

PRODUCT ROADMAPS IN SCRUM



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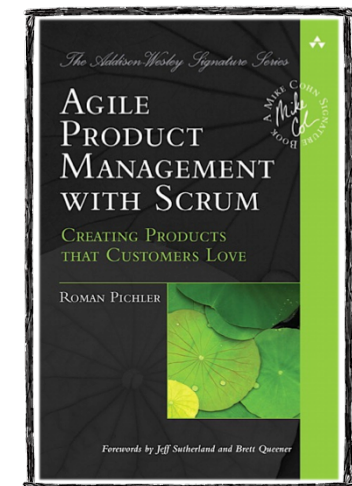
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romanpichler.com

About me

- Product management consultant and trainer
 - Specialised in Scrum and in lean practices
 - More than 10 years experience in teaching and coaching product managers and product owners
- Business and product owner
 - I walk my own talk

One of my books →



There is a product backlog in Scrum. Why should we bother with a product roadmap?

The product backlog
is like a sat nav.

Great to make the next few turns.



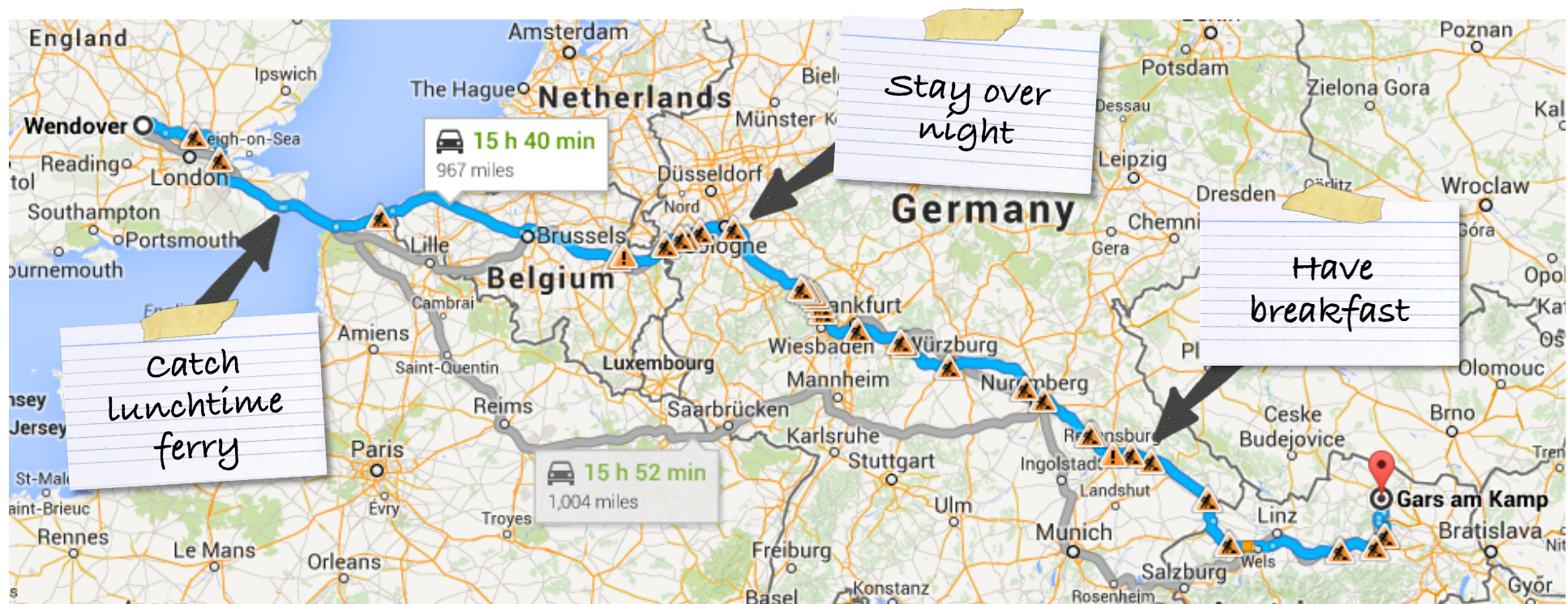
But not always enough.



