas to copy. Having lost sight of the bigger picture in order to appease the executives, your roadmap would soon turn into an incoherent feature factory, with very little alignment with the strategy.

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Goals-based Roadmap Template

Goal-based Roadmap Template

Vision ⭐
Add your product's vision here - the change you want to bring into the world through your product. (Credit: Product Strategy Canvas by Melissa Perry)

In [mention time frame] , [add your product name] will be [add your vision statement]

Strategy 🎯
Add your strategy here - what you need to do to accomplish your vision. (Adapted from: Product Strategy Canvas by Melissa Perry)

In order to achieve our vision, we need to _____ [add your strategy].

Roadmap 🏁
Add your roadmap here - how will you implement your product strategy and how will you measure success.

	Release 1	Release 2	Release 3	Release 4
Goal				
Theme				
Features				
Metrics				

How to use the Goals-based Roadmap Board

Before you start building your roadmap, it is imperative that you and your team fully understand and are aligned on the Product's Vision and Strategy. Having both the Product Vision and the Strategy as part of the Roadmap template can serve two purposes:

1. The teams understand that they can't miss this step before they start creating a roadmap.

2. During the monthly/quarterly roadmap review sessions, the Vision and Strategy sections can also serve as a refresher for the team.

Your Goals-based Roadmap

Step 1: Fill in Your Product Vision

Step 2: Fill in Your Product Strategy

Step 3: Set the Goals

Step 4: Identify the Themes

Step 5: List Down Metrics of Success

Step 6: Review Your Goals, Themes & Metrics

Step 7: Add Features

Step 8: Final Step

Fill in Your Product Vision

The first step is to add your product's vision, which is the change you want to bring into the world through your product.

There are multiple formats you can use to plug this in. In our Miro template (linked at the end of the eguide), we've used the Vision format from the Product Strategy Canvas by Melissa Perry.

Step 2

Fill in Your Product Strategy

In the second section, add your product's strategy — what you need to do to accomplish your vision.

For this, we have adopted Melissa Perry's Product Strategy Canvas format.

Set the Goals

When you get into the roadmap section, the first step is to set the goals you want to achieve as part of your product strategy. Break down the goals into a prioritized set of releases over a period of time. You can use this board to create a roadmap from 3 months to 3 years.

Each release can have one or more goals. As a general rule, we don't recommend having more than 3 goals per release as that can end up diverting the team's focus.

Identify the Themes

Once you have defined your goals, you need to identify the themes for your roadmap features that will allow you to achieve your goals. These themes will often come from your customer research exercises and will be directly linked with your goals.

Step 5

List Down Metrics of Success

For each release, you should identify the metrics that will determine whether your release was successful in meeting its goal or not. These metrics need to be high-level and should be independent of any features that will be shipped as part of each release.

Step 6

Review Your Goals, Themes & Metrics

Before you move ahead, it is important to review your goals and themes with other stakeholders to get their buy-in.
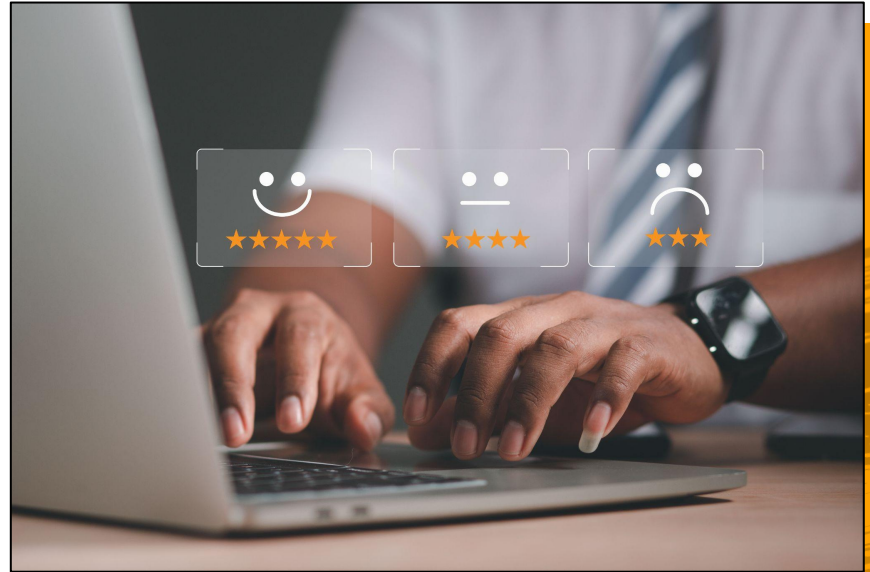
Add Features

With everything else jotted down, now is the time to think about the low-level details pertaining to identifying features that will help you in achieving your release goals.

We have kept this item towards the end (and even after the stakeholders review) because in today's day and age, premature convergence on a solution (in the form of features), way before time, is very risky. Including such low-level details into your roadmap leaves very little room for your team to innovate and improvise. In most cases, they feel less valued because they are being spoon-fed and are bound to lose motivation over time.

Final Step

You can continue to adapt your roadmap on a regular basis based on new information received from your customers.

In most cases, you would only need to change the list of features you put in as part of each release, with the goals and themes requiring very minor updates.

GETTING STARTED

To start creating your own Goals-based Roadmaps, find the full Miro template on the link below:

https://miro.com/miroverse/goalsbased-roadmap/

About mobileLIVE

We're your full-service digital team obsessed with helping you make smart investments and reduce time-to-launch.

Our team of experts specializes in designing experiences, building products, and scaling technology with flexible engagement models, outside-in views, bespoke solutions, and a succession of early wins while never losing sight of the big picture.

100% client retention since day one

40+ iconic & Fortune 500 clients

20+ industry awards & distinctions

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