

Product Roadmaps Relaunched

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1. Relaunching Roadmaps - Product Roadmaps Relaunched [Book]

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Product Roadmaps Relaunched offers a great overview of the importance of product roadmaps, their relationship to product managers and product strategy, their significance as a communication tool, and the ways that they’ve changed and evolved over the years.

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What is a product roadmap? Properly done, a product roadmap can steer your entire organization toward delivering on the company strategy. It is your vision for how your products will help achieve your organization’s strategic goals. A good roadmap inspires buy-in and over-delivery from your entire organization.

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Chapter 1 · Relaunching Roadmaps A good roadmap is not so much a project plan as a strategic communication tool, a statement of intent and direction. Product maps are all about creating a shared...

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Product roadmapping isn’t a destination; rather, it’s a journey, marked by a collection of actions that help define how to deliver the highest possible value to the customer. The following list identifies the key principles we’ve found are crucial to a successful product roadmap.

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tl;dr – Product Roadmaps Relaunched is an excellent guide for creating and maintaining product roadmaps. The roadmap is a critical — and frequently missed — opportunity to articulate why you are doing this product, why it’s important, and why the things on it are absolutely vital to success. What is the book about?

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purpose—required reading for product leaders with a vision to share! Finally, product roadmaps are given their due as a critical part of the Agile process—making sure you’re solving a problem worth solving!

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