

Product Roadmapping Canvas

Created on:

Valid until:

Roadmap Item Categories

Identify item categories by product lifecycle or class of service. (e.g. new products, features for new markets, features for existing markets, amount of uncertainty, expedite, etc.)

Significant Dates

Identify dates of real business significance. (e.g. tax season, mother's day, industry conferences, new regulations, etc.)

Continuous Planning

Identify types and frequency of meetings and membership to enable continuous planning.

End-to-end Process Map

Idea.....Being Used

For each work type and each customer segment, iteratively create an end-to-end process map or sequential activity list for product workflow. Consider the progressive elaboration of desirability, viability, and feasibility.

Time-based Work States

Group tightly coupled or highly interactive process steps above into time-based, named Work States.

Entry & Exit Criteria & Constraints

For each Work State, define entry and exit criteria. Consider any talent or resource constraints per Work State and consider an appropriate work-in-progress limit.

Technical & Go-To-Market Mapping

Identify work activities for architecture, infrastructure, and operations that can overlay with the workflow. Identify work activities for other business functions that will be needed for a release or go-to-market plan.

