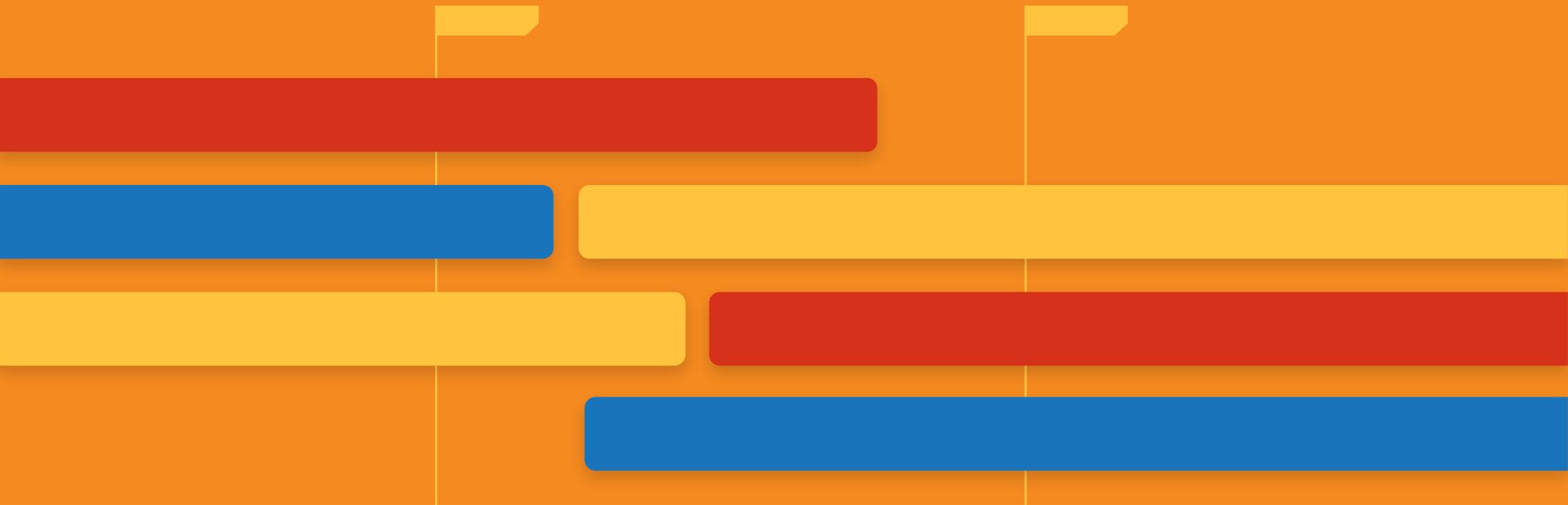


ROADMAP TEMPLATE GUIDE



ROADMAP TEMPLATE GUIDE



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INTRODUCTION

WHY DID WE PRODUCE A TEMPLATE GUIDE?

This guide is meant to give you an idea of the types of roadmaps you can build with ProductPlan. Whether you're a product manager managing one product or several, an IT Ops manager planning a system migration, or a marketing director charting your digital strategy for next quarter, you can benefit from a high-level roadmap. Roadmaps help you plan, prioritize, and communicate your product strategy, and our templates give you a great starting point.

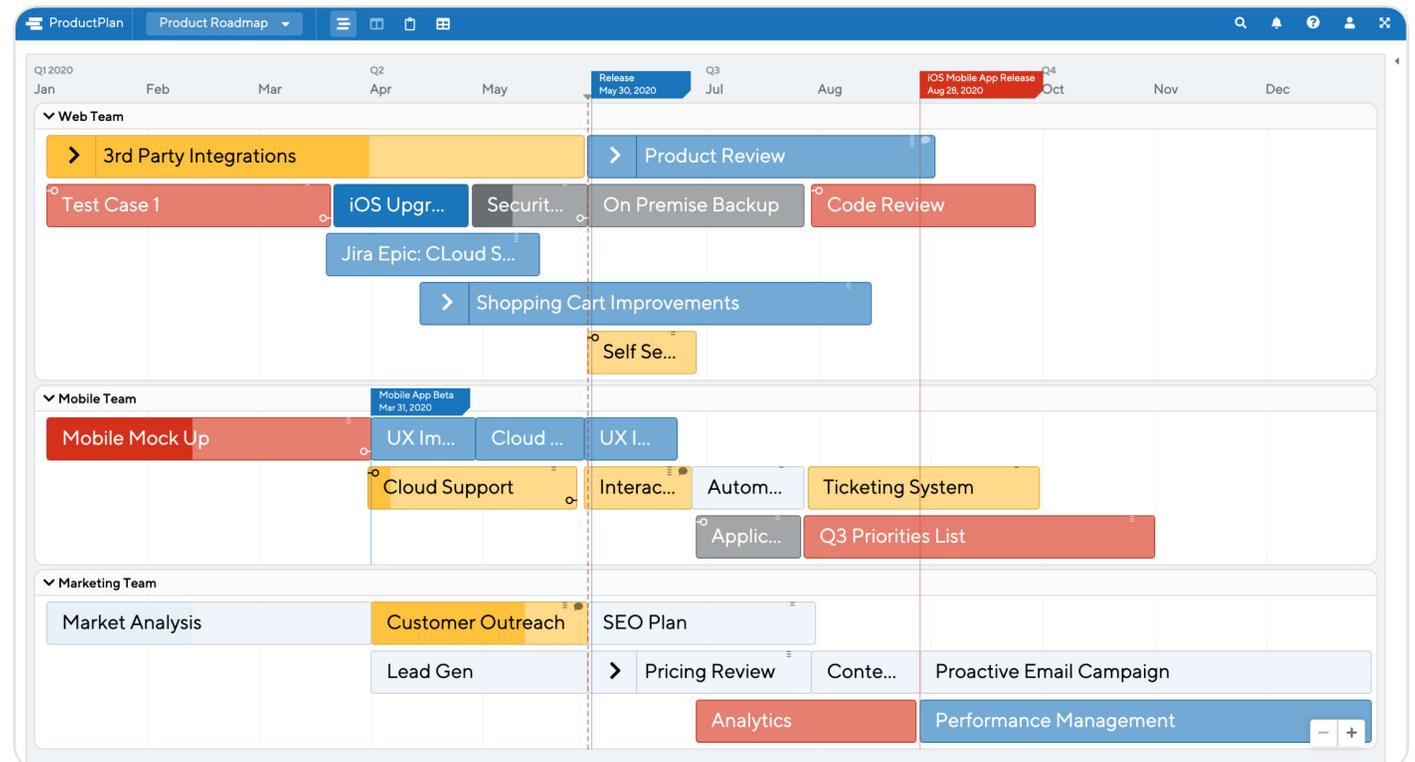


MAIN ELEMENTS OF A PRODUCT ROADMAP

It can be easy, especially for product roadmap proponents like us, to talk about roadmaps in an abstract sense—discussing how important they are to a product’s success, how useful they can be for bringing cross-functional teams together around a shared strategic goal, and how a product manager should decide which items earn a place on the roadmap.

But in discussing these high-level benefits and strategies of a product roadmap, it’s easy to forget that not everyone knows exactly what an effective roadmap is supposed to look like: what elements it contains, how those elements are displayed, and how to read the roadmap and understand what it’s telling you.

Let’s walk through a detailed view of an actual product roadmap, including each of its main elements. We will be using the roadmap below as our guide.



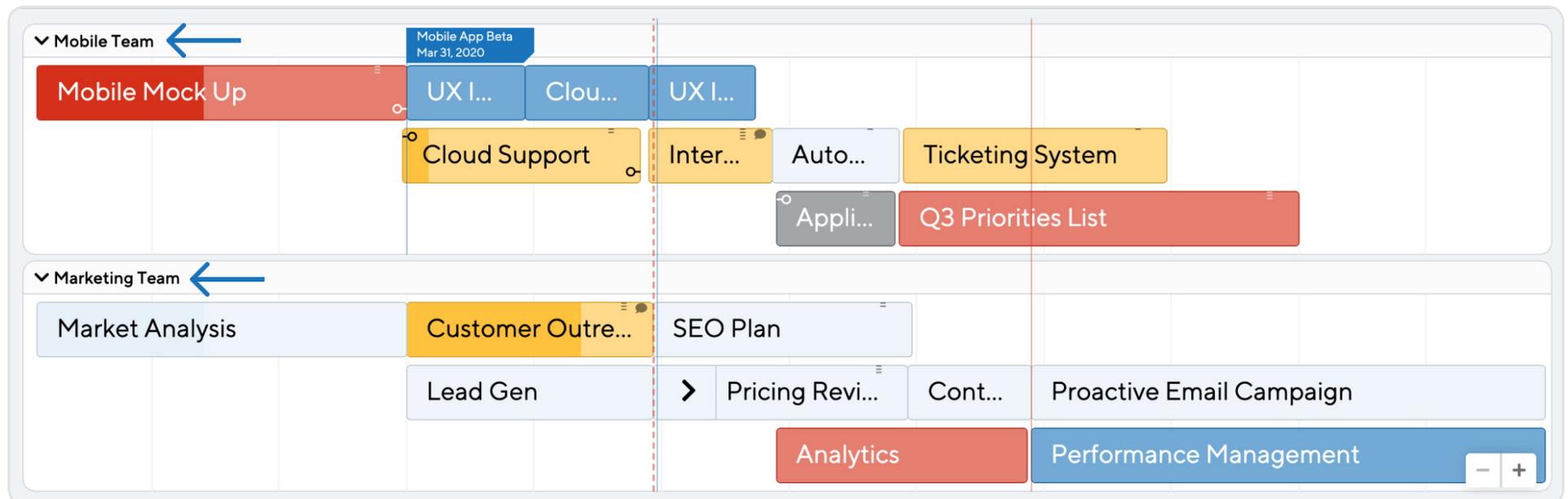
Let's assume you've decided on at least some of your main initiatives and priorities for a new product. You haven't yet determined each of the features or stories you'll want for the product's first version, but you have established a rough, high-level plan for its major strategic objectives. Now what? How do you start translating those big-picture details into a roadmap? Everyone's roadmap is going to look somewhat different, but here is a basic framework you can use as a helpful starting point.

Lanes (or "Swimlanes")

Lanes, often referred to as swimlanes, are a useful way to divide the high-level categories of your roadmap's initiatives to clearly show divisions of responsibility.

Swimlanes can represent different teams, areas of responsibilities, geographic regions, or whatever categories make the most sense for your company or your product's division of work.

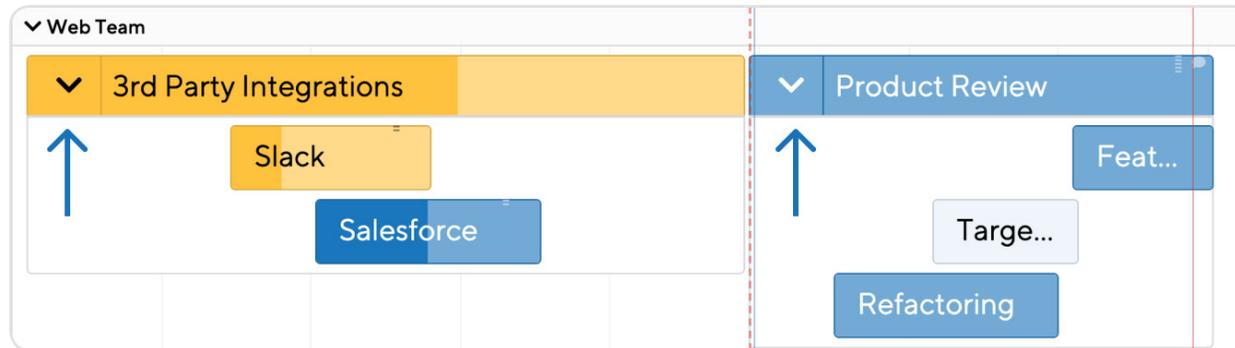
In the example here, the swimlanes divide product initiatives according to the teams responsible for them, such as the web team and the mobile team.



