

# Product Development Roadmap

June 20th, 2019

**WHO AM I?**



# KEY DRIVERS OF A ROADMAP

# The art of building a roadmap

## INPUTS

Your roadmap is a set of decisions

Goals, vision, business model and feedback channels

## ROADMAPPING



Goal driven (solutions, metrics, problems)



Persona driven (by persona, by role, personify features)



Vision driven (lay tent pegs, paint visions and boxes)

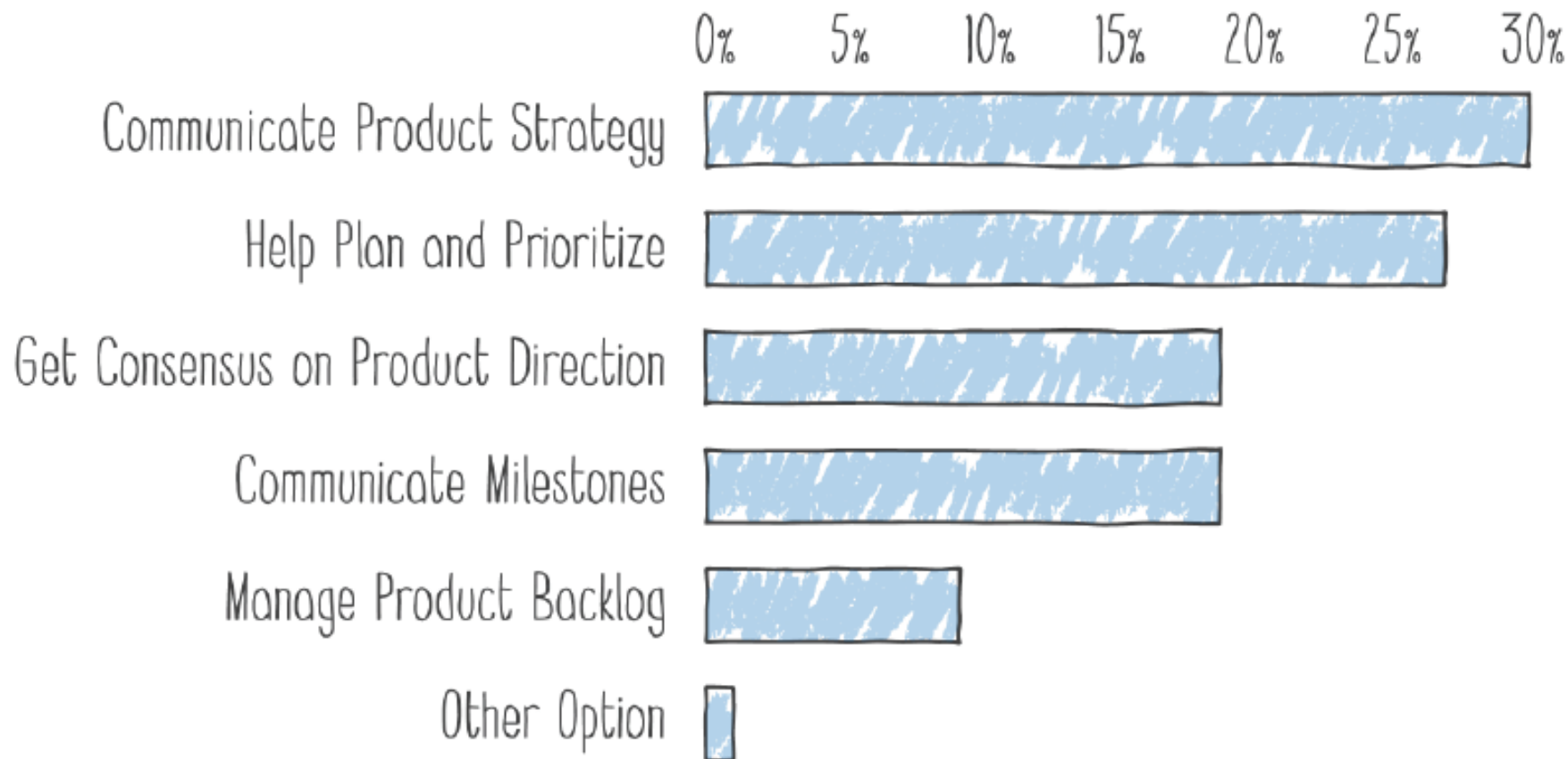


Thanks!

