

Characteristics of Product Roadmaps

The following are characteristics of more effective product roadmaps. For each statement, indicate how strongly you agree with that statement.

#	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
1	The roadmap is created and maintained with the inputs from a cross-functional set of persons with significant domain knowledge about the product and/or environment in which it is used.						
2	The roadmap is made visible and referenced publicly on a regular cadence (i.e. monthly meetings, sprint reviews, backlog refinement, PI planning sessions, etc.).						
3	Our roadmaps are constructed with outcomes in mind, not just a list of features or requirements that need to be built.						
4	Our product roadmap is in alignment with our organization's strategic objectives (e.g. increasing customer satisfaction, higher innovation, quicker time to market, increasing quality, lowering overall costs, etc.).						
5	The teams' product backlogs are in alignment with the product roadmap.						
6	Our organization places a high value in not only the product roadmap, but in the collaborative process to create and maintain a product roadmap.						
7	We spend adequate time to create and maintain our product roadmap.						
8	We regularly review and revise the product roadmap as needed based upon data collected (i.e. feedback from customers, market research, etc.).						
9	Our roadmaps are not contracts; it is expected for our roadmaps to adjust over time.						
10	Our roadmaps are used as guidance for decision making (i.e. setting order of backlogs, levels of investment, path to learn about product acceptance/adoption, etc.).						

While the above is not an all-inclusive list, organizations that create, maintain, and use product roadmaps more effectively tend to have the characteristics above. Review your answers. See if there are any patterns to your responses. Are there any opportunities for improvement you see? What actions might be needed to increase the impact of your roadmaps?