Containers (or Themes)

Containers will represent the highest level groupings of your roadmap's initiatives. You can think of containers as the major themes of your plan, the high-level categories to which all of the roadmap's other items roll up.

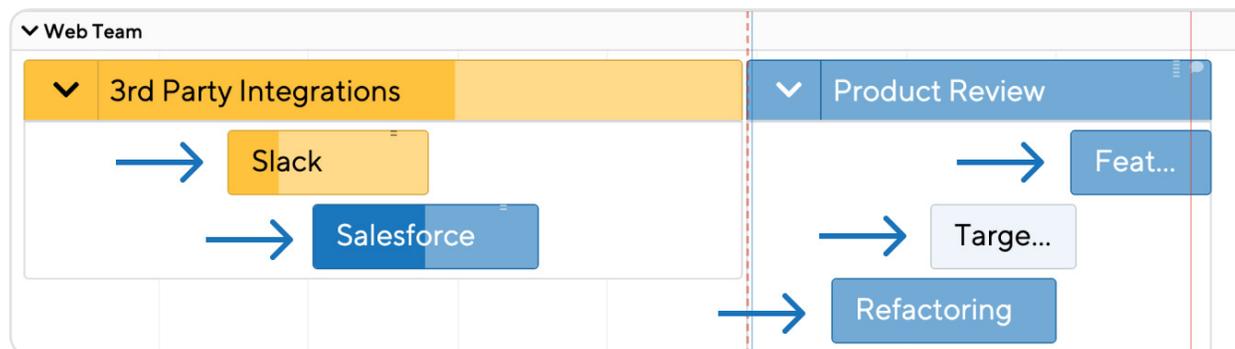
Use containers to represent your different epics, projects, themes, or any other items that you are planning. You can see here that containers are used to group strategic initiatives that themselves contain other high-level initiatives—represented by “bars,” which we will examine next.



Bars

Bars are high-level items grouped together under the appropriate containers. These items could represent anything for your product, but you can think of them as the initiatives that all roll up to a given roadmap theme.

In this example, when you expand the “3rd Party Integrations” container you can see that the product manager has included bars representing initiatives to integrate the product with Slack and with Salesforce.



Timelines and Dates

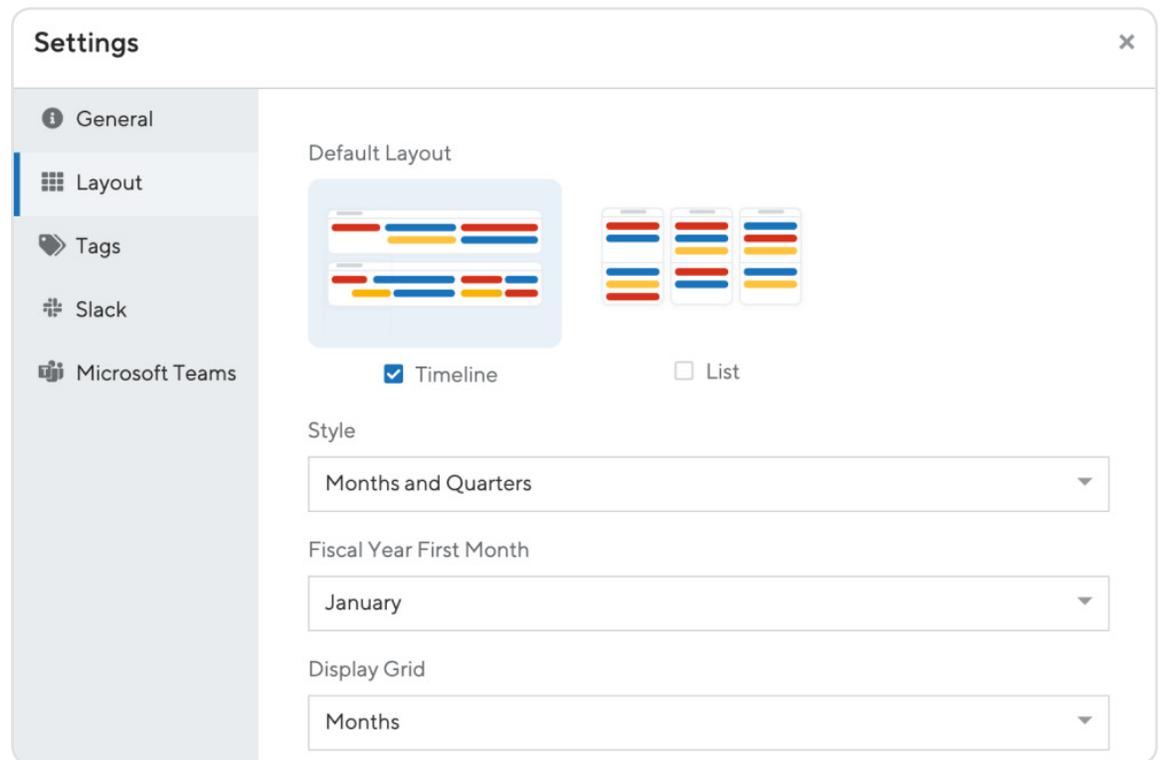
For various reasons, it is sometimes advisable for your roadmap to exclude specific dates, or to display deadlines only for specific initiatives.

As you can see from the example screenshots we've shown so far, our sample roadmap contains only high-level references to timeframes—grouping initiatives under months and quarters, as opposed to concrete dates.

The question of when to include timelines on your roadmap, and how granular those timelines should be, will depend on such factors as the roadmap's audience. When sharing a roadmap publicly, for example, you might not want to display hard deadlines and dates, because if you can't meet them you risk losing credibility with your customers.

Another factor to consider will be whether a specific product release is tied to a larger, date-driven event. If you want a product to be launched during the week of a major trade show for your industry, for example, then including and even emphasizing specific dates on your roadmap might make strategic sense.

But in some cases, if your roadmap will be accessible to internal audiences only, and if the product's release is not tied to some other strategic date, it might be smart to de-emphasize dates on your roadmap and focus instead on other strategic aspects of the initiative.



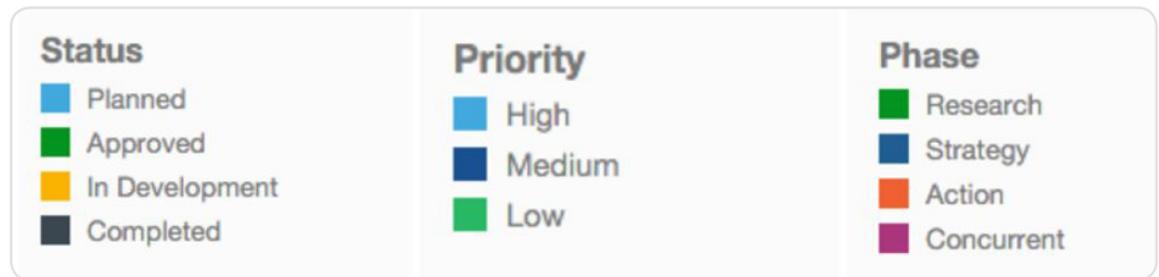
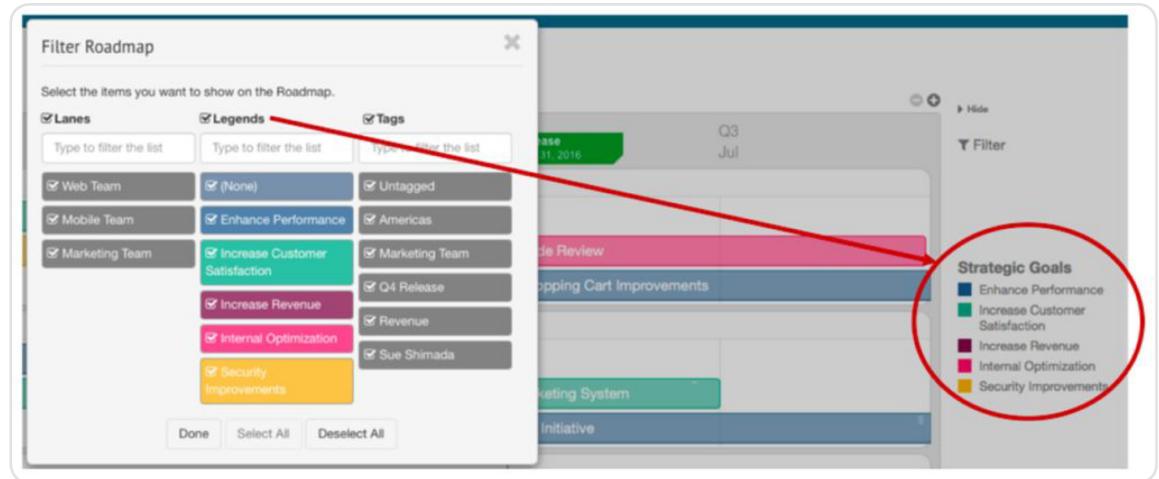
Legends

Determining which legends to display is an important part of turning your roadmap into a powerful communication tool.

You want your audiences—stakeholders, developers, other members of your cross-functional teams, etc.—to be able to quickly view and understand many things about your roadmap. They should be able to see, for example, which items you’ve prioritized and why, your strategic goals behind each initiative on the roadmap, and possibly the progress of each initiative.

As you can see from the example here, this legend gives the reader an immediate and visually compelling view of what the product owner is hoping to achieve with every initiative on the roadmap. Some items have been prioritized for their ability to increase revenue, others to boost the product’s performance, etc.

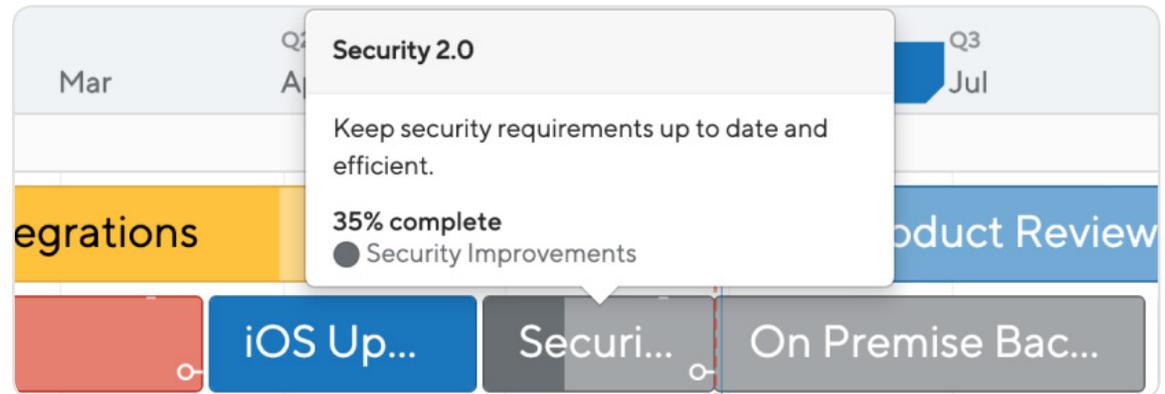
And although in our sample roadmap we are displaying only a single legend—Strategic Goals—you might want to further track and depict the strategic details on your roadmap with other legends. Here are a few other examples.



Percent Complete

A well-developed product roadmap should also, ideally, contain up-to-date and immediately accessible information about the status of any initiative, task, or plan on the roadmap. A reader should be able to click into any item and get a current picture of that item's progress. Is it complete? Has the team started work on it yet? If it's underway, what percentage of the task has been completed?

