

O'REILLY®

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PRODUCT ROADMAPS

RELAUNCHED

How to Set Direction while Embracing Uncertainty

"It's about time someone brought product roadmapping out of the dark ages of waterfall development and made it into the strategic communications tool it should be. McCarthy and team have cracked the code."

—Steve Blank, author of *The Startup Owner's Mannual*

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CHAPTER 11

TABLE 11-1

ANSWERING AND SCORING THESE QUESTIONS WILL HELP YOU DETERMINE HOW TO BEGIN YOUR ROADMAP RELAUNCH

Strategic context	Do you have a clear product vision that most stakeholders can explain? (Chapter 4)	+
	Do you have measurable business objectives that most stakeholders are aware of? (Chapter 4)	+
Focus on value	Does your roadmap focus on customer needs? (Chapter 5)	+
	Are all of the things on the roadmap clearly tied to customer needs and/or business objectives? (Chapter 2)	+
Embrace learning	Do you update your roadmap regularly, leveraging an evolving process? (Chapter 10)	+
	Do you allow time in the roadmap to learn whether solutions are working before committing to solving a customer need? (Chapter 2)	+
Rally the organization around priorities	Do you use an objective and accepted method of prioritization? (Chapter 7)	+
	Do you have an established process for achieving alignment with stakeholders? (Chapter 8)	+
	Do you regularly present and share your roadmap with key stakeholders? (Chapter 9)	+
Get customers excited	Do you regularly present and share your roadmap with customers? (Chapter 9)	+
	Do you seek customer feedback on the roadmap and incorporate it in your process? (Chapter 8)	+
Avoid overpromising*	Do you have specific features, solutions, fixes, or other deliverables on your roadmap? (Chapter 6)	+
	Do you have precise or “best-case” dates for things on your roadmap? (Chapter 9)	-
Avoid overdesigning and overplanning*	Do you thoroughly design a solution before putting a customer need or problem on the roadmap? (Chapter 5)	-
	Do you have project info like resources, milestones, and dependencies embedded in the roadmap? (Chapter 9)	-