@sherifmansour

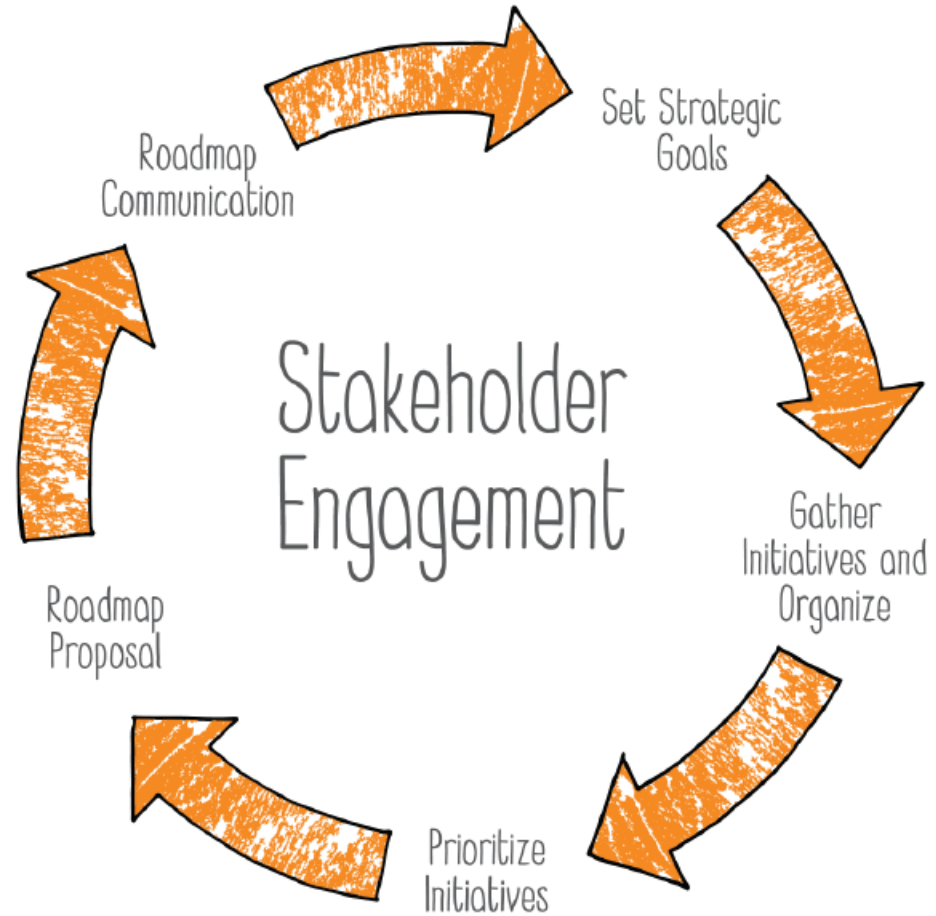


## Primary Roadmap Objective: Communicate Product Strategy



© 2016 ProductPlan

# STAKEHOLDER INVOLVEMENT



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# WHERE ROADMAPS FIT



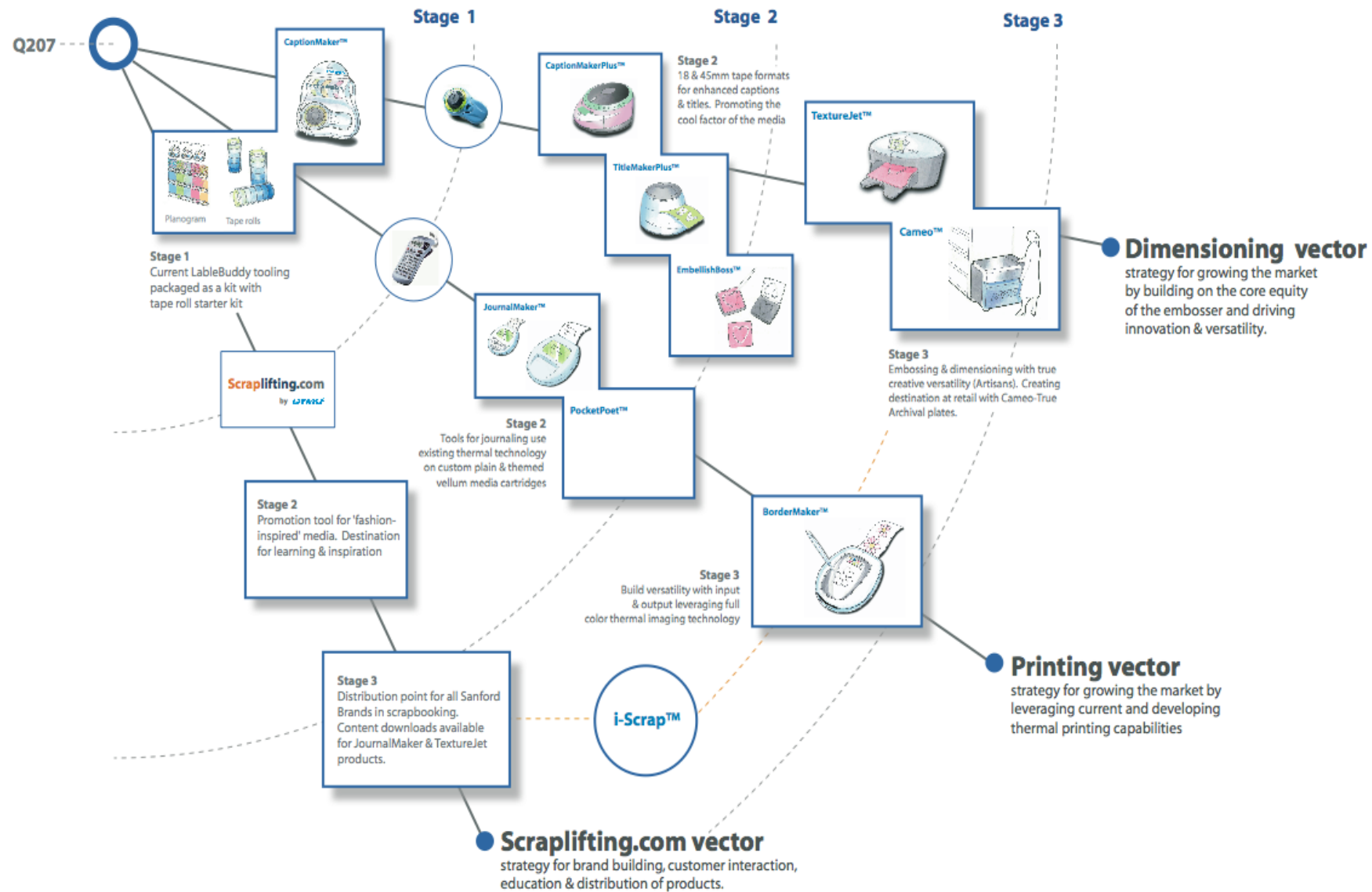
ProductPlan



Tide = Derivatives

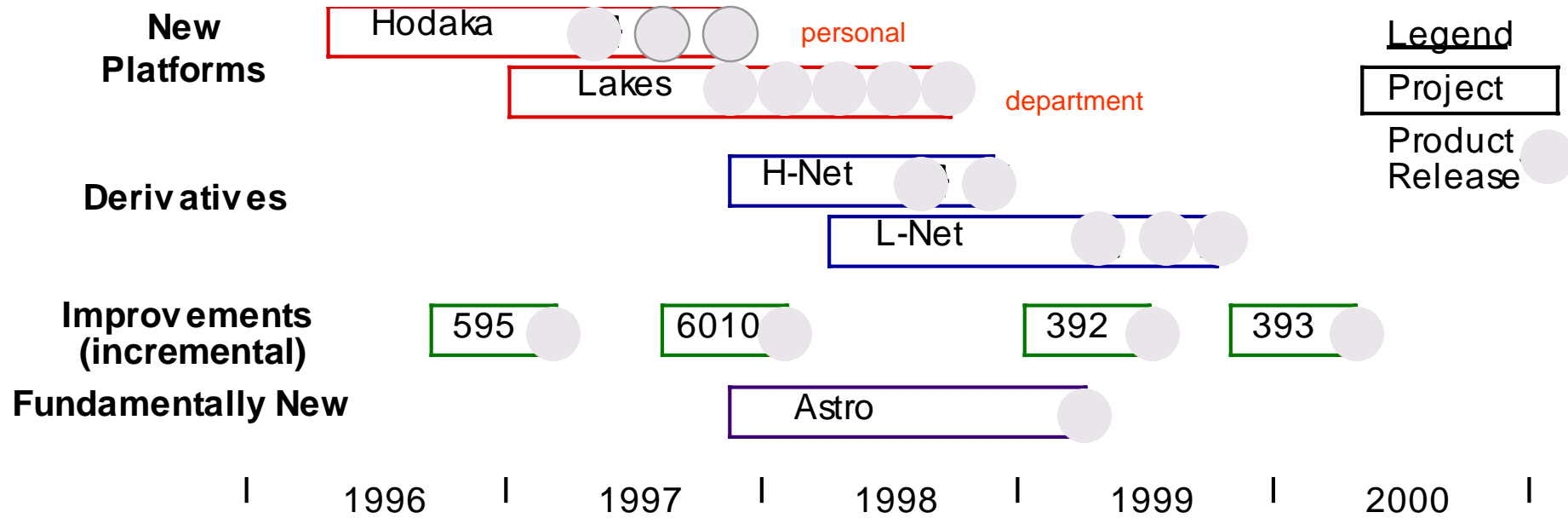






## Vector Mapping

# A PRODUCT PLAN



# MARKET SEGMENT MAP

XEROX B&W DIGITAL PRODUCT

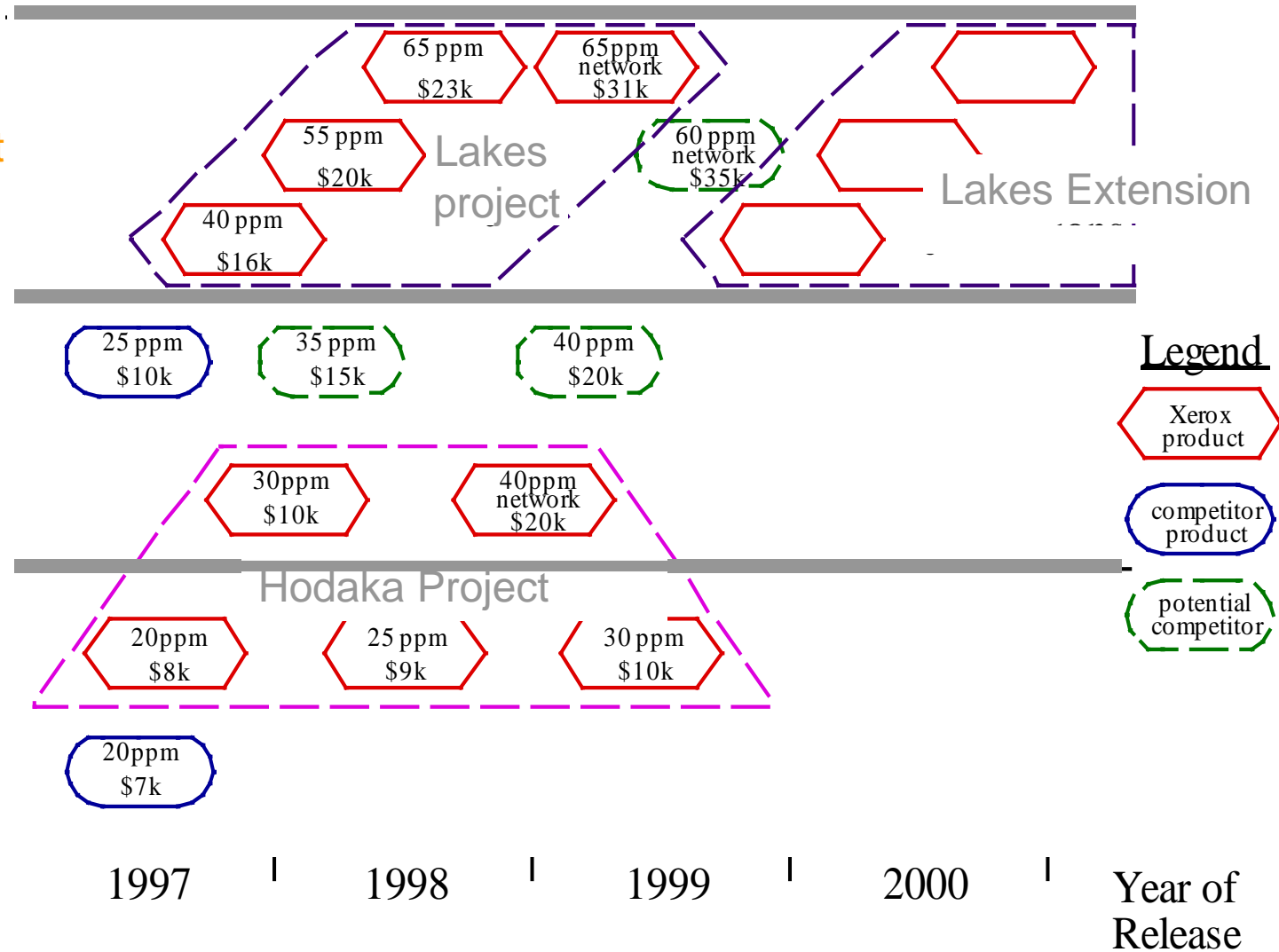
(VECTOR MAP)

Market segment

department

workgroup

Personal

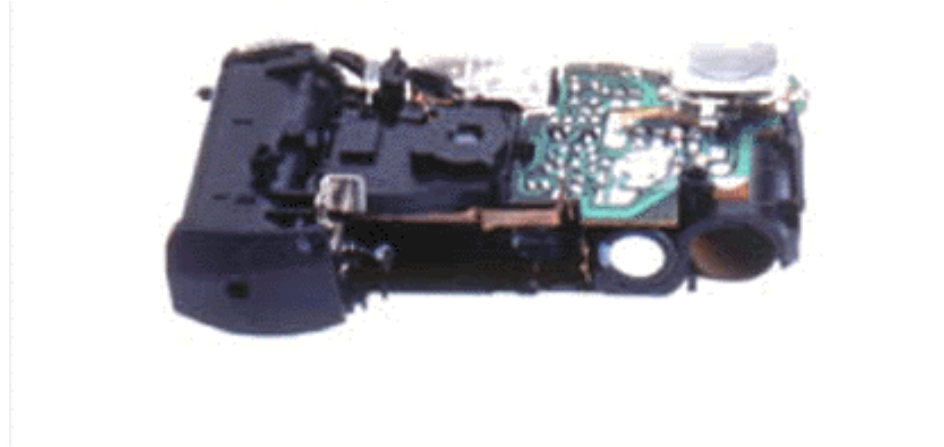


# 4 TYPES OF PRODUCT DEVELOPMENT PROJECTS

- New product platforms
- derivatives of existing product platforms
- Incremental Improvements to existing products
- Fundamentally new products