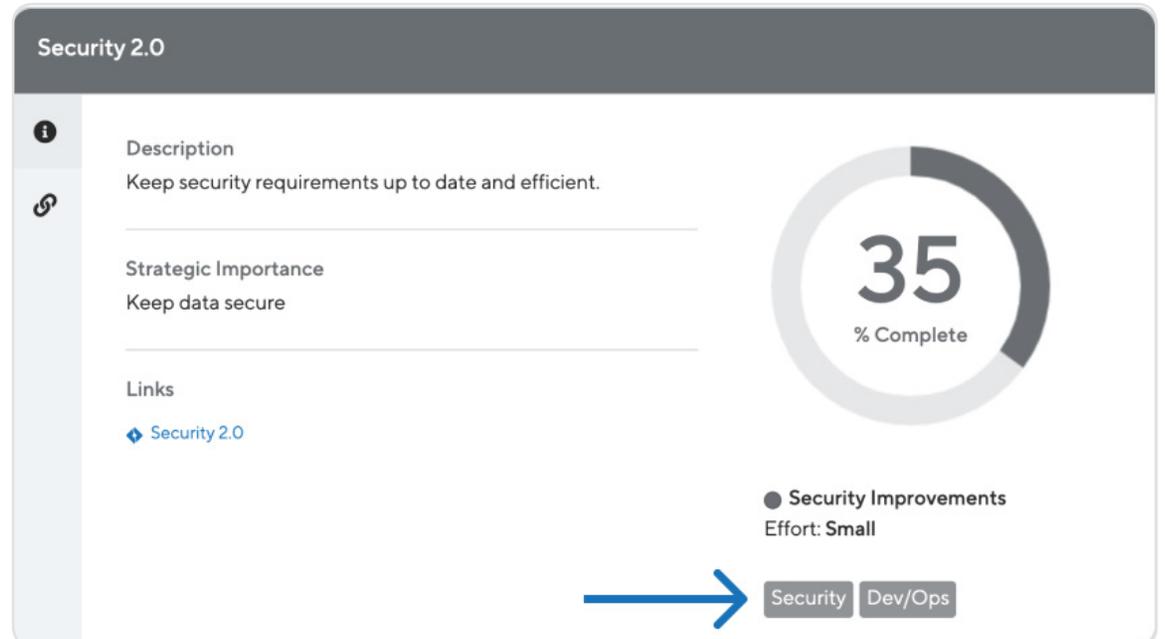
In the sample above, you can see that by clicking into the "Security 2.0" bar under the Web Team's swimlane, the reader receives a detailed view of that bar's current completion level—which in this case is 35%.



Tags

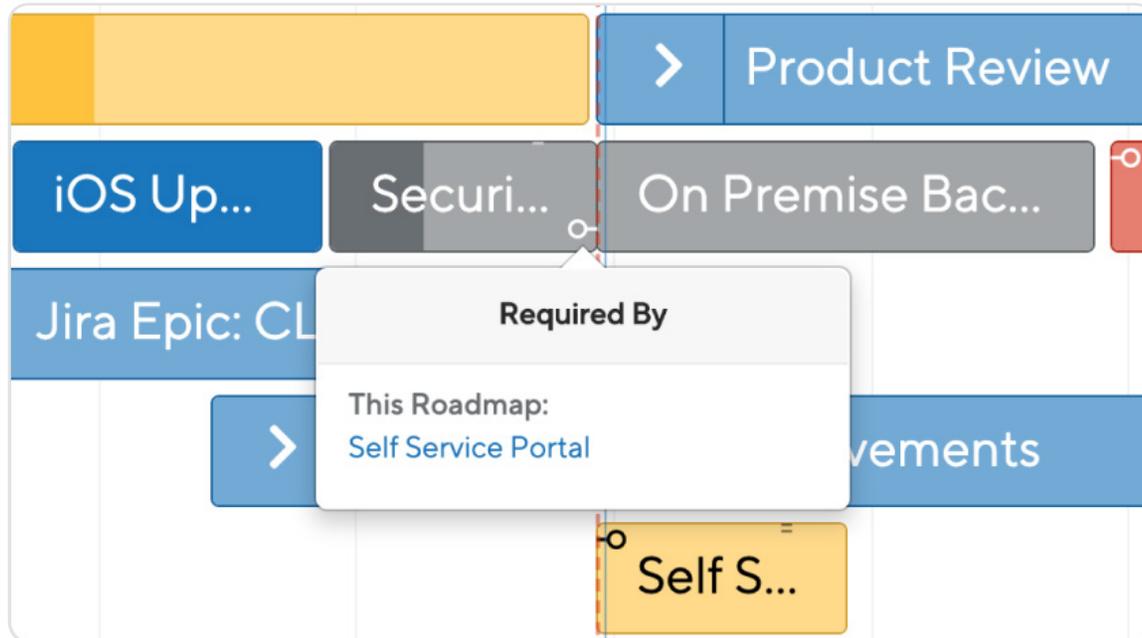
Another useful detail to include on your roadmap will be tags. Tags will help you refer back to the roadmap throughout the development process, to more easily track initiatives, goals, and areas of responsibility.

If you wanted to quickly review all roadmap items that were aimed at keeping security, then you could filter your roadmap by "Security."



Connections

In ProductPlan, you can also add Connections to your roadmap items. Connections help illustrate relationships between bars. For example, below you can see that the bar “Securities 2.0” requires the bar “Self Service Portal,” helping you quickly map and identify dependencies between items on your roadmap.

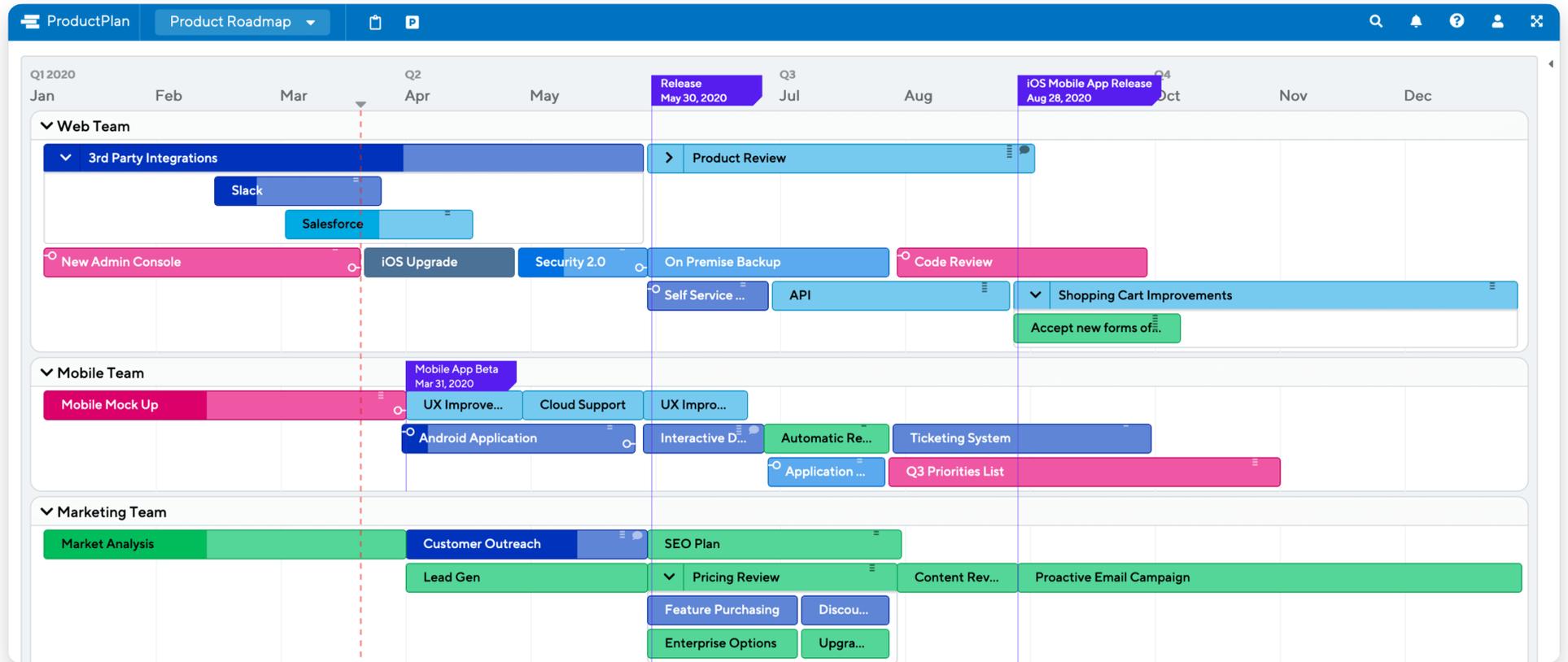


There you have it: Swimlanes, containers, bars, timelines and dates, legends, percent complete, Connections, and tags. You'll find these features throughout the following templates.

PRODUCT ROADMAPS



PRODUCT ROADMAP TEMPLATE



This roadmap is for product managers responsible for a single product. The above example is a timeline-based roadmap that communicates the status of different initiatives. The swimlanes divide initiatives according to the various teams working on the product: the web, mobile, and marketing teams.

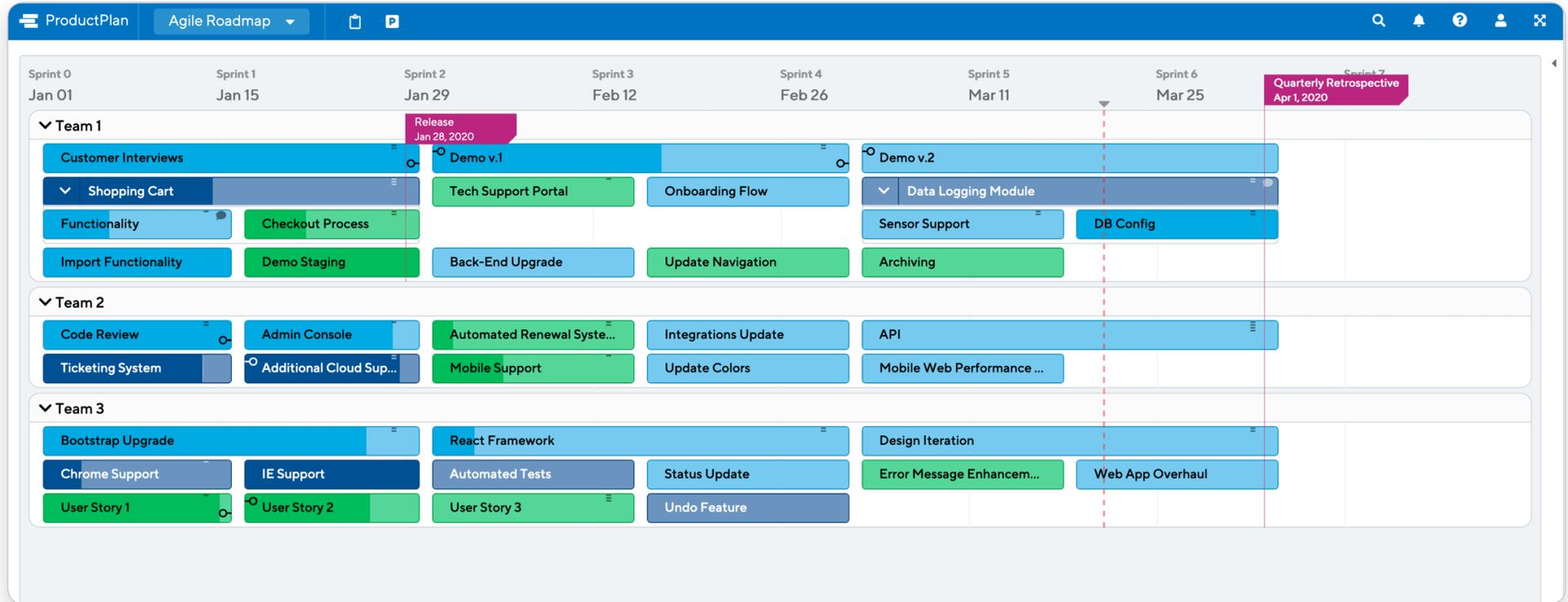
The initiatives across the functional groups are color-coded to correlate with the company's overall goals. Strategic goals in this example include enhancing performance, increasing customer satisfaction, increasing revenue, internal optimization, and improving security. This method of color-coding allows stakeholders to quickly see the "why" behind each initiative and understand how various efforts fit into the bigger picture. The timeframe for this roadmap is about six months and milestones have been incorporated to mark planned release dates.

