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it s a visual representation of your product s direction priorities and progress over time we re going to focus on product roadmaps in this article but we ll discuss and show examples of other roadmap types too we ll also explain how to build and use a roadmap a roadmap is the high level visual representation of the lifecycle of a business initiative complete with the end goal steps to take and milestones to reach along the way the roadmap is primarily used for the strategic planning of projects and the development of new products product managers use roadmaps to coordinate a cross functional product team around a common goal such as the launch of a new product or a major release product roadmaps are particularly useful for communicating high level product plans to company leadership partners and customers a 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 a product roadmap is a high level visual summary that maps out the vision and direction of your product offering over time a product roadmap communicates the why and what behind what you re building a roadmap is a guiding strategic document as well as a plan for executing the product strategy from visual product roadmaps to marketing hr and project roadmaps this guide will give you the roadmapping basics you need to kick start a roadmapping process at your organization visualize your strategy as a beautiful easy to share roadmap get started in minutes with one of the roadmaps

in our library what is a roadmap building a product roadmap involves the careful balancing of business objectives customer needs and technical feasibility it s about understanding what your market wants what your team can deliver and how these align with your company s goals let s look at an example this guide can help product managers plan build and share a beautiful product roadmap that will make them look great in front of all their teams choose from 45 free customizable templates and start using one in minutes visit our roadmap templates library to get started with just a few clicks what is a product roadmap this guide will take you through every step of the product roadmapping process and even provide you with templates to get you started table of contents what is a product roadmap what goes into a product roadmap why are product roadmaps important who uses a product roadmap how to create a product roadmap process let s start with strategy if you cannot define what you are trying to achieve on a high level and why it matters you have no target to aim for you need a direction to move towards so you can plan effectively and measure your progress the details are important too to create a product roadmap establish your product s strategic objectives then map out key milestones and deliverables aligned with these goals welcome to our ultimate guide to product roadmaps in this guide we break down what a roadmap is why it s so significant the various formats it can take its key components who is responsible for it how to create and prioritize it and much more 1 what is a product roadmap a high level strategic tool a product roadmap is used to describe the vision and direction of a product or service it outlines the product s envisioned features and functions and the expected time period over which these will be delivered a product roadmap is a document that communicates the strategic direction of your product to align key stakeholders marketing teams sales teams product teams and customers on what you re prioritizing your product roadmap is a critical part of the product strategy creating a roadmap a guide to get you started if you re ready to start

creating a roadmap i ll assume two things first your organization has already determined your product s vision the big picture plan for what the product will accomplish in the market and for your company it s a shared and up to date guide to where you re going why and how you ll achieve your product vision an excellent roadmap shows outcomes or product user impact focusing on the why clearly communicates intent direction vision and success teams align on shared goals supporting product strategy a product roadmap is a plan in which you ll communicate the direction of your product and illustrate the vision and key phases of deliverables it provides context for your stakeholders and communicates the why behind what you re building ideally it s a high level summary that helps product managers get everyone on the same page a roadmap serves as an overview of how your product will impact the market along with the milestones needed to get there it serves an essential role in product strategy because it allows for more precise estimates on when you ll achieve certain objectives a project roadmap is a visual timeline of your project objectives phases and responsibilities it is often aligned with the project lifecycle e g initiation planning execution and closure and includes a timeline of your progress these goals guide decision making and prioritize activities that bring the most value example goal roadmap the go roadmap one of the most popular versions of a goal roadmap is roman pichler s goal oriented go roadmap his roadmap includes date the release date or time frame

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process let s start with strategy if you cannot define what you are trying to achieve on a high level and why it matters you have no target to aim for you need a direction to move towards so you can plan effectively and measure your progress the details are important too

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to create a product roadmap establish your product s strategic objectives then map out key milestones and deliverables aligned with these goals

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