This is no help either.



Enter the
product roadmap.



The Product Roadmap Defined

- A product roadmap is a high-level plan that communicates how a product is likely to evolve.
- It typically covers several major releases or product versions.



Roadmap Benefits

Continuity
of purpose

Goals for
upcoming
releases

Stakeholder
collaboration

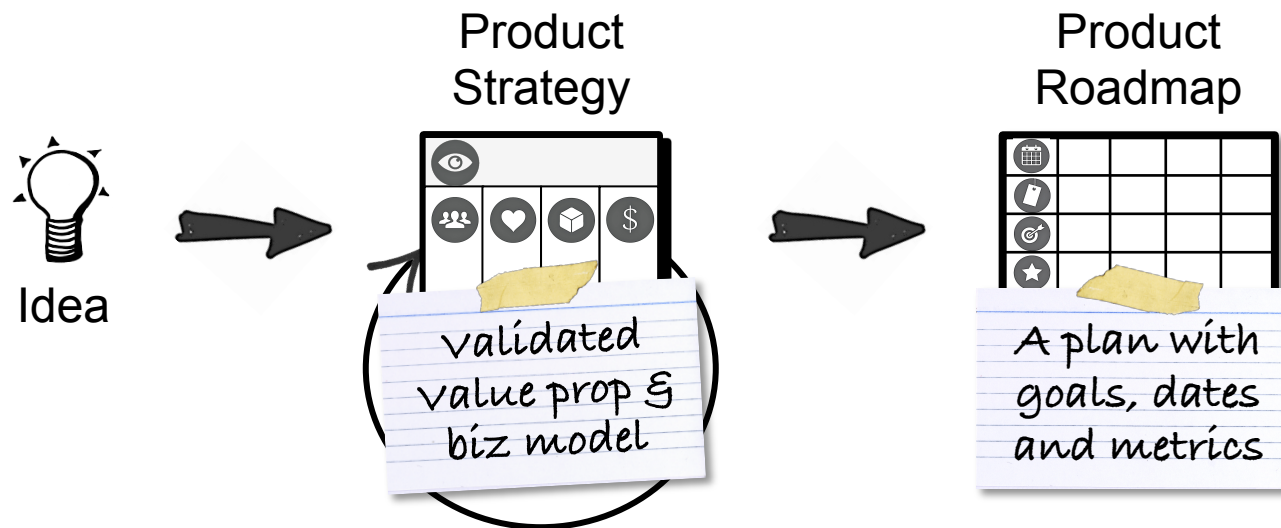
Helps with
prioritisation

Budget
acquisition

Portfolio
management

Complements
the product
backlog

Roadmap Prerequisites



But does product
planning work in an
environment full of
uncertainty and change?

Agile Roadmapping Tips


1. Focus on shared, measurable goals instead of features.

Use a goal-oriented product roadmap

2. Review and change your product roadmap frequently.

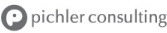
For instance, in your sprint review meetings






The GO Product Roadmap

	Date The launch date or timeframe	When will the release be available?
	Name The name of the new product version or major release	What is it called?
	Goal The reason for creating the new version	Why should it be developed?
	Features The high-level features necessary to meet the goal	What are its key features?
	Metrics The metrics/KPIs to determine if the goal has been met	How do we know the goal has been met?