# TECHNOLOGY PLATFORM







## SINGLE USE CAMERA - DERIVATIVE





Eli Share



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# INCREMENTAL IMPROVEMENT



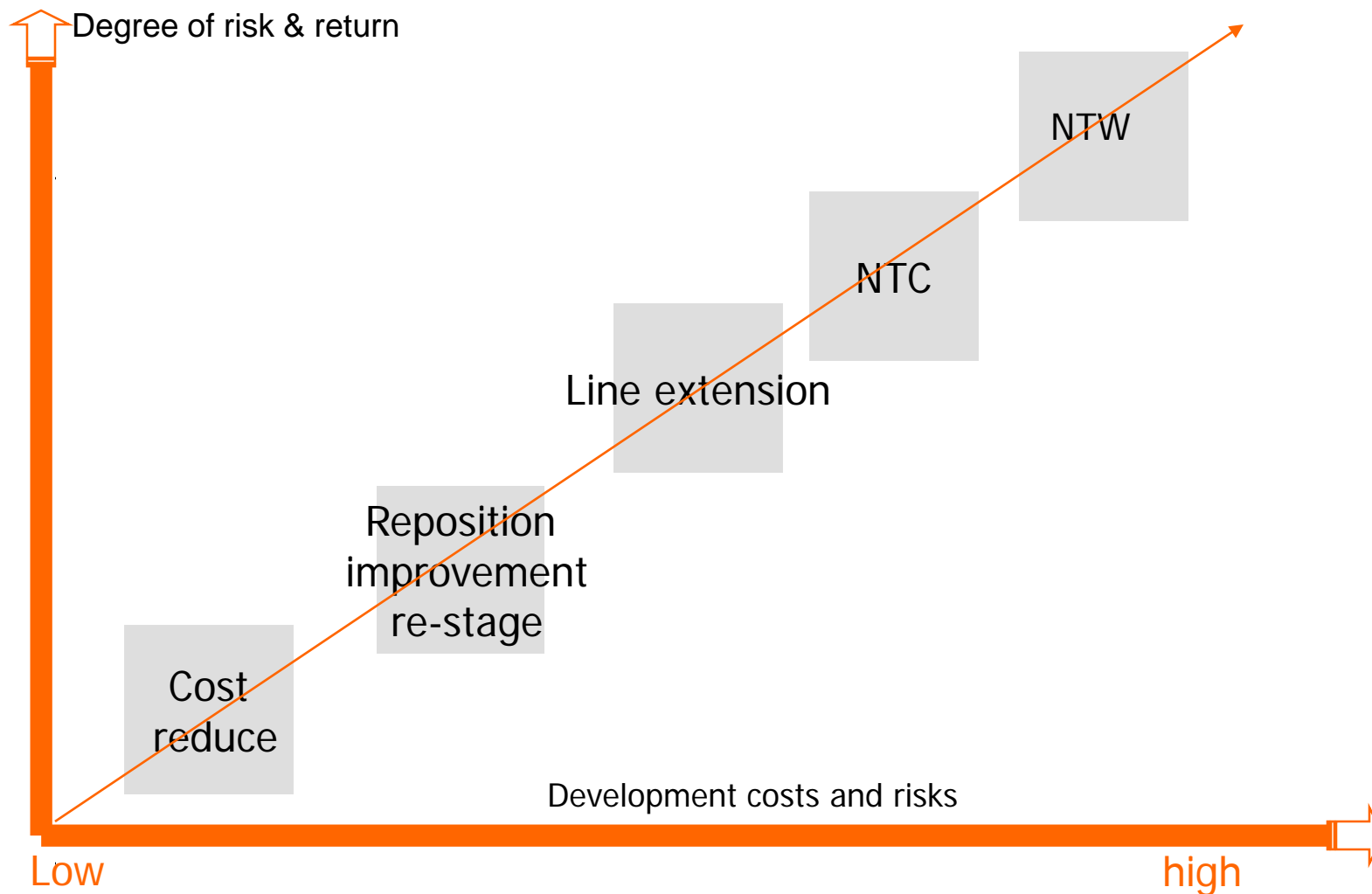


# NEXT GEN SINGLE USE - DERIVATIVE



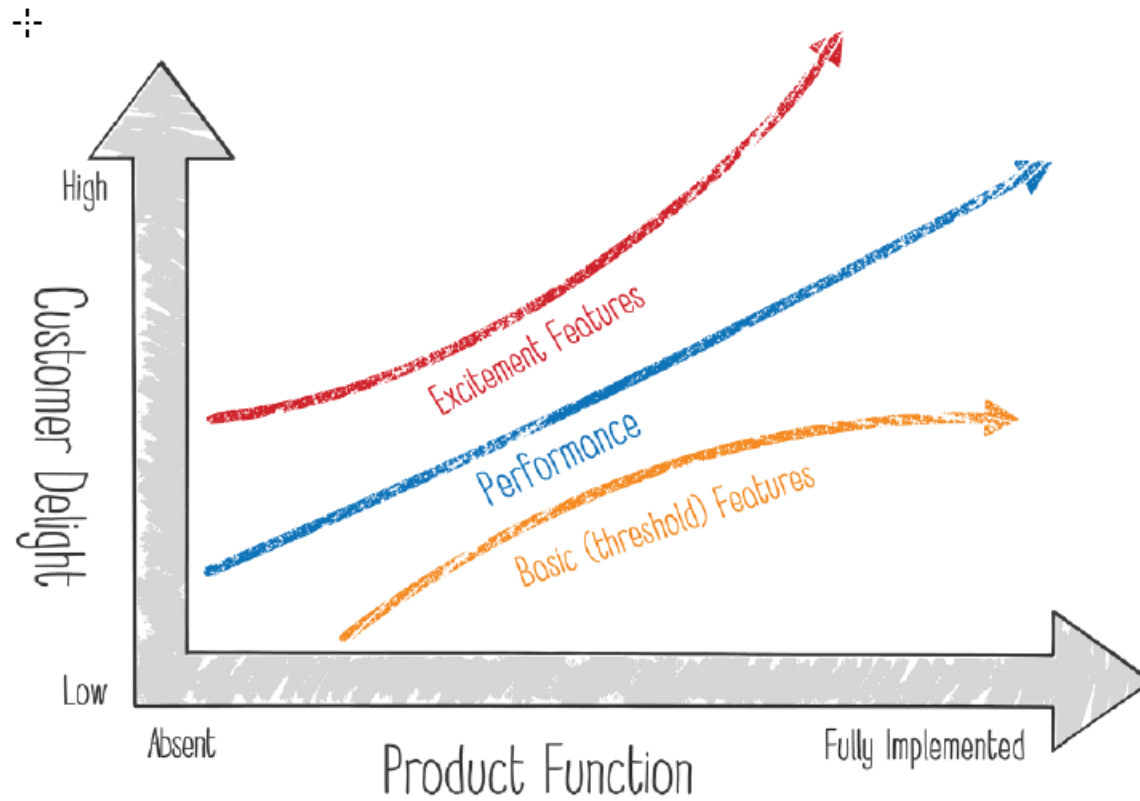
# TYPES OF INNOVATION

high



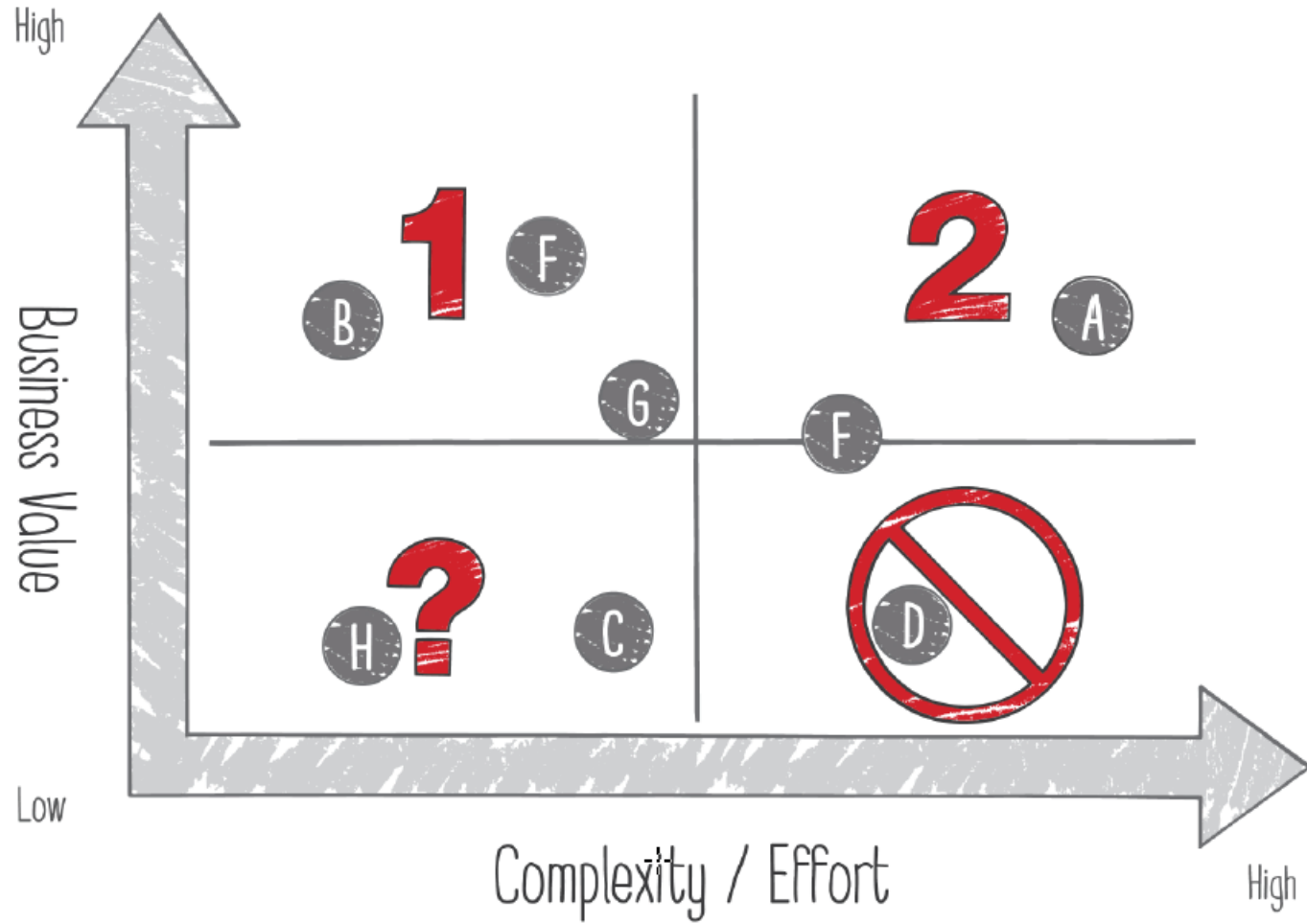
# EVALUATE THE ROADMAP

# KANO MODEL TO EVALUATE ROADMAPS



© 2016 ProductPlan

# VALUE MATRIX FOR ROADMAP EVALUATION



© 2016 ProductPlan



# EXAMPLE 1

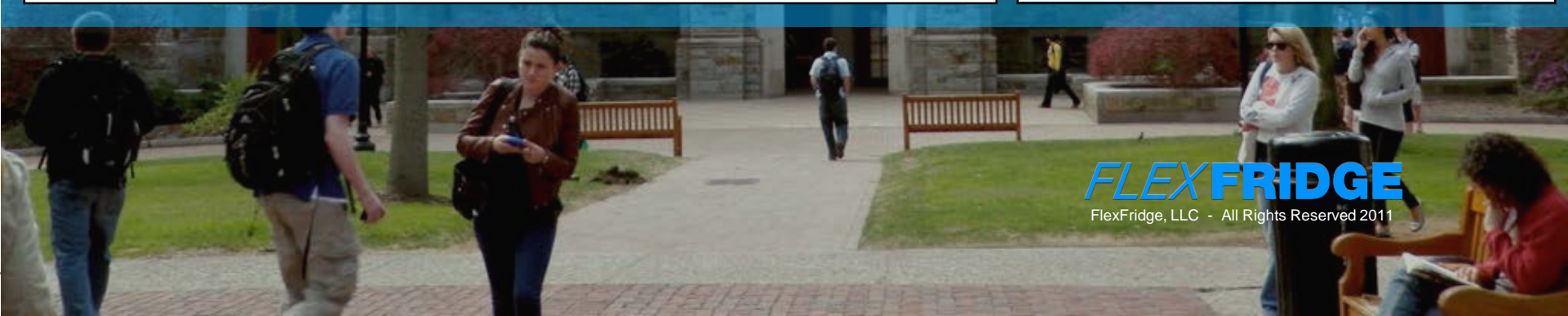
# *FLEX*FRIDGE



FlexFridge, LLC - All Rights Reserved 2011



# more fridge in less space



**FLEXFRIDGE**  
FlexFridge, LLC - All Rights Reserved 2011



marc & kris



katie



**FLEXFRIDGE**  
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# the move in day nightmare



**FLEXFRIDGE**  
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# a hurt back and a parking ticket





A photograph of a cluttered room. On the left is a wooden wardrobe with clothes hanging inside and on the door. In the center is a black FlexFridge unit on a wooden dresser. To the right is a desk with a computer monitor, keyboard, and various items. A blue chair is in the foreground. The floor is covered with boxes, bags, and other debris. A poster is on the wall above the desk.

katie's ground zero

**FLEXFRIDGE**  
FlexFridge, LLC - All Rights Reserved 2011

A white, cube-shaped portable refrigerator sits on a green lawn with scattered brown leaves. To the left of the fridge is a thick tree trunk. In the background, a concrete sidewalk runs horizontally. A yellow-painted curb is visible in the lower-left foreground. The text "\$100 storage?" is overlaid in large white font across the bottom center of the image.

