ROMAN'S PRODUCT STRATEGY FRAMEWORK

romanpichler

FRAMEWORK ELEMENTS	VISION 👁	PRODUCT STRATEGY ♞	PRODUCT ROADMAP	PRODUCT BACKLOG 📦
INFORMATION PROVIDED	What is the product's purpose, the positive change it should bring about? Inspiring, concise vision statement or slogan that is ambitious, ethical, shared, enduring.	What is your approach to realise the vision and make the product successful? • User and customer needs • Market (segment) • Business goals • Stand-out features Must be validated with appropriate data.	How will you implement the strategy over the coming months? • Product goals (outcomes); aligned with needs and business goals in the strategy • Timeframes or dates (on internal roadmaps) • Selected features • Metrics	What needs to be done to deliver the next product goal? • Product goal copied from roadmap • Items like: ○ Epics, user stories ○ Workflow diagrams ○ Non-functional requirements ○ Mock-ups and sketches
TIMEFRAME	5-10 years	Product life cycle stage or less	12 months (for digital products)	2-3 months depending on the product goal
REVIEWS	Review once per product life cycle stage.	Inspect and adapt the product strategy every three months.	Inspect and adapt the product roadmap every three months.	Inspect and adapt the product backlog every sprint.
TOOLS	PRODUCT VISION BOARD	PERSONA TEMPLATE (OPTIONAL)	GO PRODUCT ROADMAP	PRODUCT CANVAS (OPTIONAL)
PEOPLE	LEADS — Product Person	Key Stake-holders · Dev Team Reps: UX, Tech, QA&C · Coach — FACILITATES		Product Person · Dev Team(s) · Coach