Quick Facts

- Use Case :** Product Team
- Audience :** Executive Stakeholders
- Time Horizon :** 6 months
- Time Units :** Quarters
- Legend :** Strategic goals

[Use this template](#)

AGILE ROADMAP TEMPLATE



Agile development teams use project management software to track their backlogs, but they still benefit from a high-level roadmap to communicate the broader direction of the product. Agile companies need to strike the right balance between long-term vision and short-term execution in their roadmaps.

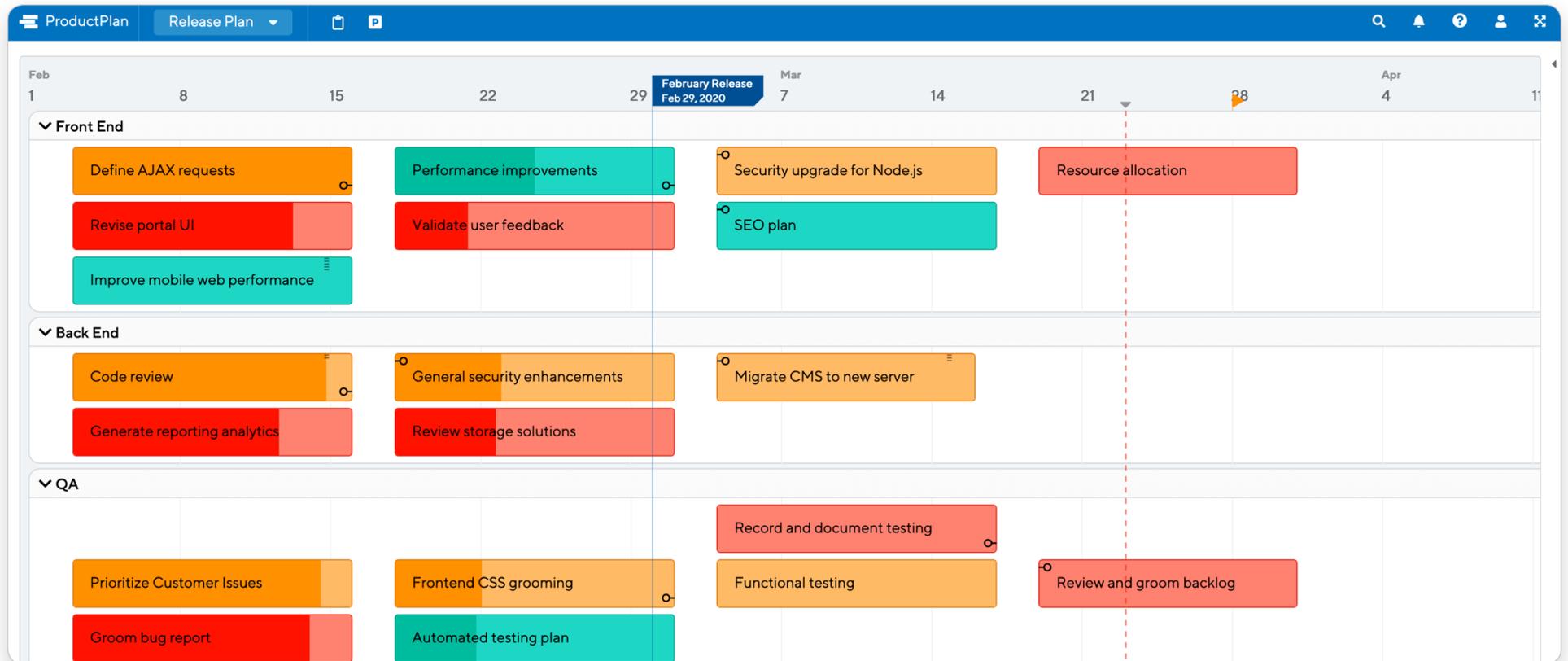
The example above is a timeline-based roadmap that spans a shorter time-horizon, with sprints for time markers. The swimlanes in this roadmap designate features, operations, and UX initiatives. The color-coding on an agile roadmap is often used to represent teams, status, or priority level. In this example, high-priority initiatives are light blue, medium-priority initiatives are dark blue, and low priority initiatives are green. When features span multiple sprints, you can use milestones to visualize each release.

Quick Facts

- Use Case :** Agile Dev Team
- Audience :** Agile Dev Teams, Stakeholders
- Time Horizon :** 3 months
- Time Units :** 2-week sprints
- Legend :** Priority

[Use this template](#)

RELEASE PLAN ROADMAP TEMPLATE



A release plan communicates the features, updates, and fixes coming in the next release or releases. Release plans often use sprints, rather than months or quarters, to break up the timeline. This example is divided into four sprints of about two weeks each, with milestones representing the expected release days. The bars represent the major initiatives involved in each sprint and they are color-coded according to priority level. The swimlanes categorize the initiatives as belonging to the front-end team, back-end team, or quality assurance team.

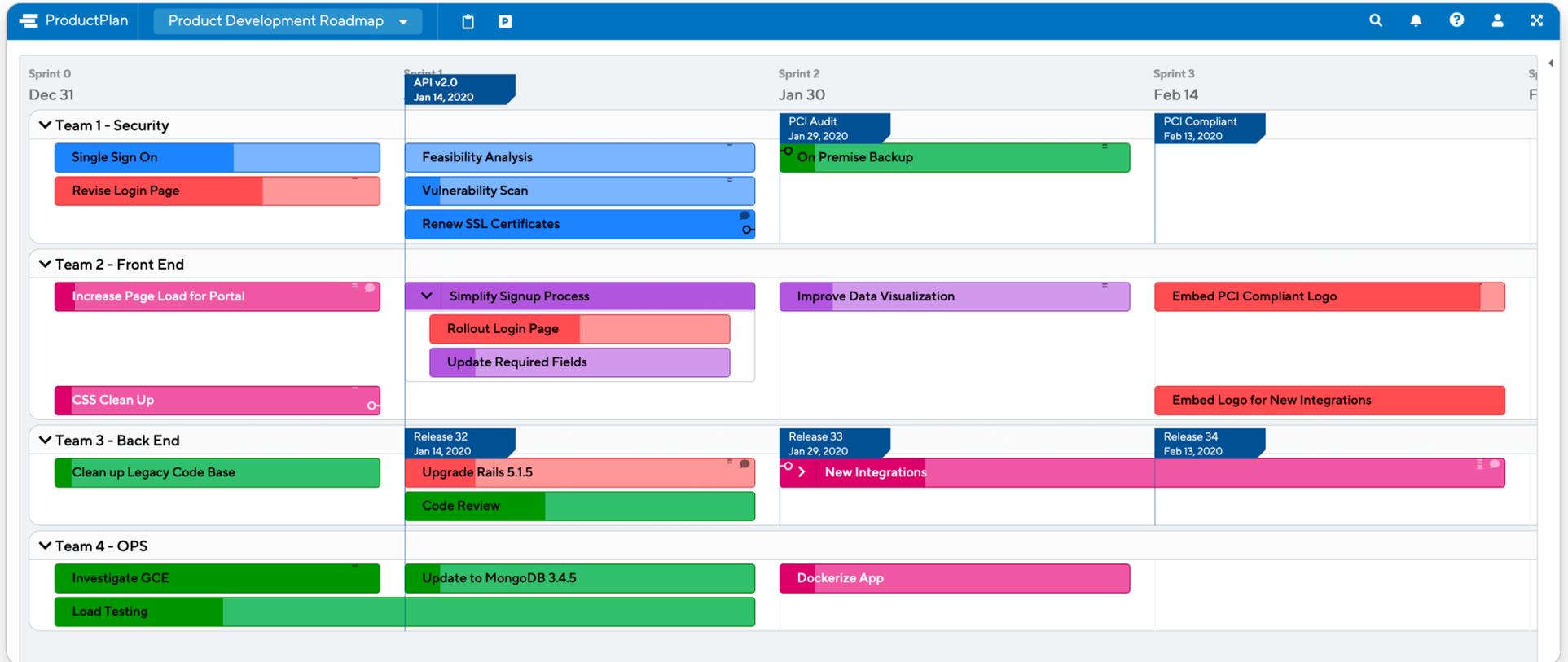
Release plans are usually more granular than product roadmaps, and the two can be used in conjunction to communicate product strategy in both the near-term and over the coming months, quarters, or years.

Quick Facts

- Use Case :** Product Team
- Audience :** Product, Developers
- Time Horizon :** 3 months
- Time Units :** 2-week sprints
- Legend :** Priority

[Use this template](#)

PRODUCT DEVELOPMENT ROADMAP TEMPLATE



A product development roadmap can help you plan your product initiatives and map your release schedule. In this example, the timeline is organized into two week sprints and the swimlanes represent four different teams working on various areas of the product. The initiatives are color-coded according to strategic goals such as enhancing usability and increasing performance.

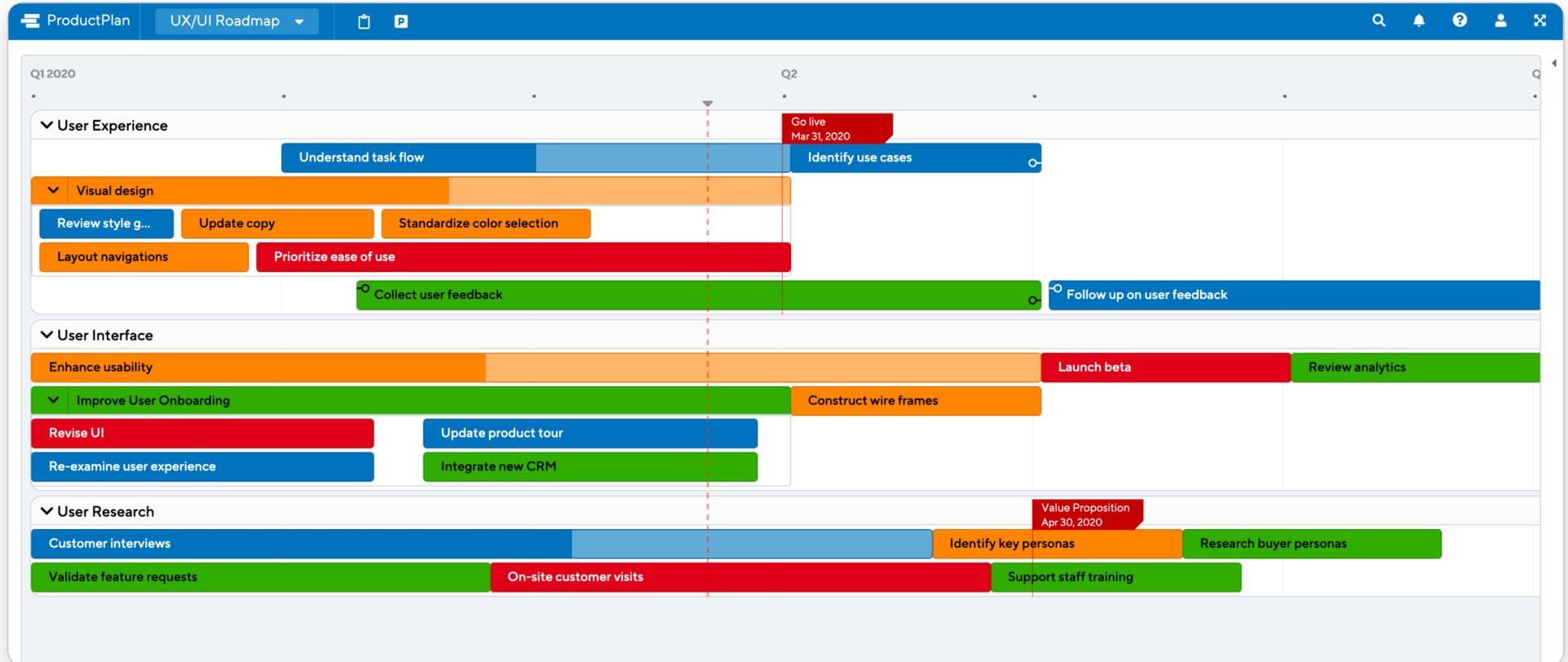
The value of a product development roadmap like this one is that it communicates the “why” behind your product decisions and gives stakeholders a visual overview of what’s coming next.

