

CHECKLIST OF KEY COMPONENTS FOR YOUR PRODUCT ROADMAP



PRODUCT VISION

should convey what the product will become in the future.

STRATEGY

should convey the plan of execution to achieve the product's vision.



GOALS

are time-bound objectives that can be measured with a specific metric.

INITIATIVES

are broad themes that tie together features and are required to meet a goal.



FEATURES

are an actual piece of the product that is a part of its functionality.

TIMEFRAMES

define the time period for a certain goal or feature to be completed.



STATUS MARKERS

are used to track the progress of work.

METRICS

assist in the measurement of data-driven goals (e.g., churn rates).

