Become More Strategic
DEMAND METRIC

Product Roadmap Template

Instructions

Use this tool to organize your product development efforts and budgeting process.

1. In the "Product Roadmap" tab, outline your key market segments and how your product will meet the needs of your customers now and into the future.

2. In the "Product Development Schedule" tab, document all the tasks and deliverables for each of the product development stages.

3. In the "Feature Release Schedule" tab, determine the timeline for when new features will be released to your customers.

4. Keep this document up to date as you progress with your product development efforts.

Become More Strategic
DEMAND METRIC

Product Roadmap

PRODUCT DEVELOPMENT STAGES	Definition	Development	Production

Market Segment	Estimated Revenue	Market Trends	Target Customers	Customer Needs	Products/Features	Technology Required
Market Segment #1		Increased SaaS Purchasing	Prospect ABC	SaaS Model Offering	New Product #1	ASP Platform - Secure/Reliable
		Increased Self Service	Customer XYZ	Customer Service Portal	Existing Product #1	Integrate Portal with CRM System
		More Free Trials Offered	Customer PQR	Free Trial for 30 days	New Product #2	Subscription Management Software
B2B: 0-5M Revenue	25M					
Market Segment #2						
B2B: 5-25M Revenue	50M					
Market Segment #3						

This document is a partial preview. Full document download can be found on Flevy:
http://flevy.com/browse/document/product-roadmap-template-442

Become More Strategic
DEMAND METRIC

Product Development Schedule

1.0 Product Planning

Task	Deliverables	Inputs	Owner	Approval	Start Date	End Date
1.1 Business Case	Product Development Charter	Market Analysis	Market Analysts	Product Management		
1.2 Product Approval	Business Requirements Document	Product Development Charter	Product Management	Executive Management		
1.3 Feasibility Study	Business Case Approval	Product Development Charter	Product Management	Executive Management		

2.0 Product Design

Task	Deliverables	Inputs	Owner	Approval	Start Date	End Date
2.1 Functional Specs	Functional Design Specs	Product Req. Doc	Development	Product Management		
2.2 Prototype	Product Prototype	Functional Specs	Development	Product Management		
2.3 Documentation	Documentation Plan	Product Req. Doc	Development	Product Management		
2.4 Quality	QA Plan	Product Req. Doc	Development	Product Management		
2.5 Development	Development Plan	All Dev. Documents	Development	Product Management		

3.0 Product Development

Task	Deliverables	Inputs	Owner	Approval	Start Date	End Date
3.1 Product Build	Product Sanity-Check	PRD, MRD, Specs	Product Management	Executive Management		

This document is a partial preview. Full document download can be found on Flevy:
http://flevy.com/browse/document/product-roadmap-template-442

3.5 Profitability	Projected Statements	Expected Rev/Costs	Product Management	Executive Management		

4.0 Product Testing

Task	Deliverables	Inputs	Owner	Approval	Start Date	End Date

4.1 Alpha Testing	QA Test Plan	Alpha Test Plan	Development	Product Management		
4.2 QA Testing	Documentation, Beta Plan	QA Test Plan	Development	Product Management		
4.3 Beta Testing	Final Product Acceptance	Beta Test Results	Development	Product Management		

5.0 Product Training

Task	Deliverables	Inputs	Owner	Approval	Start Date	End Date
5.1 Internal	Trained Internal Staff	Positioning	Product Management	Executive Management		
5.2 Channel	Trained Channel Partners	Positioning	Product Management	Executive Management		

6.0 Product Promotion

Task	Deliverables	Inputs	Owner	Approval	Start Date	End Date
6.1 Availability	Press Release/Conference	Product Acceptance	Product Management	Executive Management		
6.2 Press Kit	Whitepaper, Release, Q&A	Business Requirements Docum	Product Management	Executive Management		
6.4 Analysts	Conference Calls		Marketing	Product Management		
6.5 Direct Mail	Letter/e-mail blast	Prospect/Client List	Marketing	Product Management		
6.6 References	Client Testimonials	Beta Test Clients	Product Management	Customers		
6.7 Collateral	Brochures, Catalogues	Business Requirements Docum	Marketing	Product Management		
6.8 Online	Case Study, Web Updates		Marketing	Product Management		
6.9 Demos	Product CD, Online Demo		Product Management	Marketing		
6.10 Promotion	Ads, Newsletter, etc		Marketing	Product Management		

This document is a partial preview. Full document download can be found on Flevy:
http://flevy.com/browse/document/product-roadmap-template-442

7.0 Product Distribution

Task	Deliverables	Inputs	Owner	Approval	Start Date	End Date
7.1 Packaging	Full Product Package	Package Design	Product Management	Executive Management		
7.2 Distribution	Stocked Channel	Product Packages	Product Management	Executive Management		

Become More Strategic
DEMAND METRIC

Feature Release Schedule

Version 1.0 - Product Launch

Customer Requirements	Product Features	Priority Level	Release Date
Online Order Tracking	Customer Self Service Portal	Low	03/01/12
Customized Interface	Role Based User Interface	High	TBD
Certification	Certified Shopping Cart	Medium	01/01/12

Version 2.0 - Second Generation

Customer Requirements	Product Features	Priority Level	Release Date
Online Order Tracking	Customer Self Service Portal	High	03/01/12
Customized Interface	Role Based User Interface	Low	TBD
Certification	Certified Shopping Cart	Medium	01/01/12

Version 3.0 - Third Generation

Customer Requirements	Product Features	Priority Level	Release Date
Online Order Tracking	Customer Self Service Portal	Low	01/12/03
Customized Interface	Role Based User Interface	High	TBD
Certification	Certified Shopping Cart	Medium	01/01/12

This document is a partial preview. Full document download can be found on Flevy:
http://flevy.com/browse/document/product-roadmap-template-442

Customer Requirements	Product Features	Priority Level	Release Date
Online Order Tracking	Customer Self Service Portal	High	03/01/12
Customized Interface	Role Based User Interface	Low	TBD
Certification	Certified Shopping Cart	Medium	01/01/12

Flevy (www.flevy.com) is the marketplace for premium documents. These documents can range from Business Frameworks to Financial Models to PowerPoint Templates.

Flevy was founded under the principle that companies waste a lot of time and money recreating the same foundational business documents. Our vision is for Flevy to become a comprehensive **knowledge base of business documents**. All organizations, from startups to large enterprises, can use Flevy— whether it's to jumpstart projects, to find reference or comparison materials, or just to learn.

Contact Us

Please contact us with any questions you may have about our company.

- **General Inquiries**
  support@flevy.com
- **Media/PR**
  press@flevy.com
- **Billing**
  billing@flevy.com