GO Roadmap Template

THE GO PRODUCT ROADMAP 

 DATE The launch date or timeframe	<i>Date or timeframe</i>	<i>Date or timeframe</i>	<i>Date or timeframe</i>	<i>Date or timeframe</i>
 NAME The name of the new product version or major release	<i>Name/version</i>	<i>Name/version</i>	<i>Name/version</i>	<i>Name/version</i>
 GOAL The reason for creating the new version	<i>Goal</i>	<i>Goal</i>	<i>Goal</i>	<i>Goal</i>
 FEATURES The three to five features necessary to meet the goal	<i>Features</i>	<i>Features</i>	<i>Features</i>	
 METRICS The metrics/ KPIs to determine if the goal has been met	<i>Metrics</i>	<i>Metrics</i>	<i>Metrics</i>	

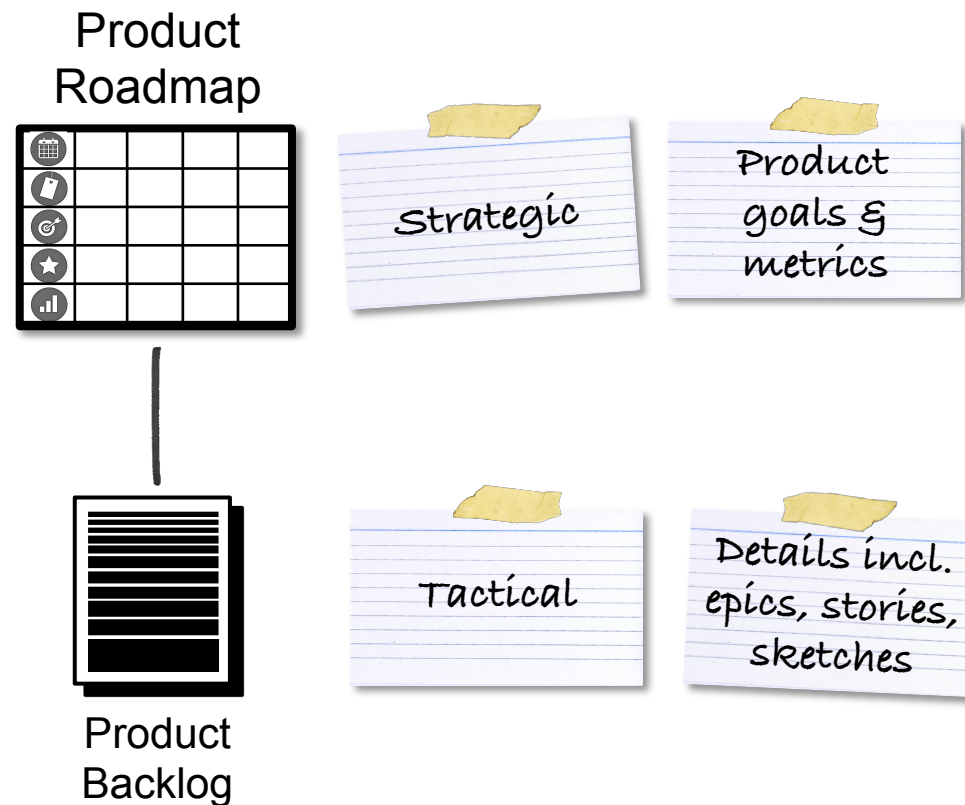
Download at romanpichler.com/tools/product-roadmap

www.romanpichler.com

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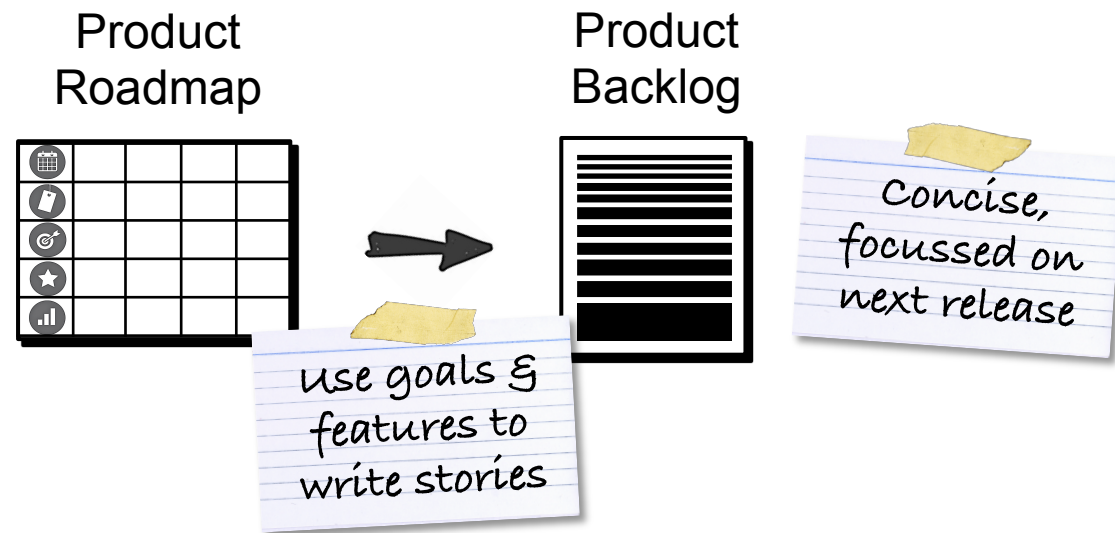
But what's the
relationship between the
roadmap and the backlog?