Quick Facts

Use Case :	Product Team
Audience :	Executive Stakeholders
Time Horizon :	8 weeks
Time Units :	Sprints
Legend :	Strategic goals

[Use this template](#)

UX/UI ROADMAP TEMPLATE



This UX/UI roadmap includes initiatives related to user experience, user interface, and user research. Usability and design are key components of any product, and a dedicated UX/UI roadmap can help teams organize and prioritize design-related projects. Some example UX/UI initiatives—shown as containers on the roadmap above—are updating an app’s visual design and improving the user onboarding experience.

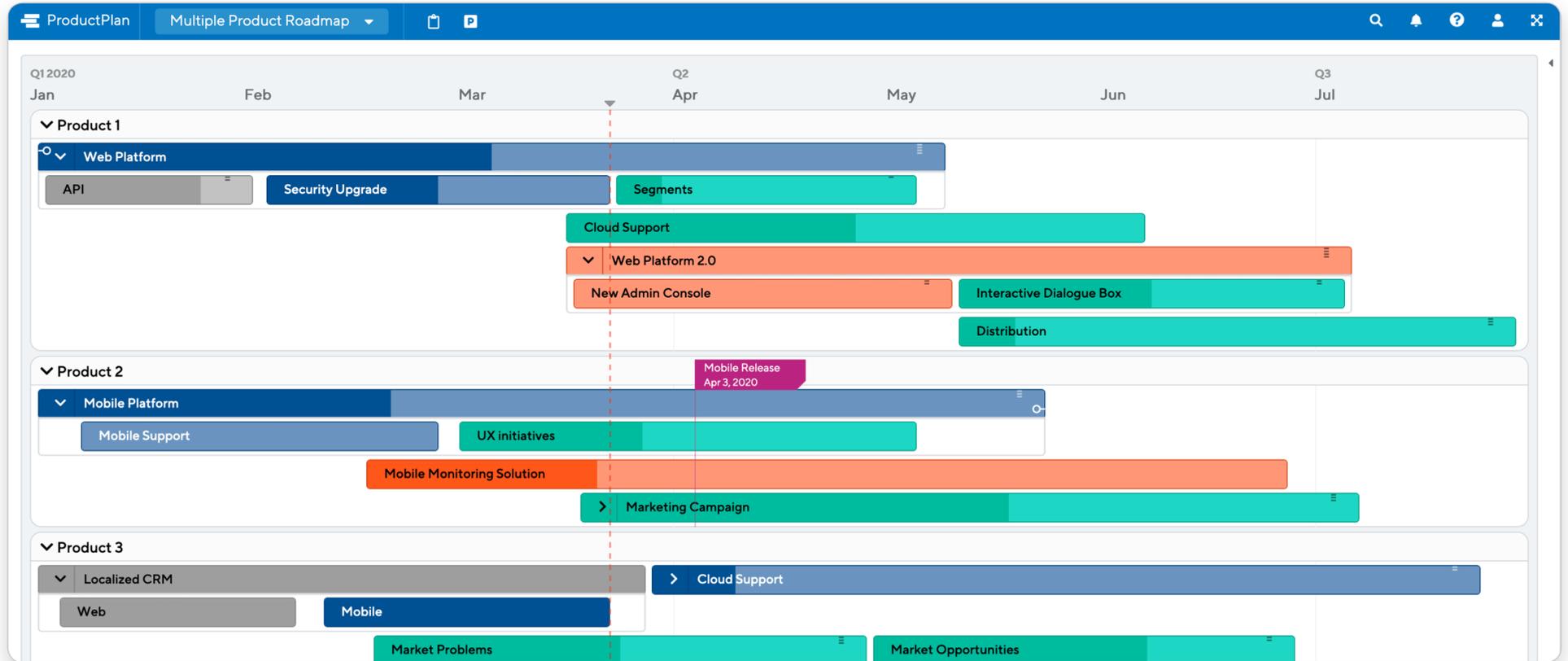
This example roadmap is fairly high-level—it covers a timeframe of a little over 6 months and the timeline is broken down into quarters. The initiatives do not include granular dates, and the roadmap is not intended to communicate specific deadlines but rather to give a general overview of the what to expect from the design team over the coming months.

Quick Facts

Use Case :	Product Team
Audience :	Product, UX/UI, developers
Time Horizon :	6 months
Time Units :	Quarters
Legend :	Phases

[Use this template](#)

MULTIPLE PRODUCT ROADMAP TEMPLATE



You can use a multiple product roadmap to coordinate efforts among the different products or initiatives in your company's portfolio. A roadmap that visualizes multiple products is a great communication tool for organizations with a single product manager responsible for multiple products or product categories. This single roadmap is easy to share and allows for simpler communication with stakeholders since it rolls up various initiatives into one overarching plan.

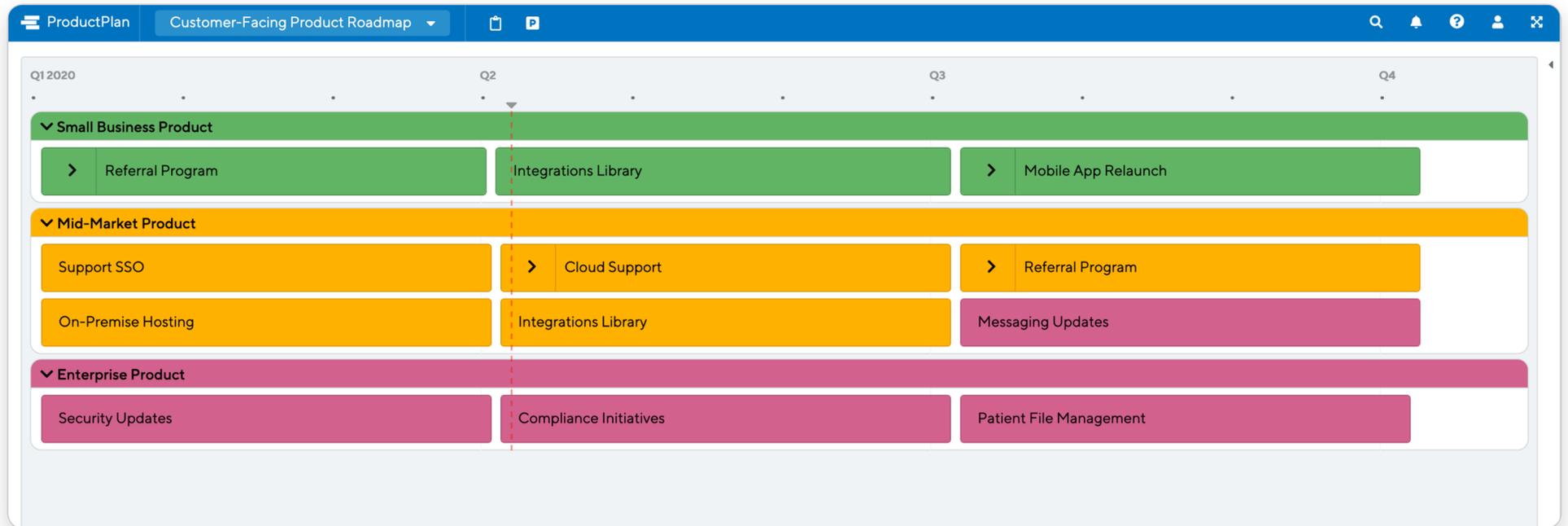
In the example roadmap above, each product has its own swimlane. Within each swimlane, containers are used to further categorize web, mobile, and marketing initiatives for each product. The color-coding is used to symbolize the status of each initiative – whether it is planned, approved, in development, or completed. The time horizon in this example is one year.

Quick Facts

Use Case :	Product Team
Audience :	Executive Stakeholders
Time Horizon :	6 months
Time Units :	Quarters
Legend :	Status

[Use this template](#)

CUSTOMER-FACING PRODUCT ROADMAP TEMPLATE



A customer-facing product roadmap is a great way to promote trust through transparency with your customers and prospects. Some product teams choose to share their high-level customer-facing roadmaps publicly so both their customers and their prospects can see what the product team is working on and get a look into the future.

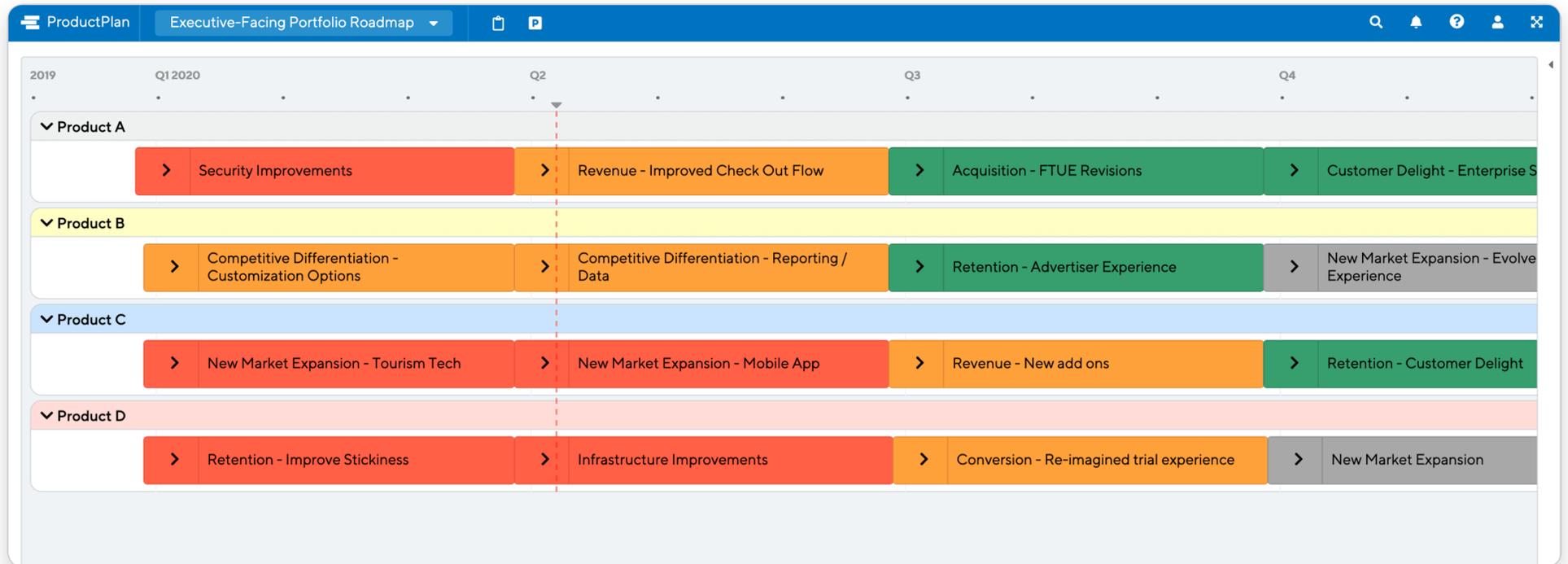
This roadmap has quarterly timelines, but you can easily switch the template over to a “no-timeline” look if you desire. Rather than communicate to customers and other external audience members in specific features and deliverables, this roadmap uses containers to depict themes rather than specific features. It gives the product team the flexibility they need to choose the best ways to approach their objectives. If you want to communicate more specific deliverables under each theme, you can easily nest them as bars within the themes.