**\$100 storage?**

**FLEXFRIDGE**  
FlexFridge, LLC - All Rights Reserved 2011



***FLEX*****FRIDGE**

# it's light



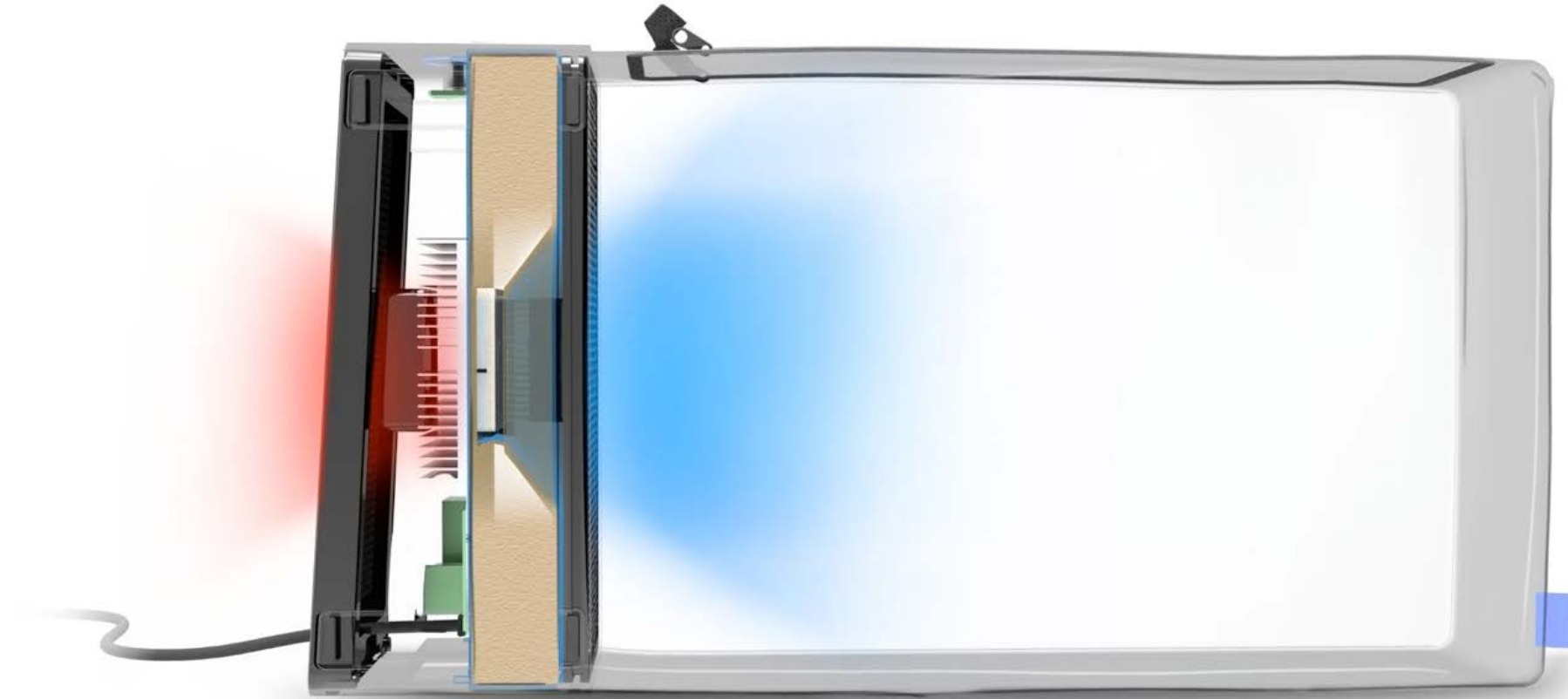
Eli Share



**FLEXFRIDGE**  
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erved

# it's quiet



**FLEXFRIDGE**  
FlexFridge, LLC - All Rights Reserved 2011

# it's flexible



**FLEXFRIDGE**  
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# it's roomy



**FLEXFRIDGE**  
FlexFridge, LLC - All Rights Reserved 2011



## **travel**

**1.09** cu ft

**15.17** lbs

**\$113.13**

## **dorm**

**1.76** cu ft

**32.18** lbs

**\$106.77**

## **mid**

**2.58** cu ft

**50.88** lbs

**\$141.52**

## **mega**

**3.71** cu ft

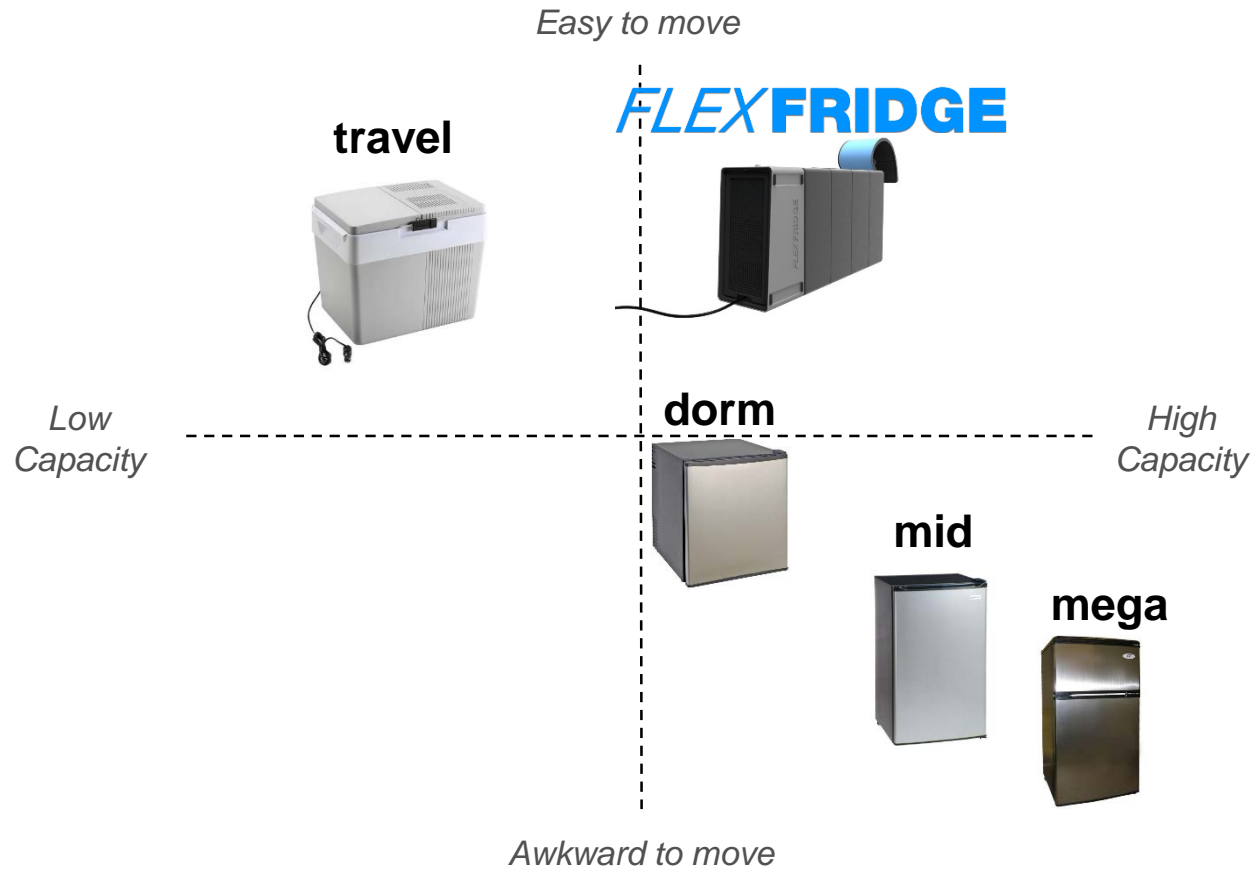
**67.46** lbs

**\$224.50**

**FLEXFRIDGE**

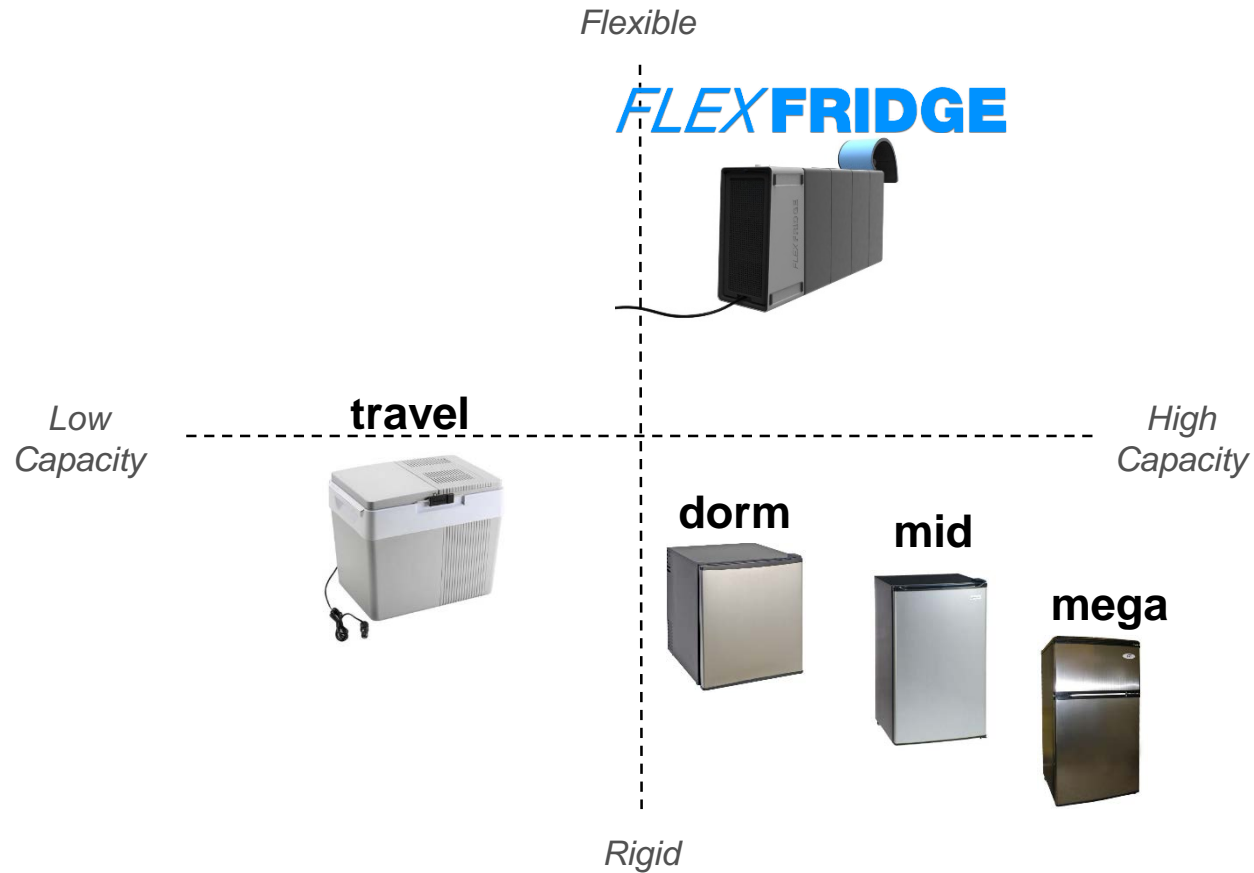
FlexFridge, LLC - All Rights Reserved 2011

# Market Research – White Space



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# Market Research – White Space



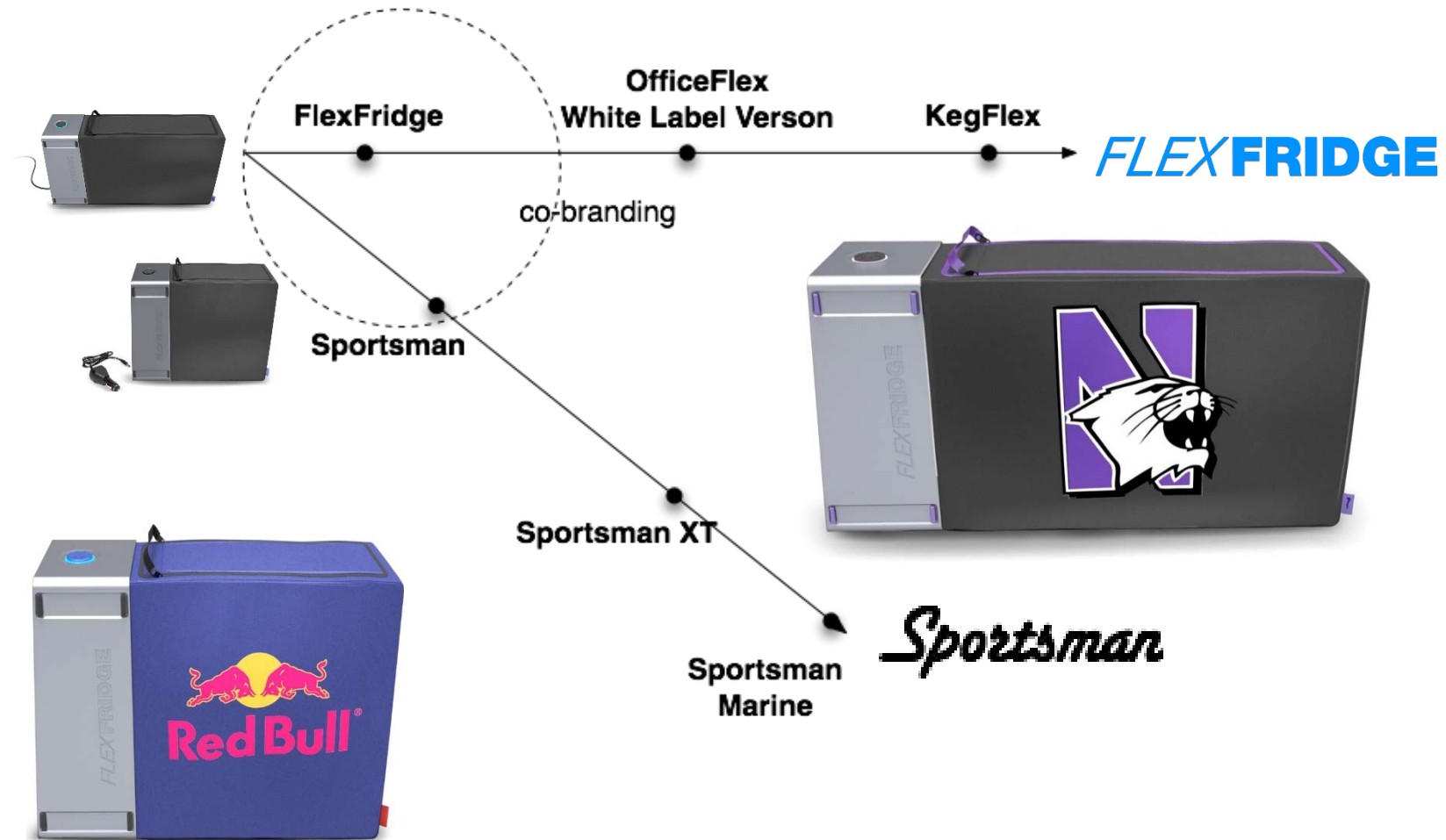
FlexFridge, LLC - All Rights Reserved 2011



