**Product Roadmap Cheat Sheet**

Use this cheat sheet as a checklist to ensure you’ve included all the necessary elements in your product roadmap.

Before publishing your roadmap, make sure to include the following elements:

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| **X** | **Goals:** What are the main goals of the product? |
| **X** | **Product Vision:** What is the vision, or the *why,* of the product? |
|  | **Strategy:** How will you accomplish these goals and realize the product vision? |
|  | **Tasks:** What are the main tasks that you need to accomplish? Note dependencies and provide an outline of the prioritization and progression of tasks. |
|  | **Epics:** If you’re working in an Agile methodology, your roadmap might group tasks into larger *epics*, or collections of work units. This can help in sprint planning and resource allocation. |
|  | **Features:** What are the main features you plan to create or improve upon? |
|  | **Releases:** When and in what order do you plan to release each feature listed above? |
|  | **Timeline:** How long will this take? As mentioned, a product roadmap should not be a detailed, rigid schedule of tasks. Instead, provide an estimate of how long it will take to complete the work. |

The following elements are not required, though you may choose to include them, depending on your project and the audience of your roadmap:

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|  | **Critical Path:** The *critical path* shows the minimum time necessary to complete the product. You may choose to highlight this chain of tasks (with approximate timing) to management. |
| **X** | **Dependencies:** You may choose to show the relationship between critical tasks, such as which items must be completed first in order to start on others. |
|  | **Legend / Key:** Consider adding a legend or key to your roadmap, so viewers can make sense of any symbols, color-coding, or other visual cues. |
|  | **Metrics:** You can also use the product roadmap to highlight key metrics or key performance indicators (KPIs) that you plan to track to measure the success of your product. |
|  | **Milestones:** You may choose to note any critical milestones or markers, either that your team must hit by a certain date or that will be key predictors in the health of the product down the line. |
| **X** | **Percent Complete:** If any of the actions on your roadmap are already in progress, consider adding a “percent complete” label that shows progress. |
|  | **Swimlanes:** In feature-oriented product roadmaps, teams often include swimlanes to categorize work items in a clear, easy-to-visualize way. |
|  | **Task Status:** Similarly, you might also include a field for each task that clearly displays its status (not started, in progress, completed). |
|  | **Themes**: Larger scope product roadmaps often include themes, also called *containers*. This step allows you to group features and releases thematically. |

On the flipside, you should *not* include the following:

* **Hard Dates:** Unless specifically requested by your audience, the product roadmap is not the place for strict dates. Use it as a way to frame the estimated schedule of events, but not to lock your team into a hard schedule.
* **Non-Value Items:** There is no need to add additional potential elements or out-of-scope tasks. The roadmap should be clear, direct, and concise, and relay only the most important aspects of upcoming product-related work. For example, do not include potential responsive actions, such as a bug fix or failed test. That said, you should assume a certain amount of flexibility for unexpected events, hence why you shouldn’t include fixed dates.

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