Quick Facts

Use Case :	Product Team
Audience :	Customers/Prospects
Time Horizon :	1 year
Time Units :	Quarters
Legend :	Customer markets

[Use this template](#)

EXECUTIVE-FACING PRODUCT ROADMAP TEMPLATE



When presenting your roadmap to executives, you need a high-level, strategic view. Use an executive-facing roadmap to easily communicate initiatives, goals, and priorities without getting caught up in the details.

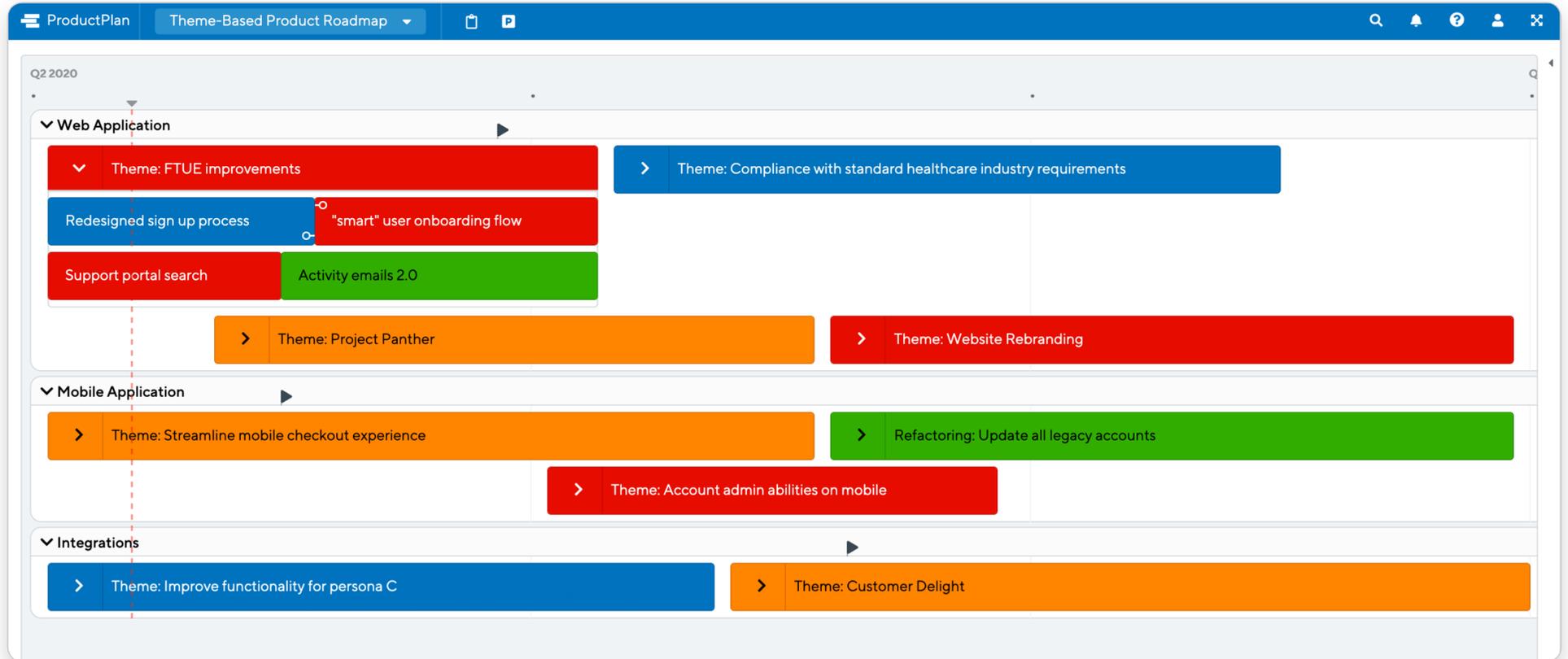
This executive-facing template has a timeline divided up into quarters, so you can quickly convey big-picture plans at a glance. You can also nestle specific initiatives within each theme and then organize those themes as containers. The legend in this roadmap conveys the level of certainty of each initiative, from high certainty to uncertain. This process allows the product team to focus on outcomes in the presentation, with the flexibility to flesh out a theme you may be working on.

Quick Facts

Use Case :	Product Team
Audience :	Executive Team
Time Horizon :	4 Quarters
Time Units :	Quarters
Legend :	Levels of certainty

[Use this template](#)

THEME-BASED PRODUCT ROADMAP TEMPLATE



How can product managers get away from thinking in features rather than in outcomes? A theme-based product roadmap is an excellent starting point. This product roadmap template focuses on themes instead of features. Created with a small time frame (1 quarter, but easily modified), this style of roadmap is an excellent choice for product teams who are looking for ways to communicate what they're working on to the rest of their organization.

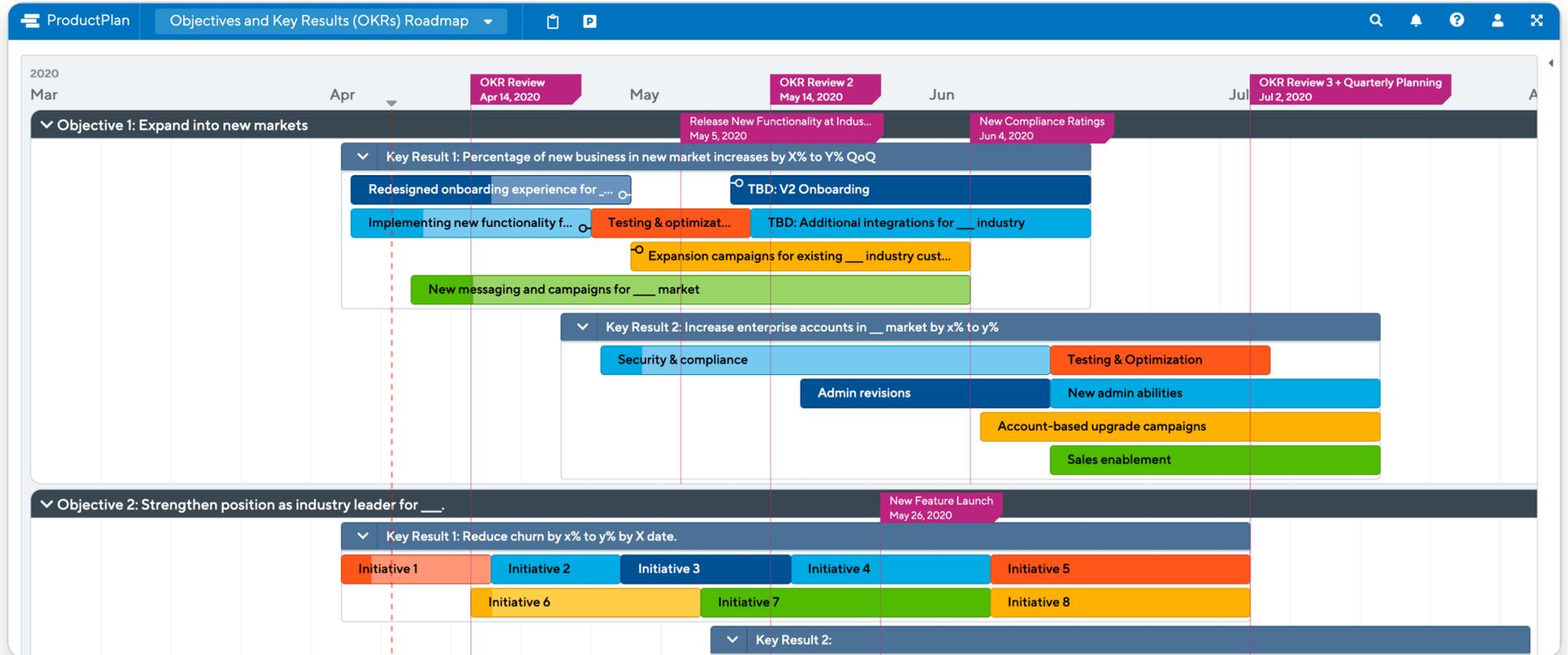
Capture the big picture at a glance with a high-level theme-based product roadmap, and get your whole organization on the same page about your product's strategy without worrying about getting caught in the weeds.

Quick Facts

Use Case :	Product Team
Audience :	Internal Team
Time Horizon :	1 Quarter
Time Units :	Quarter
Legend :	Business objectives

[Use this template](#)

OBJECTIVES AND KEY RESULTS (OKRS) ROADMAP TEMPLATE



Objectives and Key Results (OKRs) is a useful framework for setting goals and KPIs for both the broader organization and specific teams within it. Building a product roadmap that follows the OKR structure is one way to help your team focus on building the things that matter most.

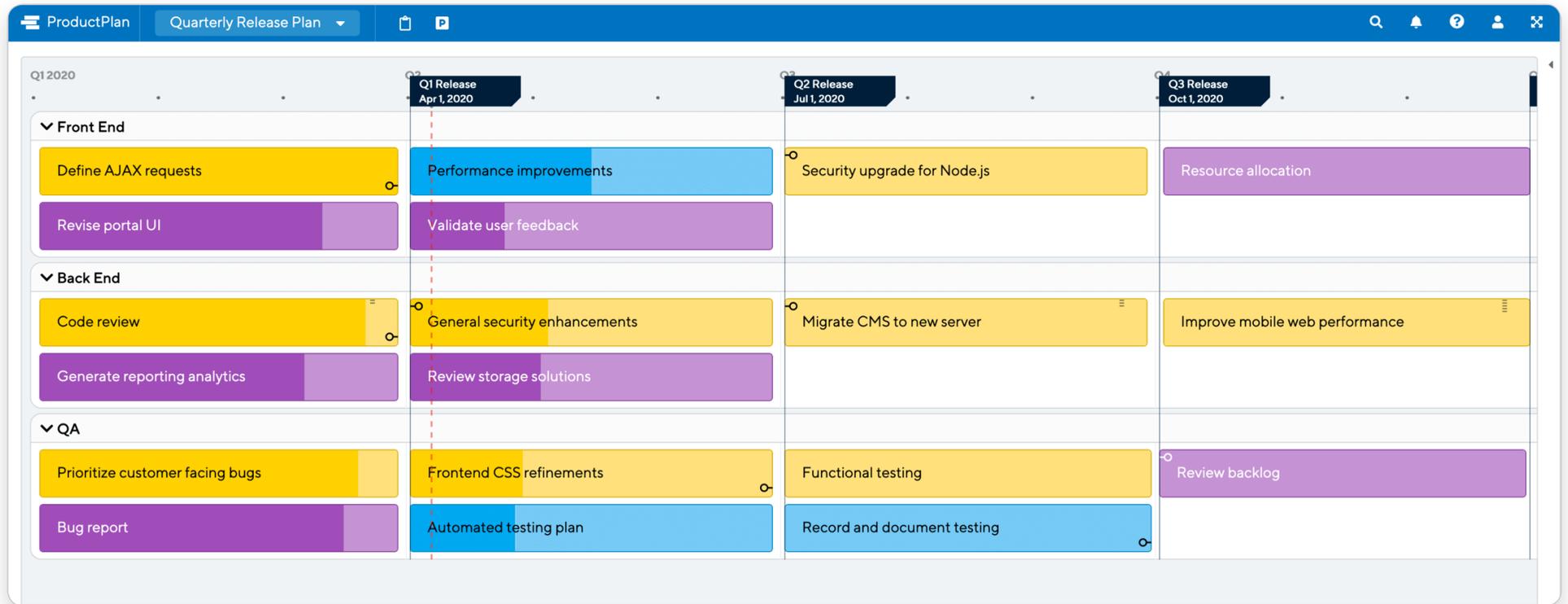
This OKR roadmap template has dedicated swimlanes for high-level objectives to help you visually convey which initiatives support which objective. Within each swimlane are containers that represent key results. You can nest specific initiatives within each container to convey how you'll focus on meeting each key result.