# Vector Map

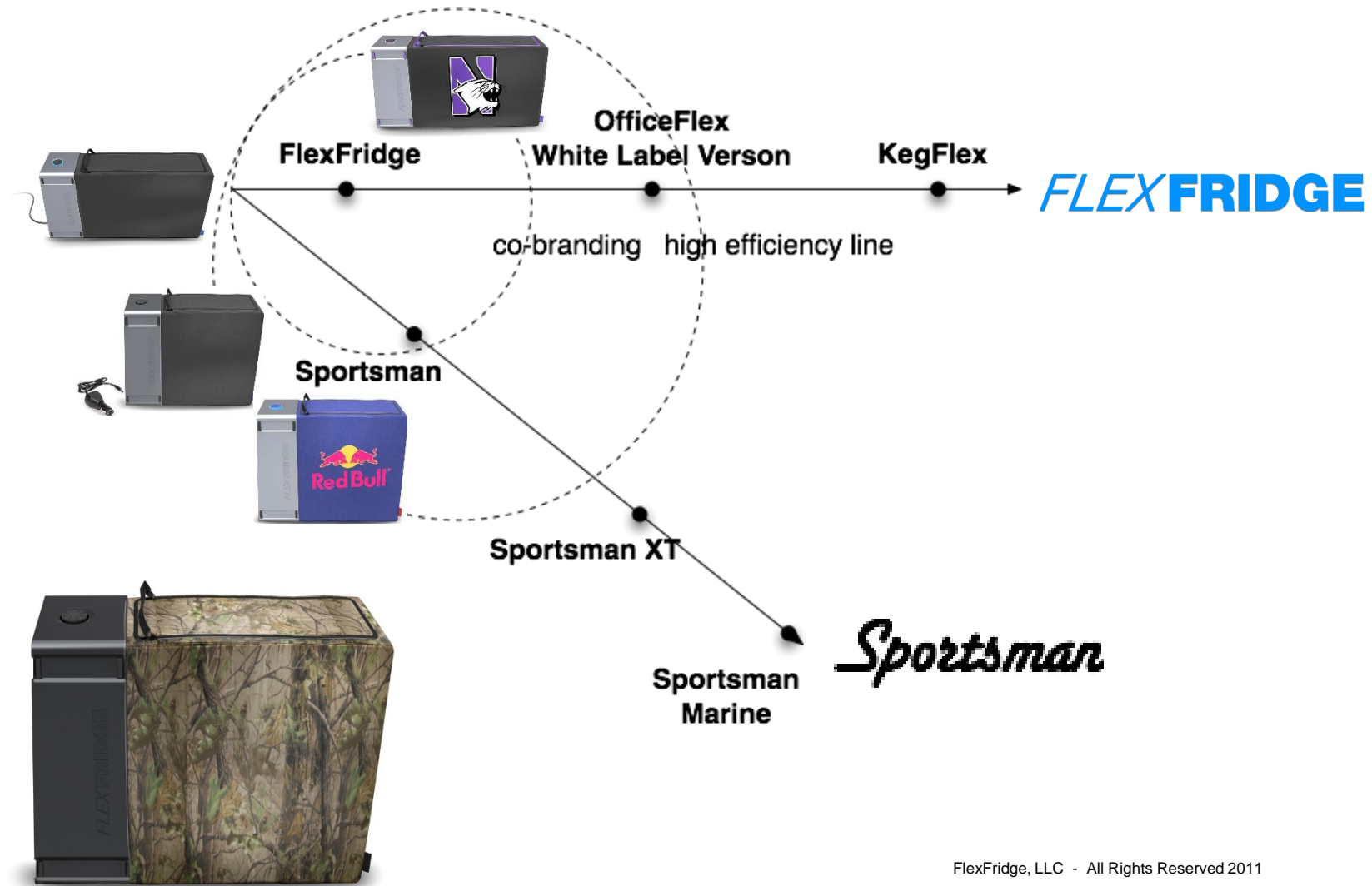


# Vector Map



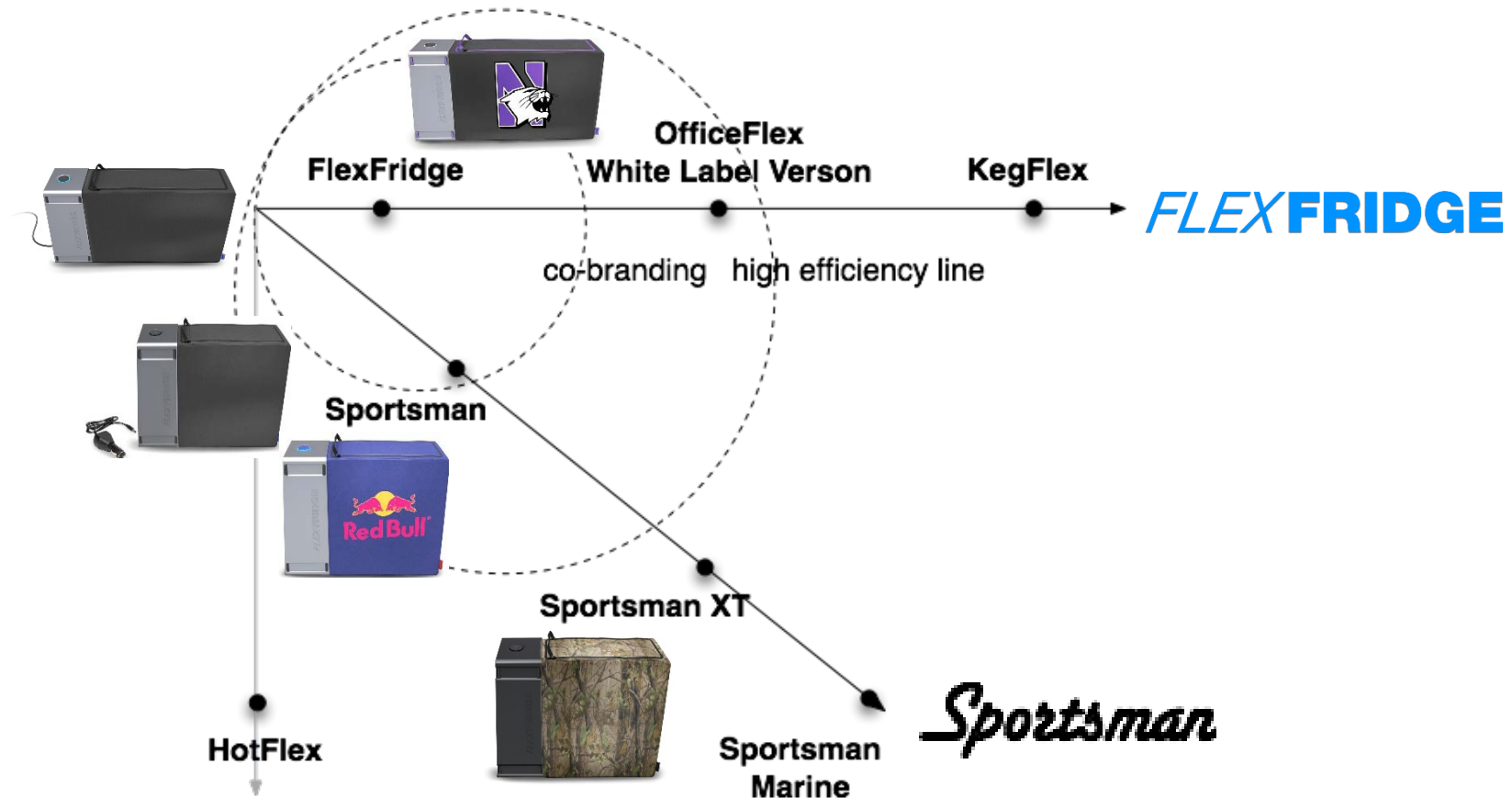
FlexFridge, LLC - All Rights Reserved 2011