Product Roadmap vs. Backlog



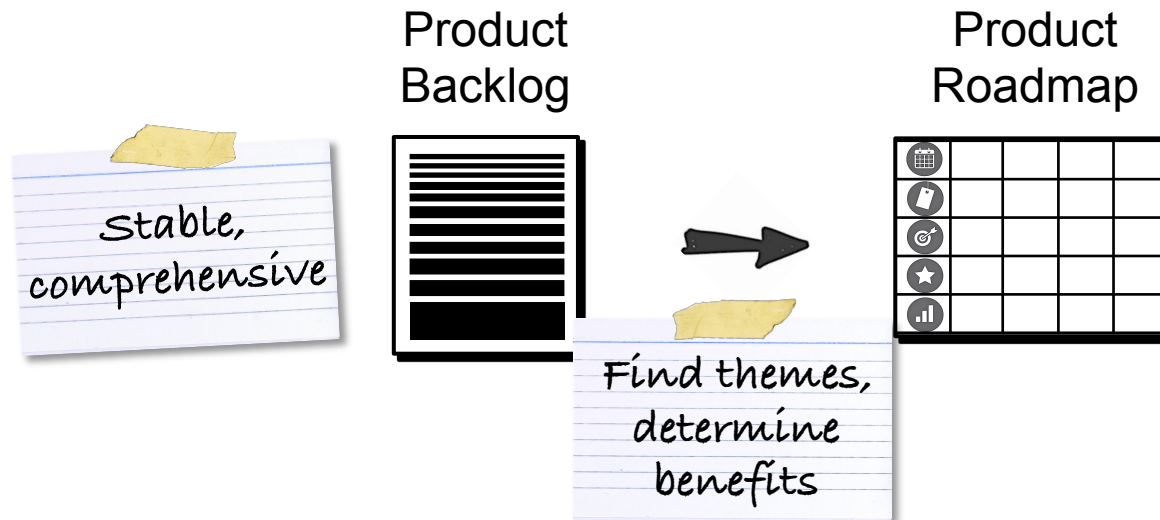


Change and Uncertainty Present



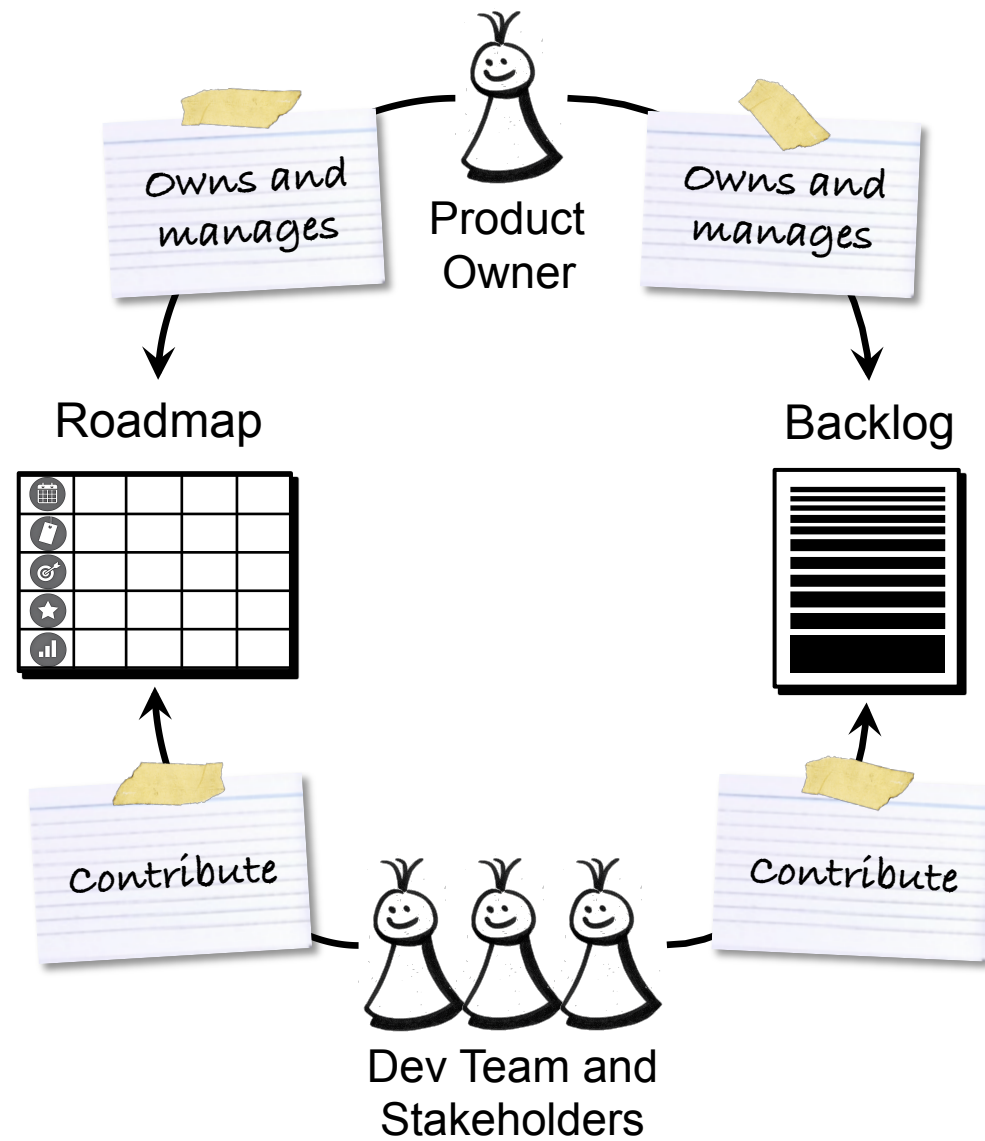


Stable Product, Stable Market



Who should Own the Roadmap?





Summary

1. Have a shared vision
Your overarching goal or destination
2. Develop a valid product strategy
The path or route to your goal
3. Use a product roadmap with measurable goals
in addition to your product backlog
The milestones along the way
4. The product owner should have the last say on
product roadmap and backlog decisions

The End



Product Roadmap Training

Certified Scrum Product Owner

Agile Product Strategy and Roadmap

Writing Great User Stories

Agile UX and Scrum

Product Owner Masterclass

Roman Pichler's Agile Product Strategy and Roadmap Course

This training course teaches powerful agile product management practices: Developing an effective agile product strategy and a compelling agile product roadmap. It is ideal for product owners who want to learn more about the strategic work that precedes and complements the product backlog, and for product managers who would like to understand how a product strategy and roadmap are best created and managed in an agile context. This training integrates Lean Startup, Business Model Generation and Scrum concepts with Roman's techniques and tools.

[LEARN MORE](#)

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available!



Register at <http://www.romanpichler.com/training-courses/>

Thank You!

More product roadmapping info at:

`romanpichler.com/tools/product-roadmap`

I look forward to your feedback and questions:

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