Quick Facts

- Use Case :** Product Team
- Audience :** Executive/Internal Team
- Time Horizon :** 6 months
- Time Units :** Months
- Legend :** Team involved

[Use this template](#)

QUARTERLY RELEASE PLAN ROADMAP TEMPLATE



Release plans, while slightly different in both form and function to product roadmaps, are a valuable tool for product managers and technical teams alike. This release plan template is an example of how a team that does quarterly releases may want to approach documenting their plan.

This release plan example spans the course of 1 year with initiatives broken up by quarter. It uses quarterly milestones to represent release days and to signify at a glance when new features will see the light of day.

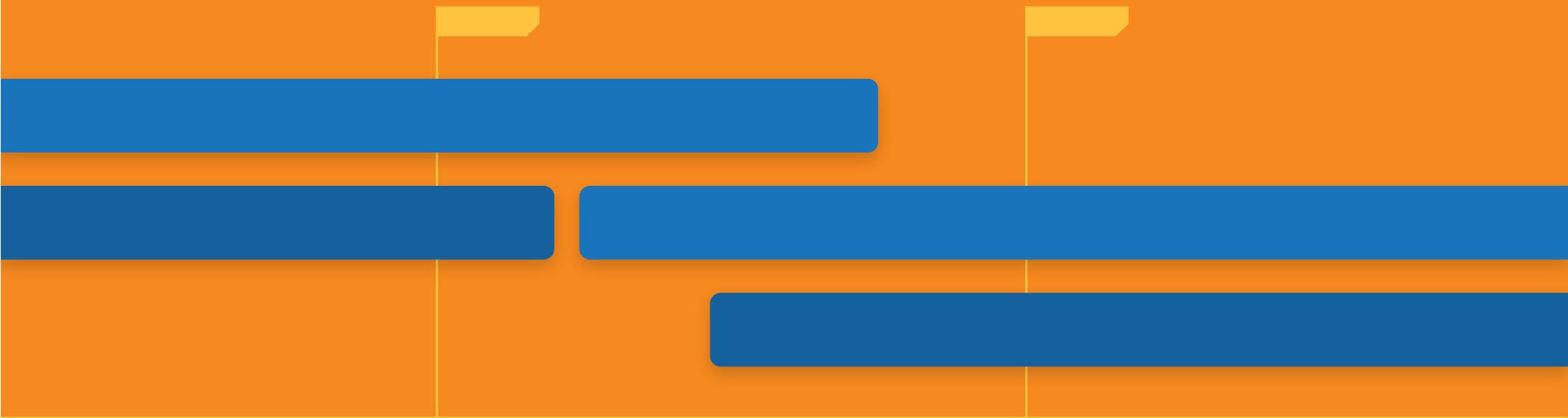
We suggest using the release plan in conjunction with (but not instead of) a separate strategic product roadmap to keep your team in the loop about what the product team is working on.

Quick Facts

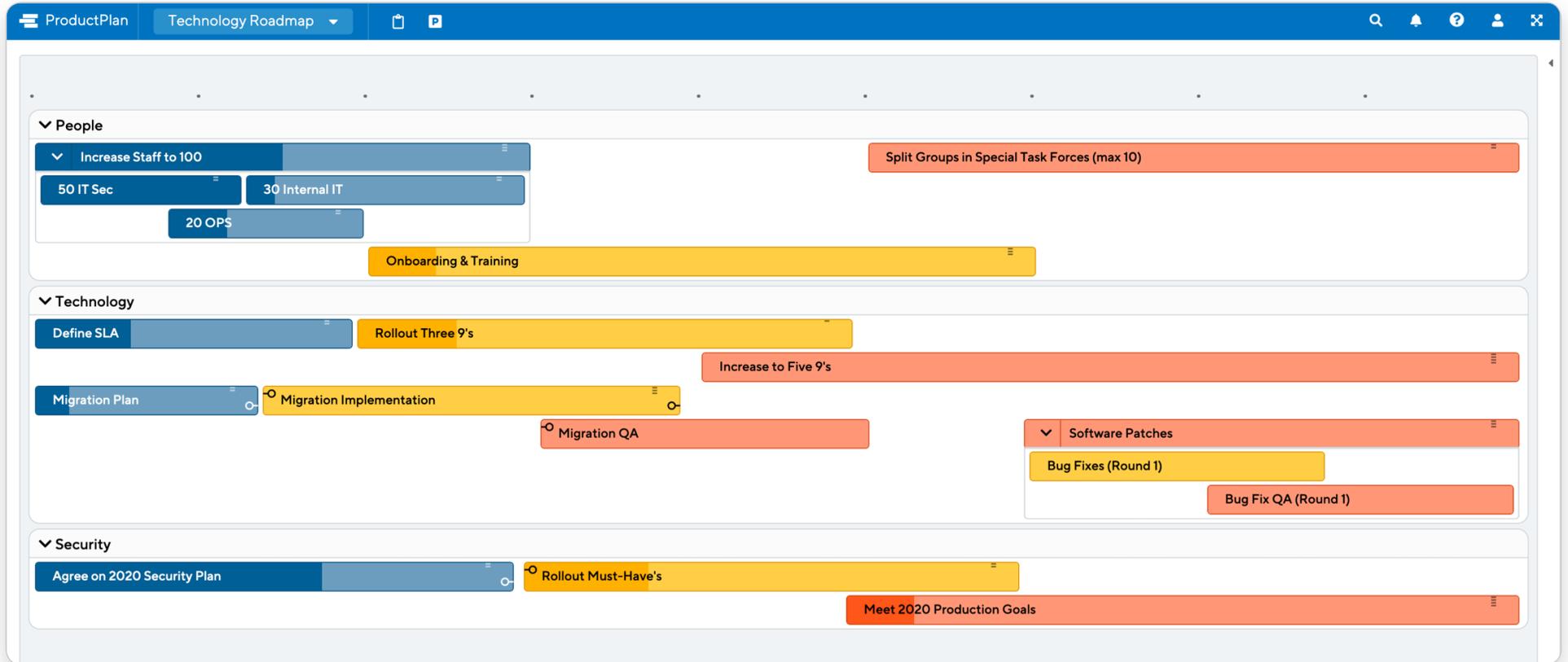
- Use Case :** Product Team
- Audience :** Product/Engineering
- Time Horizon :** 1 year
- Time Units :** Quarters
- Legend :** Priority level

[Use this template](#)

ENGINEERING ROADMAPS



TECHNOLOGY ROADMAP TEMPLATE



You can use a technology roadmap to plan out strategic initiatives such as migrating different software systems or rolling out updates. The audience for a technology roadmap will often be stakeholders looking to the IT team for internal-facing systems and solutions. The technology roadmap may also be shared with partners and vendors who rely on integrations and other technology from the organization.

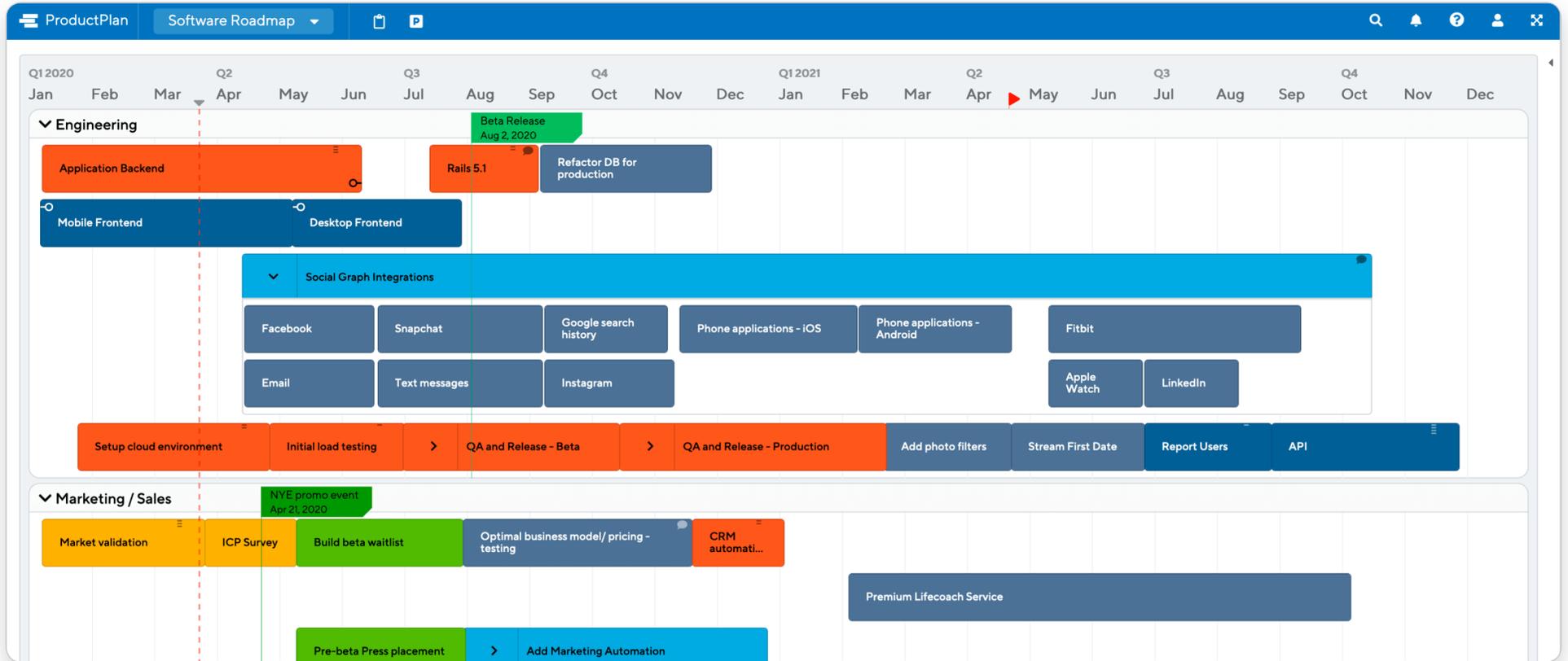
In the example above, the roadmap is divided into three categories: people, technology, and security. The color-coding indicates the phase that each initiative falls into, from planning to implementation to optimization. These roadmaps often have longer time horizons or exclude dates altogether. The technology roadmap above is an example of a roadmap without dates.

Quick Facts

Use Case :	IT OPs
Audience :	Internal Stakeholders
Time Horizon :	None
Time Units :	None
Legend :	Phases

[Use this template](#)

SOFTWARE ROADMAP TEMPLATE



This software roadmap shows the initiatives involved in launching a new software product. The timeline is long term, about two years, and the swimlanes divide initiatives by functional area, either engineering or sales/marketing. Milestones mark major events such as the beta release and general availability release. The legend shows strategic goals, and initiatives are color-coded to communicate how each one ties back to the larger company strategy.