# Vector Map



FlexFridge, LLC - All Rights Reserved 2011

# Vector Map



# EXAMPLE 2



# *FLEX*FRIDGE





**HANGING A PICTURE...**

## **ALWAYS ENDS IN A FIGHT**







**HOW CAN YOU HANG  
AND ALIGN MULTIPLE  
PICTURES?**

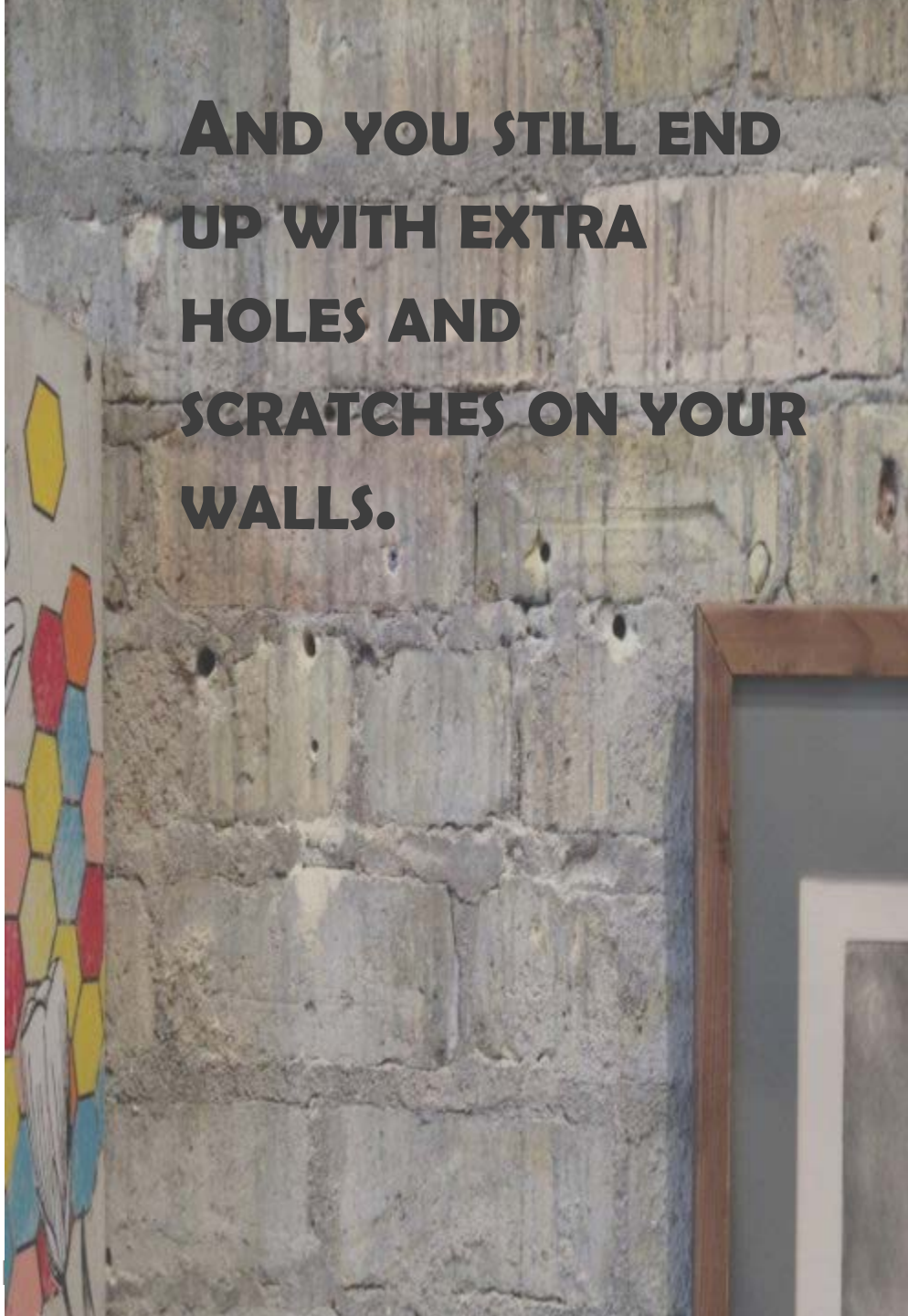


**WHAT IF YOU HAVE A  
MASTERPIECE?**

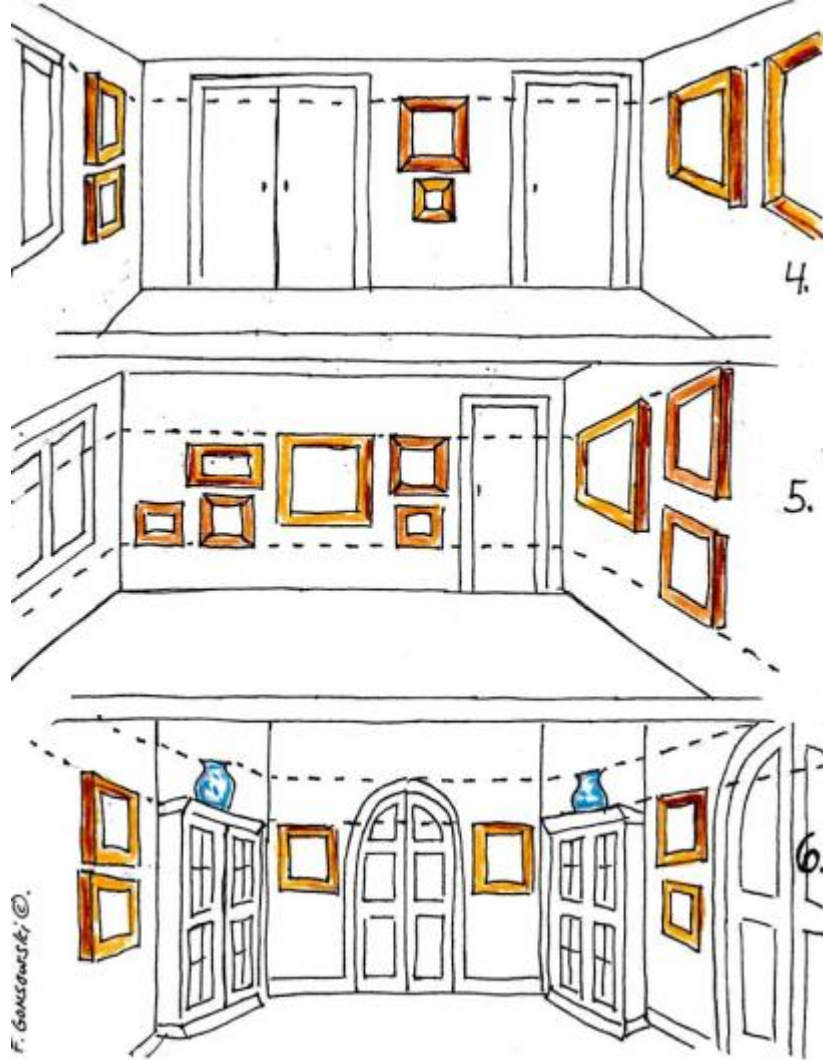


**CAN YOU CALL YOUR  
FRIENDS?**

**AND YOU STILL END  
UP WITH EXTRA  
HOLES AND  
SCRATCHES ON YOUR  
WALLS.**



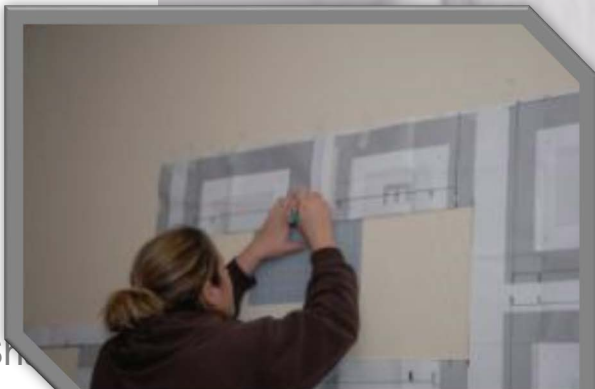
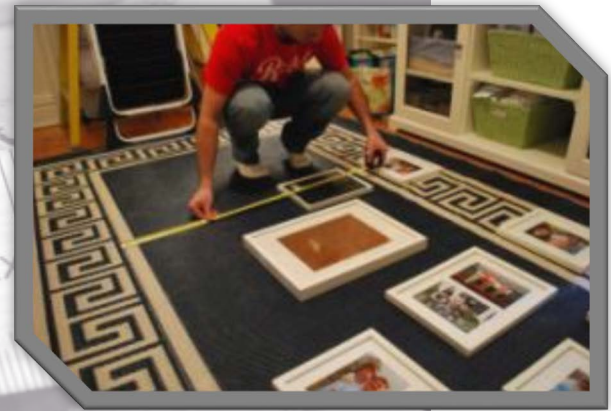
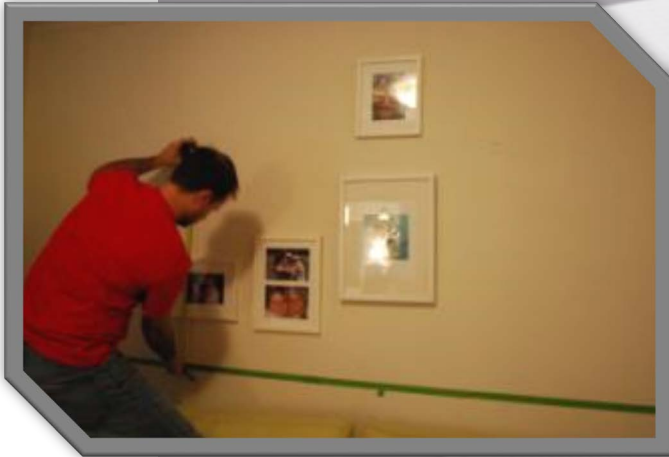




