

“Golden Feature” Product Roadmap Templates



280 Group™ Optimal Product Management and Product Marketing™
Helping companies deliver products that delight their customers and produce massive profits™

This template is part of the Product LifeCycle Toolkit™ from the 280 Group.

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Creating A “Golden Feature” Roadmap

- Choose one major feature per release as the “Golden Feature”
- Can’t ship without the Golden Feature
- All Marketing and development focus is around this
- Minor bug fixes and features can be added but are optional/nice to have
- Compare Golden Feature release schedule against:
 - Competitive
 - Market
 - Technology
- Examples:
 - Revamped UI
 - Launch performance
 - Automatic save/recovery of documents
- Golden Feature also helps resist feature creep

Sample from Product Management Lifecycle Toolkit
www.280group.com

One Year "Golden Feature" Internal Product Roadmap

2010

2011

Project Code Name

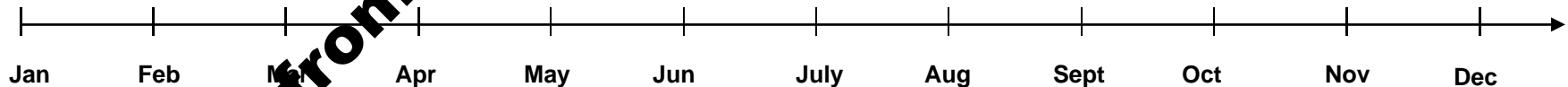
Project Code Name

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5



Sample from Product Management Lifecycle Toolkit
www.280group.com

Two Year “Golden Feature” Internal Product Roadmap

2010

2011

Project Code Name

Project Code Name

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

Sample from Product Management Lifecycle Toolkit
www.280group.com

Three Year “Golden Feature” Internal Product Roadmap

2010

Project Code Name

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

2011

Project Code Name

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

2012

Project Code Name

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

Sample from Product Management Lifecycle Toolkit
www.280group.com

Four Year "Golden Feature" Internal Product Roadmap

2010

Project Code Name

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

2011

Project Code Name

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

2012

Project Code Name

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

2013

Project Code Name

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

Sample from Product Management Lifecycle Toolkit
www.280group.com

Five Year "Golden Feature" Internal Product Roadmap

2010

Project Code Name

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

2011

Project Code Name

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

2012

Project Code Name

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

2013

Project Code Name

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

2014

Project Code Name

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

Sample from Product Management Lifecycle Toolkit
www.280group.com

Quarterly “Golden Feature” Internal Product Roadmap

2010

2011

Code
Name

Code
Name

Code
Name

Code
Name

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

Golden Feature

- Minor Feature 1
- Minor Feature 2
- Minor Feature 3
- Minor Feature 4
- Minor Feature 5

1Q

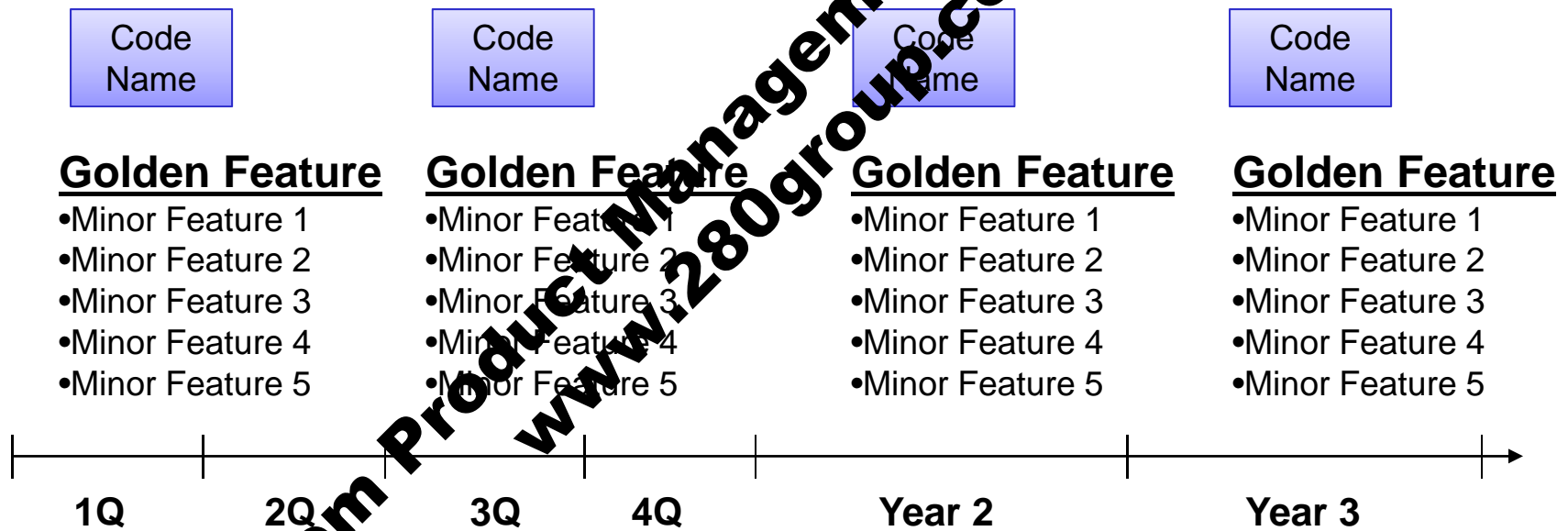
2Q

3Q

4Q

Sample from Product Management Lifecycle Toolkit
www.280group.com

Quarterly/Yearly “Golden Feature” Internal Product Roadmap



Sample from Product Management Lifecycle Toolkit
www.280group.com