

In product thinking, the product roadmap is your master outline. It outlines the direction, priority and progress of your product over time. You can think of it as a plan of action that combines both the short and long term goals for the product and the plan to achieve them.

Typically, the product manager is the one who is tasked with building the product roadmap based on the vision and strategy of the organization, which we discussed in the last video. The roadmap is always a work in progress, and can be adjusted as needed.

In newsrooms, an editorial calendar is similar to a product roadmap. In these calendars, you often see things such as the owner or editor or writer of a story, the category it fits into, the publication date and other relevant notes.

Now instead of focusing on specific articles, a product roadmap focuses on overarching features and goals with dates and stakeholders. You can use a product roadmap for things like a newsletter or app launch or to help prioritize a variety of newsroom initiatives.

It's important that your roadmap feature at least these four things: a timeline, features, goals and owners.

For a timeline, you don't need to list specific dates on your roadmap. But you do need a clear way to outline and prioritize short term, medium term and long term features that you're planning.

As for features, it's important to list what features you are releasing along the timeline above. You can categorize these based on what you're looking to communicate. These can be simply stated as the feature you're building, or you can create a hierarchy of broad feature themes down to more specific subfeatures.

As for goals, these should be included to ensure that the features you're creating align with your overall vision and strategy. Your features should move the needle on the vision and goals you created with your stakeholder.

Lastly, the product roadmap should include the owner of the specific items listed in the roadmap. This ensures that someone is held accountable for reaching the timeline set in the roadmap.

Now, let's walk you through 7 common types of roadmaps you could use. In addition, in week's readings, you'll have a chance to see some samples of product roadmaps and read more about how to create your own.