

“Theme-Based” Product Roadmap Templates Internal Company Use



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.

The 280 Group helps companies deliver products that delight their customers and produce massive profits™. They offer Product Management and Product Marketing consulting, contractors, training, certifications, books and templates. www.280group.com 408-834-7518

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Creating A “Theme-Based Internal Roadmap

- Find logical groupings of high scoring items
- Give groupings a “Theme” name
- Compare Themed releases against:
 - Competitive
 - Market
 - Technology
- Example - Performance theme could include:
 - Launch time
 - Screen refresh and data retrieval
 - Time to update database
 - UI responsiveness
- Bug fixes/clean up can be a theme
- Themes help resist feature creep
- May want to use sub-themes, but it weakens the strategy

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

One Year "Theme-Based" Internal Product Roadmap

2010

2011

Project Code Name

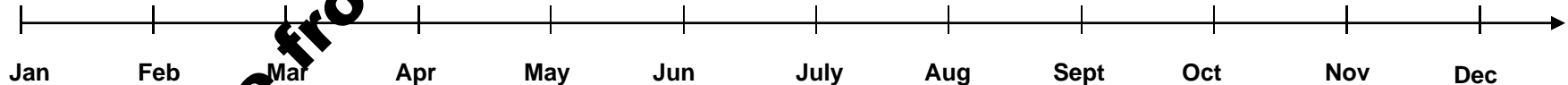
Project Code Name

Theme

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

Theme

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



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

Two Year "Theme-Based" Internal Product Roadmap

2010

Project Code Name

Theme

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

2011

Project Code Name

Theme

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

Sample from Product Management Lifecycle Toolkit
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Three Year "Theme-Based" Internal Product Roadmap

2010

Project Code Name

Theme

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

2011

Project Code Name

Theme

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

2012

Project Code Name

Theme

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

Four Year "Theme-Based" Internal Product Roadmap

2010

Project Code Name

Theme

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

2011

Project Code Name

Theme

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

2012

Project Code Name

Theme

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

2013

Project Code Name

Theme

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

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

Five Year "Theme-Based" Internal Product Roadmap

2010

Project Code Name

Theme

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

2011

Project Code Name

Theme

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

2012

Project Code Name

Theme

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

2013

Project Code Name

Theme

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

2014

Project Code Name

Theme

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

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

Quarterly "Theme-Based" Internal Product Roadmap

2010

2011

Code Name

Theme

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

Code Name

Theme

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

Code Name

Theme

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

Code Name

Theme

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

1Q

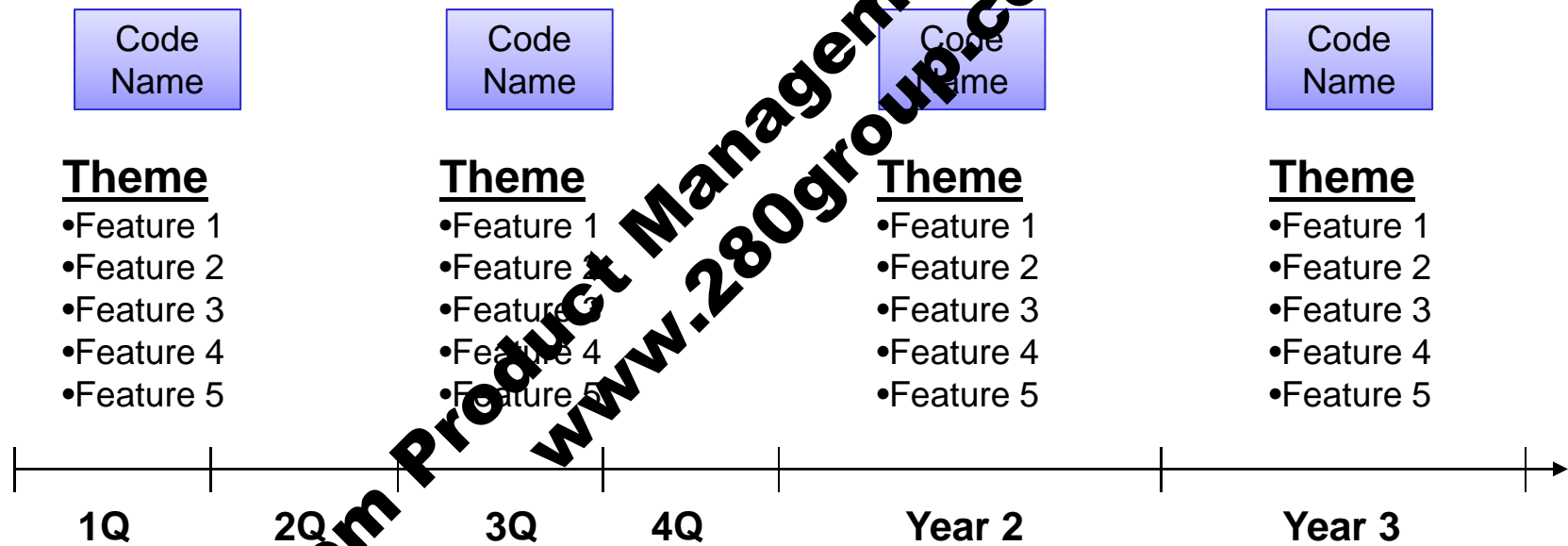
2Q

3Q

4Q

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

Quarterly/Yearly “Theme-Based” Internal Product Roadmap



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