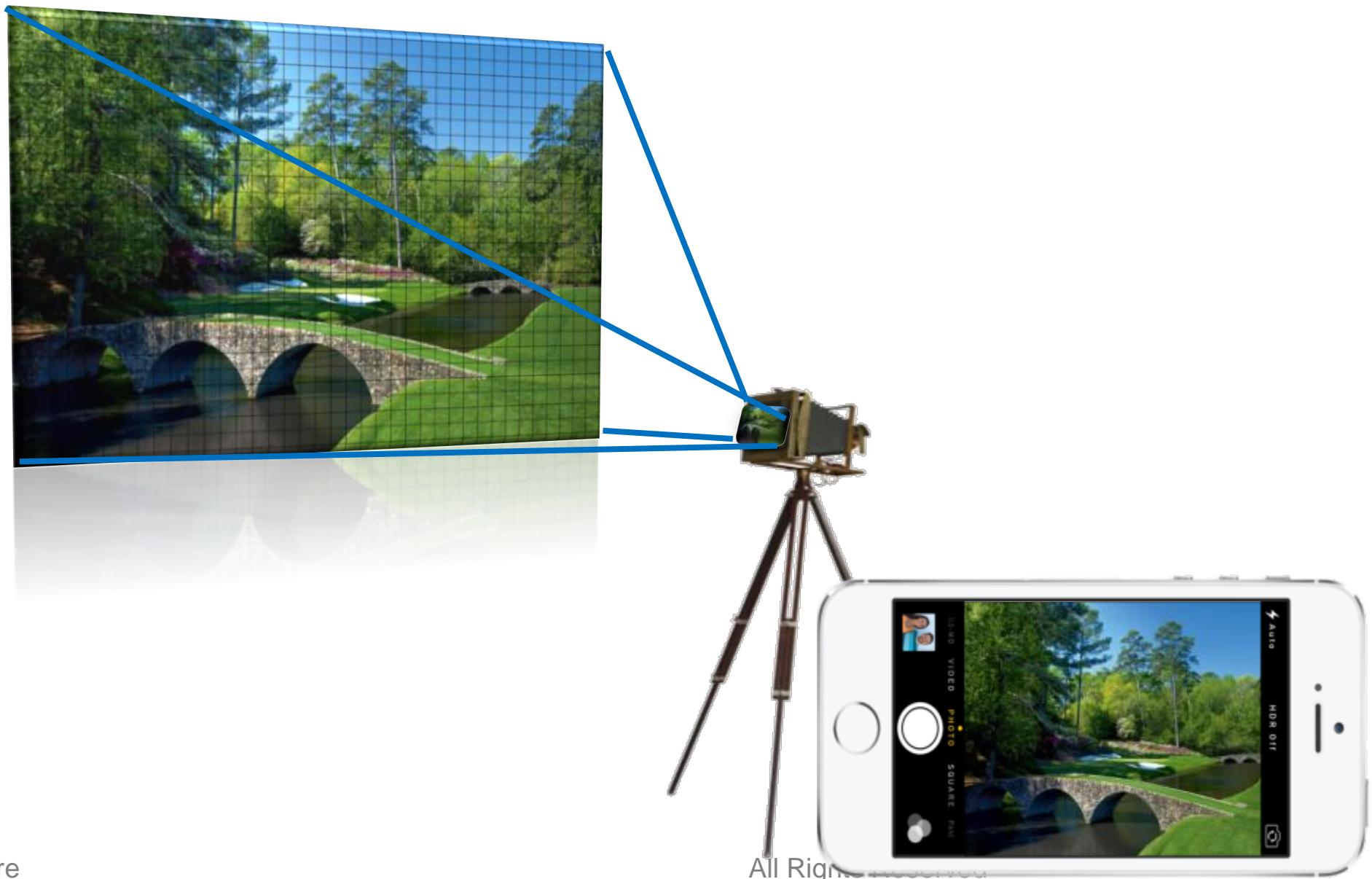
**WHAT YOU NEED IS A PREVIEW**



## THESE ARE YOUR CURRENT OPTIONS

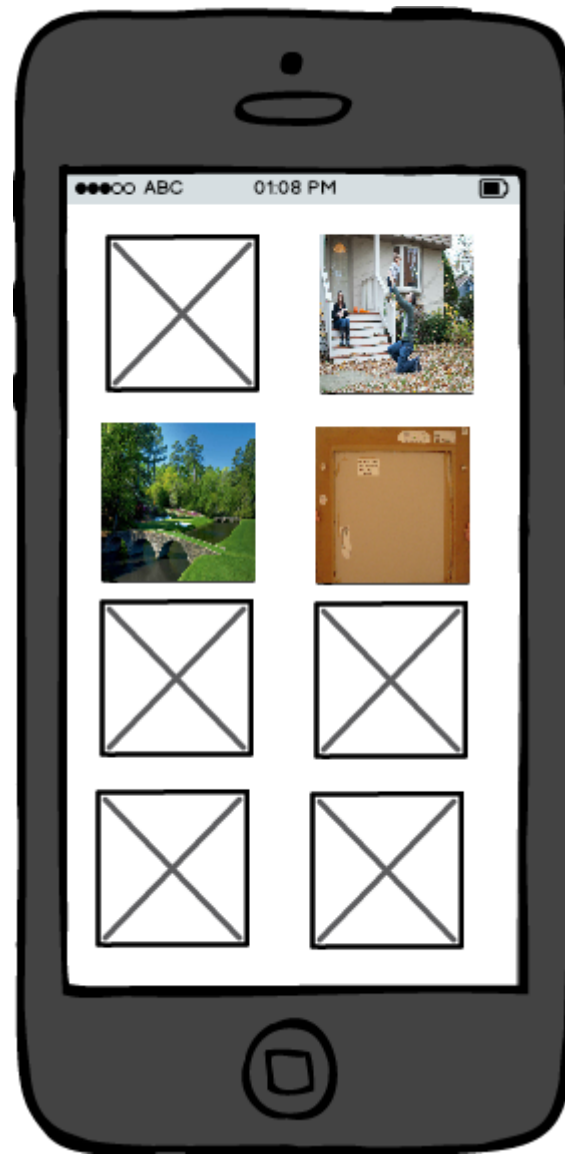


# THE DREMEL PREVIEW

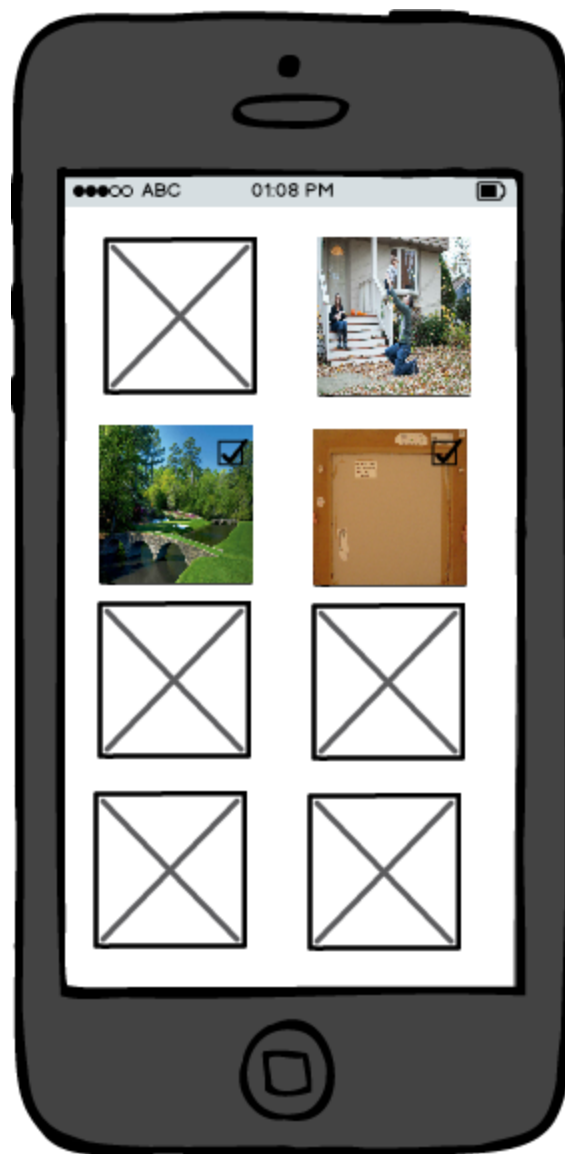


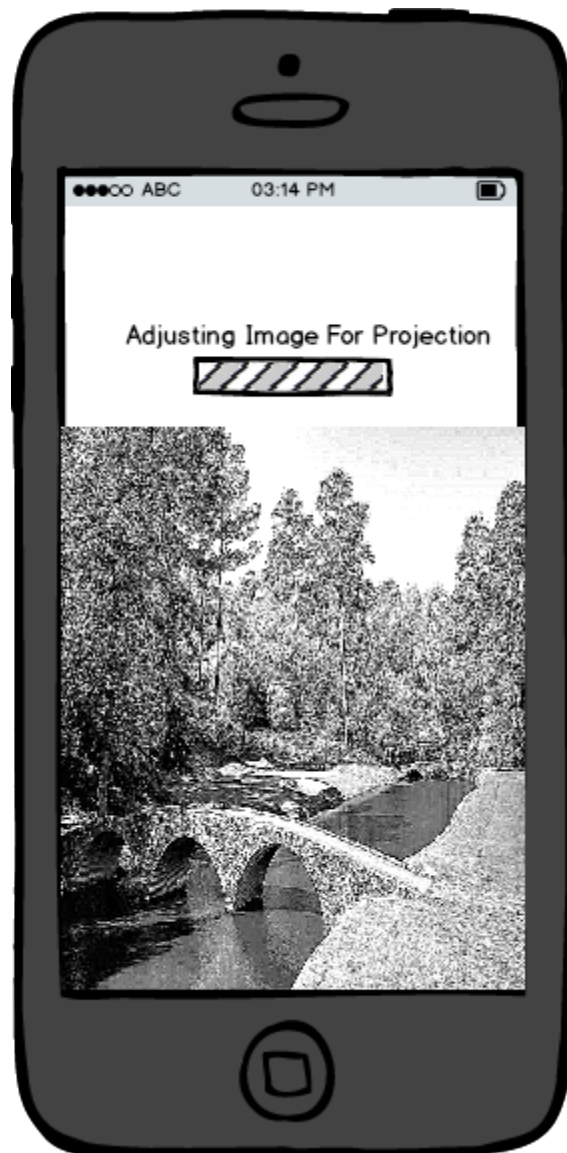


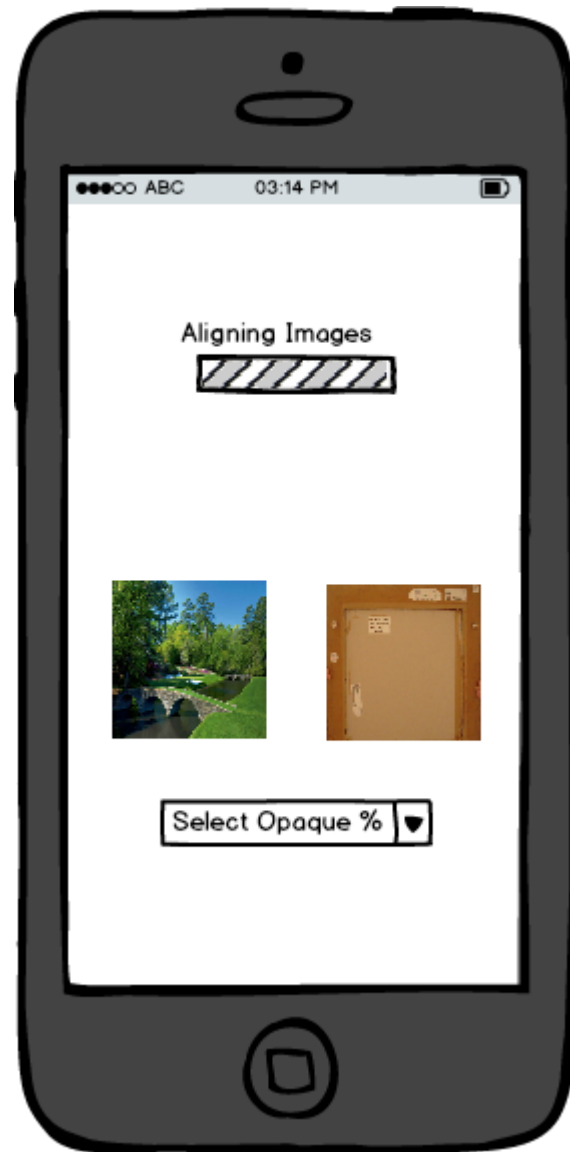


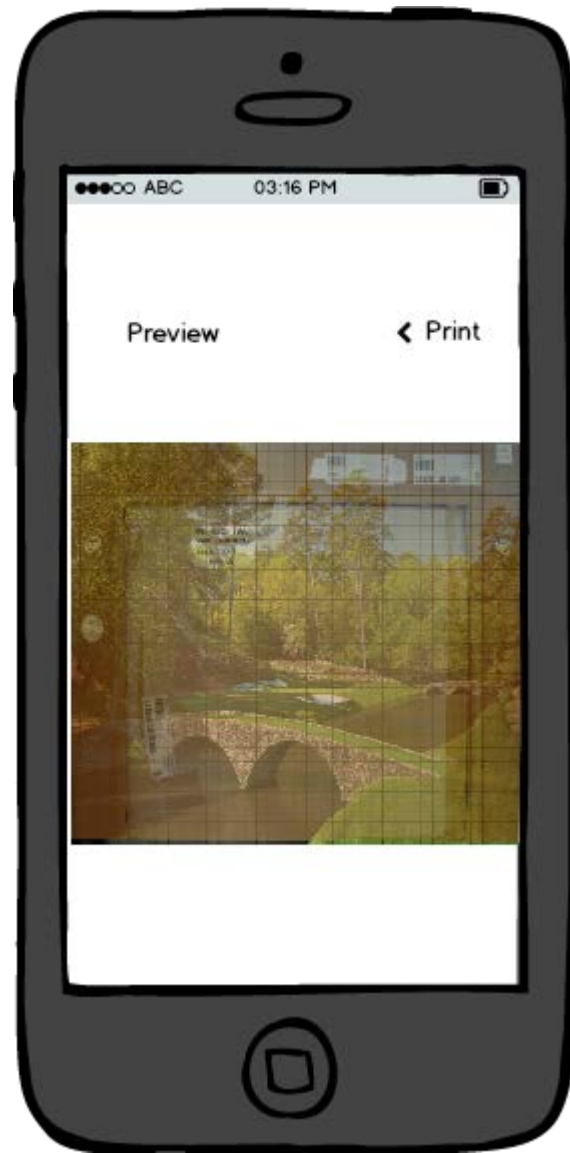




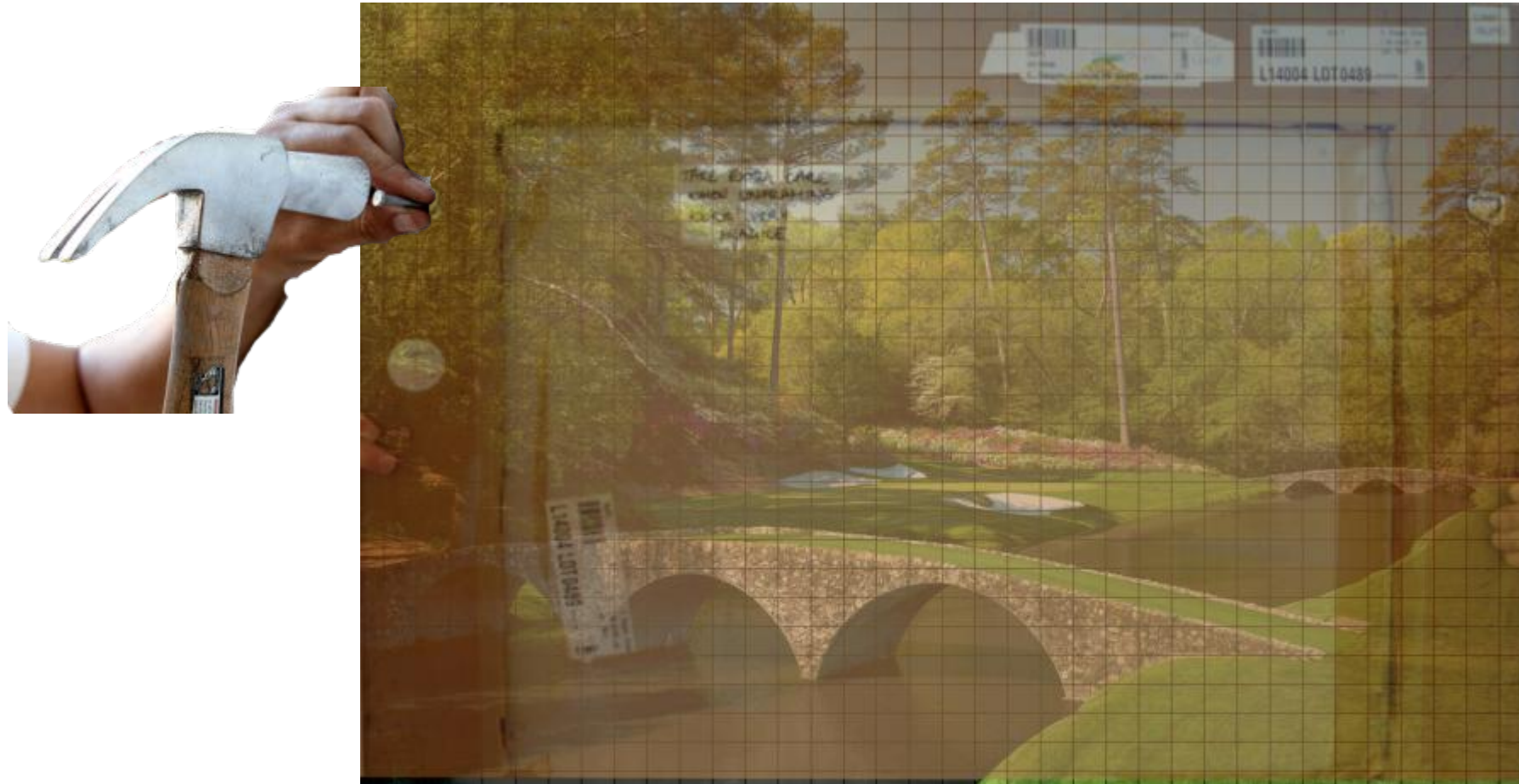








# THE PREVIEW



# THE PREVIEW







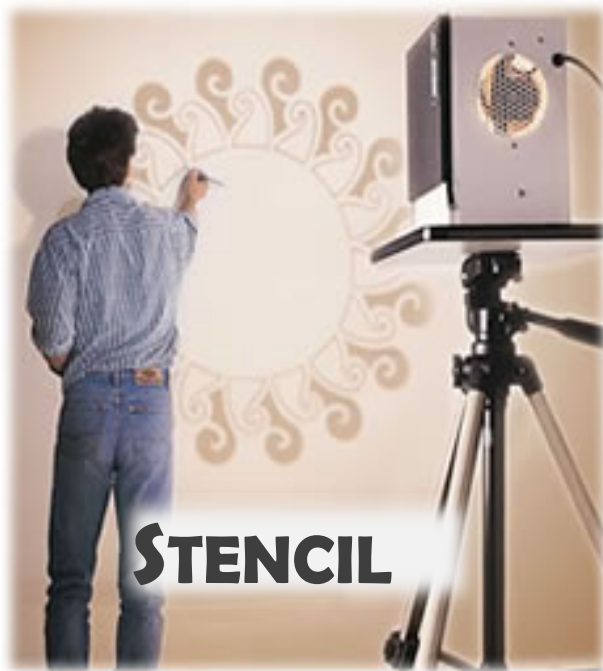
**SHELVING**



**CURTAINS**



**INSIDE**



**STENCIL**



**PAINT**



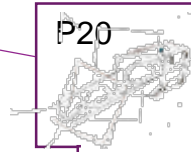
**CUTOUTS**

PREVIEW  
P20

STAGE 1

STAGE 2

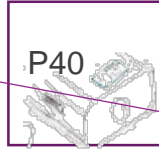
STAGE 3



Accessories



Mobile App  
for Photo Edit



P40

Direct connect  
wifi



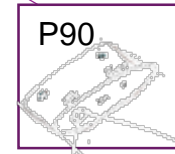
P80

Professional  
model with laser  
precision and  
robust. Designed  
for contractors



P60

Interior design, texture,  
Recommended placement based  
on room scan,



