

Reach your product goals quicker with dynamic roadmapping

There's a new way to roadmap. With a variety of beautiful, proactive, dynamic solutions available, your product teams can move beyond the outdated, manual methods that have been holding them back.



Avoid speed bumps caused by misaligned teams

Now your product roadmaps can reflect the most up-to-date data.

✗ Outdated

Manual product roadmaps created with slides, spreadsheets, and other status quo tools feature time-sensitive information that needs to be updated.

Team	2022 Q2	2022 Q3	2022 Q4	2023 Q1	2023 Q2
TWC	Collaboration tool	5 Make it rain \$		Call data out of context	
SNR	Keynotes	Easy to administer		App snapshots	Increase productivity with AI
Video	Video	Later months		Stability	
Growth	Faster to			Extreme ease of use	
Mobile	V1 launch there's a		Dashboard parity	Buffer	Reliability

✔ Always up-to-date

Without any manual updating required, modern roadmaps sync with the rest of your product plans and delivery solutions, so they always reflect the most current data.

Product discovery

- Personalized onboarding
 - At risk 50%
- AI writing assistant
 - On track 100%
- Admin dashboards
 - Off track 20%



Create a two-way street with interactive tools

Modern roadmapping tools do more than blast information at stakeholders—they allow users to explore specific topics while also capturing market and customer insights from GTM colleagues.

✗ Static

In the past, roadmaps were far too simple to provide meaningful value, or they were packed with far too much information, overwhelming stakeholders with unnecessary details.

Date	Analytics	Integration	Core Dev
Q1'10	Report performance, bugs, new chat report (Console 1.01)	Launch IS rules from ATG tag (R1)	Accessibility (eS)
Q2'10		Click to Call escalation built into Agent Console (C1)	Sneak Preview (IS)
Q3'10	Enhanced ROI data collection (WebCare & Console)	Click to Call in Agent Console (R2)	Accessibility (IS)
Q4'10	IS Chat data in Console (A1)	Click to Call in Agent Console (R2)	Rules performance enhancements (IS & eS)
H1'11	API data access (Console 1.2)	Click to Call in Agent Console (R2)	Value browser history (IS)
H2'11	Live Monitors (Console 1.3)	Click to Call in Agent Console (R2)	Rules performance enhancements (IS & eS)
	Additional Chat reports (A2)	Click to Call in Agent Console (R2)	Rules editor in Console (Console 2.0, IS & eS)
	Call & Chat ROI analytics (Console 1.4)	Click to Call in Agent Console (R2)	
	Additional Chat reports (A3)	Cross-channel enhancements for Click to Call (C2)	

✔ Interactive

Modern solutions allow users to gain greater detail on specific areas of the roadmap they're most interested in. They also allow stakeholders to add new ideas and feedback directly to the roadmap.

Performance enhancements

+ Insight

Submit user insight

From: Sinead Doyle | Importance: Important

Details: Acme Co. mentioned how important improved performance would be for them.

Submit insight



Advanced sharing features ensure everyone knows which way to go

Provide internal and external audiences with easy access to the right roadmaps—eliminating the confusion caused by PowerPoint, Slides, Sheets or Jira.

✗ Hard to share

Sharing with stakeholders used to be difficult. Emailing decks made it hard to tailor roadmaps for specific audiences without creating different roadmap versions that had to be maintained in parallel.

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✔ Easy to share

Now, it's easy to keep everyone on the same page. Roadmapping solutions allow you to tailor your roadmaps for different groups of internal and external stakeholders, and then customize sharing settings so everyone can access the roadmaps they need.

Release 1 | Release 2 | Release 3

Share settings

Share with: [User 1], [User 2], [User 3]

Share with: [User 4], [User 5], [User 6]

Share with: [User 7], [User 8], [User 9]

Share with: [User 10], [User 11], [User 12]



Roadmaps need to be customer centric to keep up with the market

Combining company goals and customer insights ensures that everyone's voice is heard.

✗ Top-down driven

Used to visualize top-down plans based on the goals of the company's leaders, old-school roadmaps aren't equipped to identify insights from listening to the market. They often over-emphasize outputs, or what features the team plans to deliver by a specific date.

Filtering options should be our top priority this quarter.

↓

↓

↓

✔ Customer centric

The new approach is organized by outcomes, or objectives and high-level initiatives that communicate the why behind the work. These roadmaps incorporate customer insights, and reflect real customer needs. Now product managers have an opportunity to close the loop on customer feedback and requests as product features progress.

AI assistant

64

IMPORTANCE 64

- +3 Critical 13
- +2 Important 10
- +1 Nice to have 3
- +1 Unknown 2
- 0 Not Important 0

Leave manual approaches in the dust—chart your course with a modern roadmapping tool today.