P90

Integrated  
techniques for  
precision using  
projection mapping.



Hardware  
suppliers CAD  
Integration



Google  
maps  
Street View  
of interior  
piping and  
conduit etc.

Sell Data of Users  
Homes internal wall  
structure

**DIGITAL VECTOR**

STRATEGY BUILDING A DIGITAL DATABASE TO PROVIDE  
USER BENEFIT AND ADDITIONAL ASSETS

**HOBBY  
VECTOR**

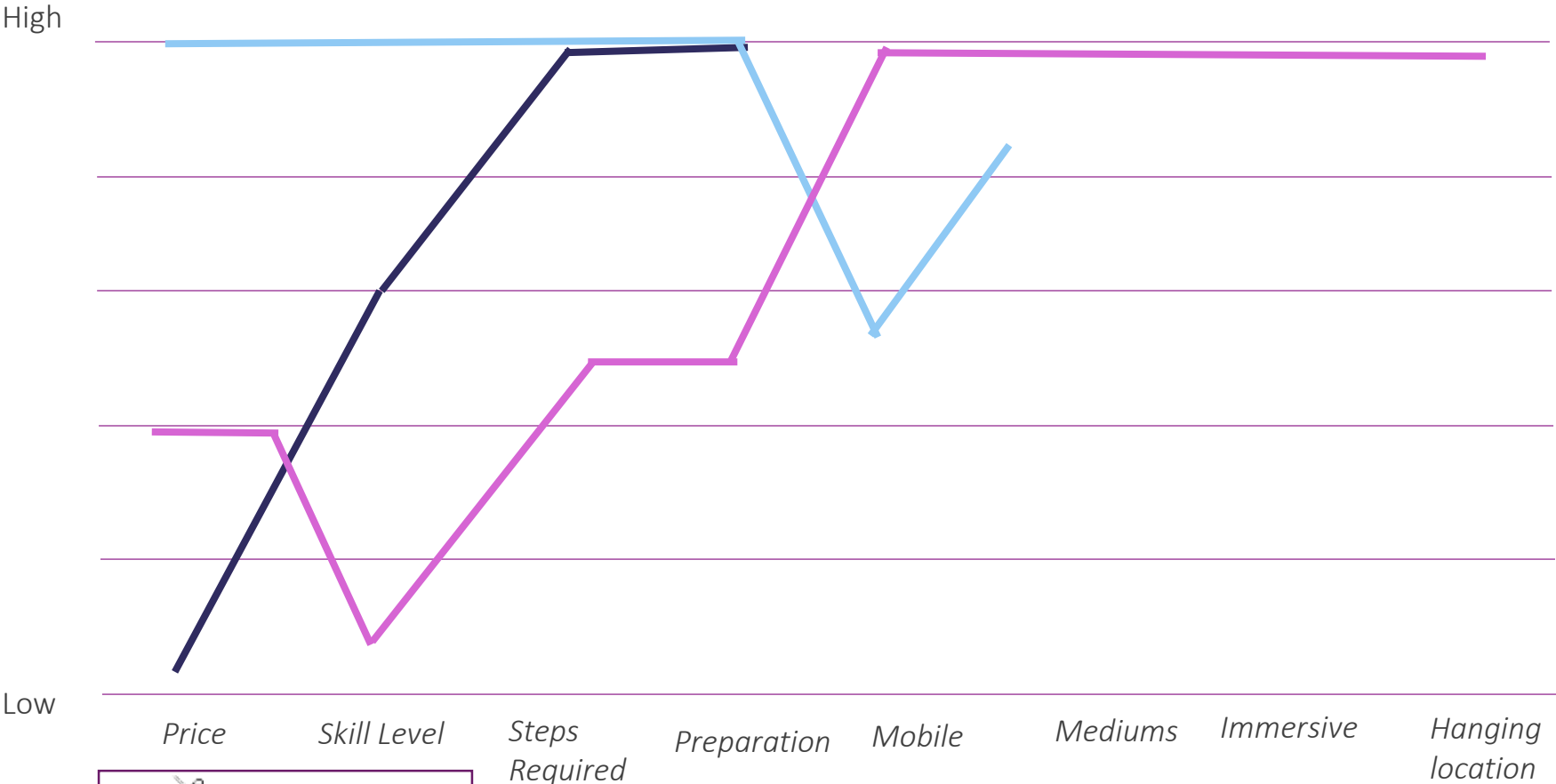
STRATEGY FOR  
DEFINING A NEW  
MARKET BY  
ADDRESSING THE  
HOME OWNER



**PROFESSIONAL  
VECTOR**



STRATEGY FOR GROWING  
THE MARKET WITH  
PROFESSIONAL  
APPLICATIONS AND  
ADVANCED TECHNOLOGY



# STRATEGY CANVAS







The  
Preview

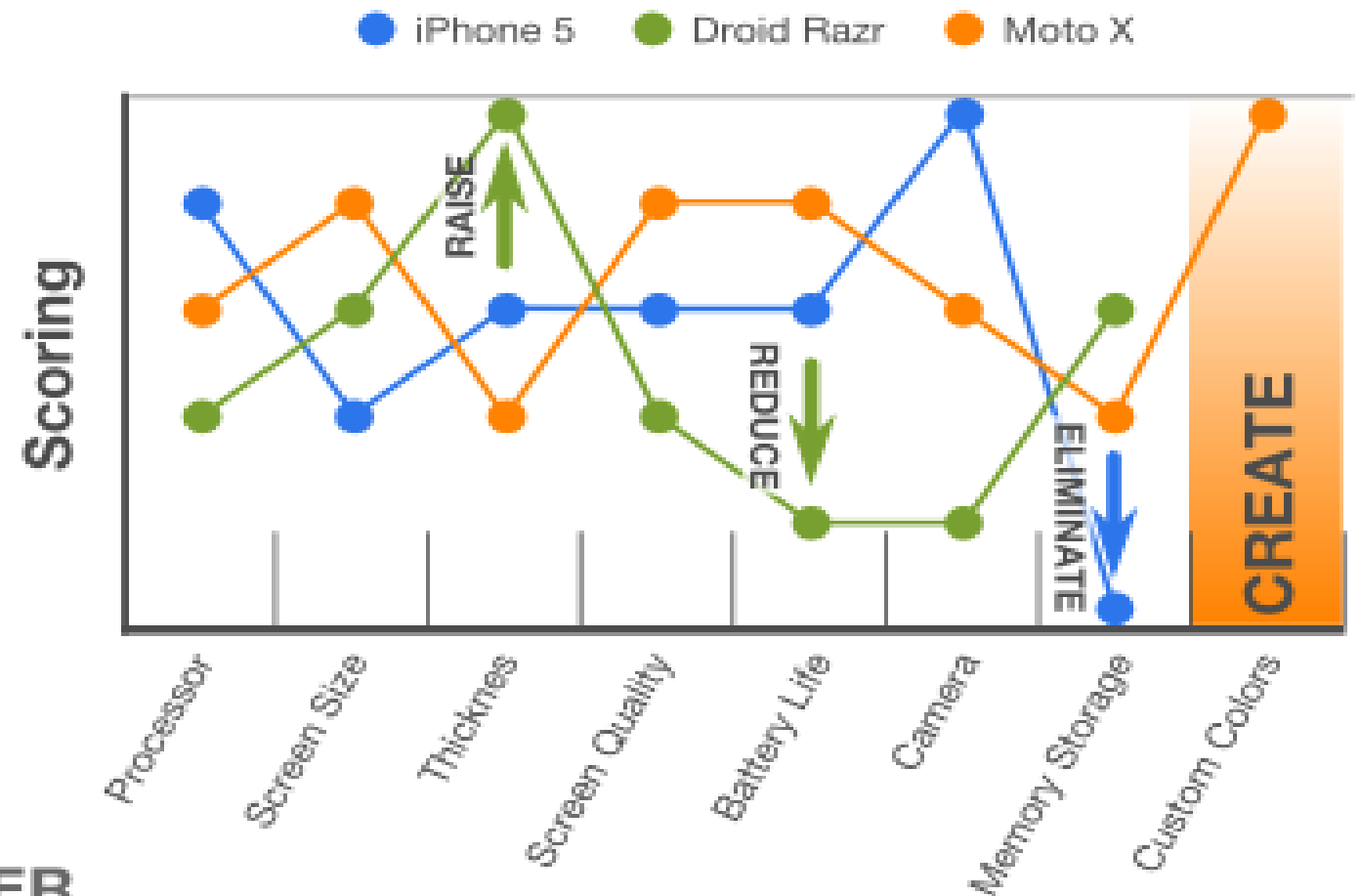
# Product Development Roadmap

Thank you.

June 20, 2019

# 5 STEPS TO CREATING YOUR BLUE OCEAN STRATEGY

1. Strategy Canvas
2. Raise
3. Reduce
4. Eliminate
5. Create



STRATEGY THEME 1

STRATEGY THEME 2

STRATEGY THEME 3

STRATEGY THEME 4



# One Model: Value vs. Complexity