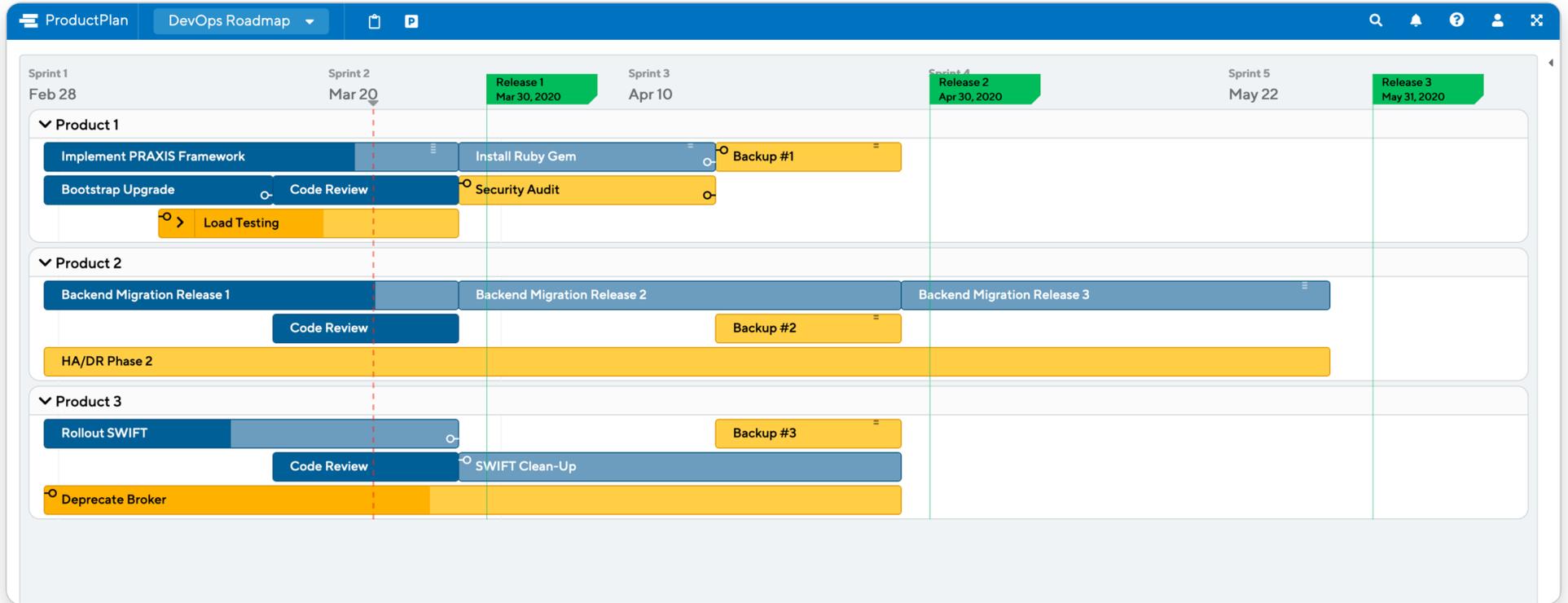
A software roadmap can help you organize the many different components that go into launching a new product. High-level roadmaps like this one are useful for keeping your eye on the big picture amidst many tactical initiatives.

Quick Facts

- Use Case :** Product Teams
- Audience :** Other Functional Teams
- Time Horizon :** 2 Years
- Time Units :** Quarters
- Legend :** Strategic Goals

[Use this template](#)

DEVOPS ROADMAP TEMPLATE



This DevOps roadmap shows development and operations initiatives for three different products. It's fairly short term, covering about a three month timeframe, and it's divided into sprints. Milestones mark release dates and connections show initiatives that are dependent on one another. The legend is used to communicate which initiatives are part of the development phase and which are part of the operations phase.

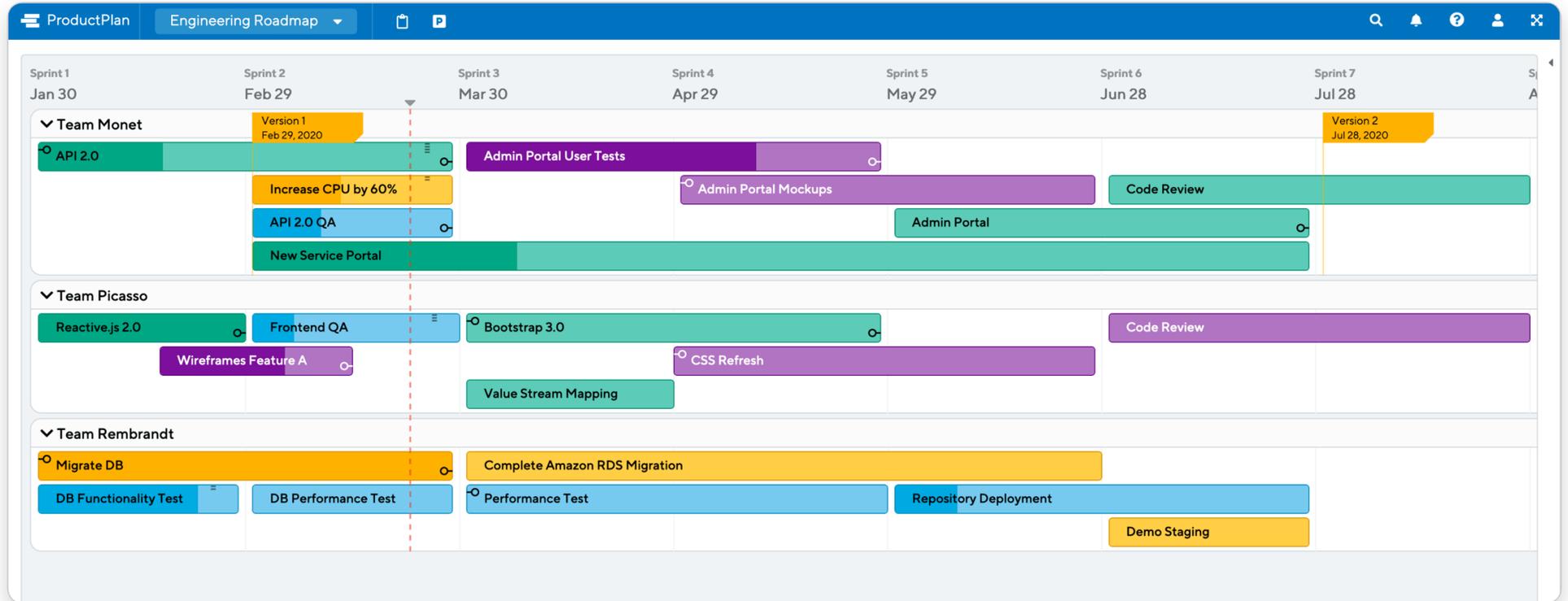
A DevOps roadmap like this one provides a more granular view of the product development process and can be used in conjunction with high-level product roadmaps to provide a full picture of the organization's product strategy and supporting activities.

Quick Facts

Use Case :	Product Team
Audience :	Product, Dev, IT OPS
Time Horizon :	3 Months
Time Units :	Sprints
Legend :	Phases

[Use this template](#)

ENGINEERING ROADMAP TEMPLATE



Engineering roadmaps are valuable tools to guide cross-functional agile teams through the development process. This example roadmap is broken down into sprints of approximately one month in length, with milestones marking expected release dates. The swimlanes represent three different cross-functional teams—the green team, red team, and blue team—and initiatives are color-coded to indicate whether they fall under the jurisdiction of engineering, UX, Ops, or QA.

A product manager may use this roadmap to communicate the plan directly to engineering teams. ProductPlan roadmaps also easily integrate with project management tools like Jira and Pivotal Tracker so that product managers can track the progress of individual stories and tasks that make up the initiatives on the roadmap.

Quick Facts

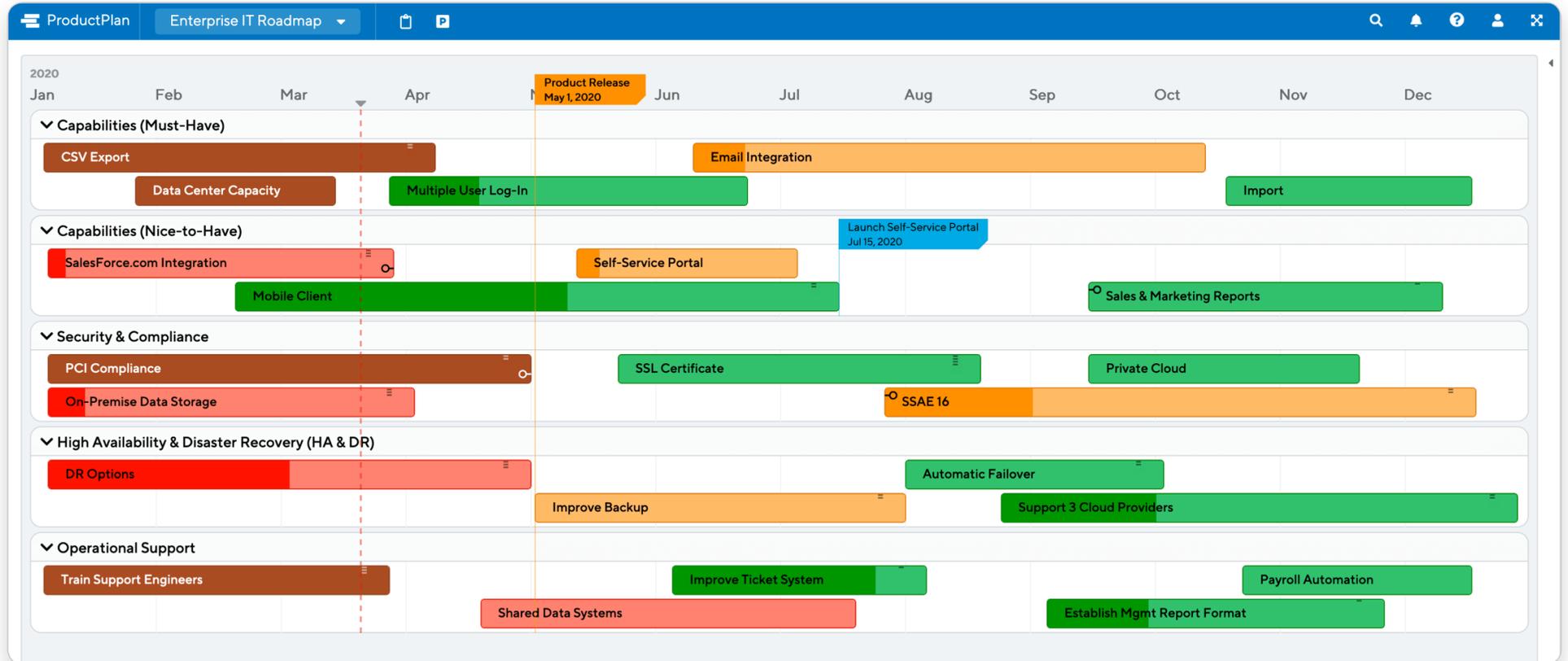
- Use Case :** Product Team
- Audience :** Engineering Team
- Time Horizon :** 7 Months
- Time Units :** 1 Month Sprints
- Legend :** Group/Team

[Use this template](#)

IT ROADMAPS



ENTERPRISE IT ROADMAP TEMPLATE



The audience for enterprise IT roadmaps will often be internal stakeholders looking to the IT team for info about internal-facing systems, security, and other solutions.

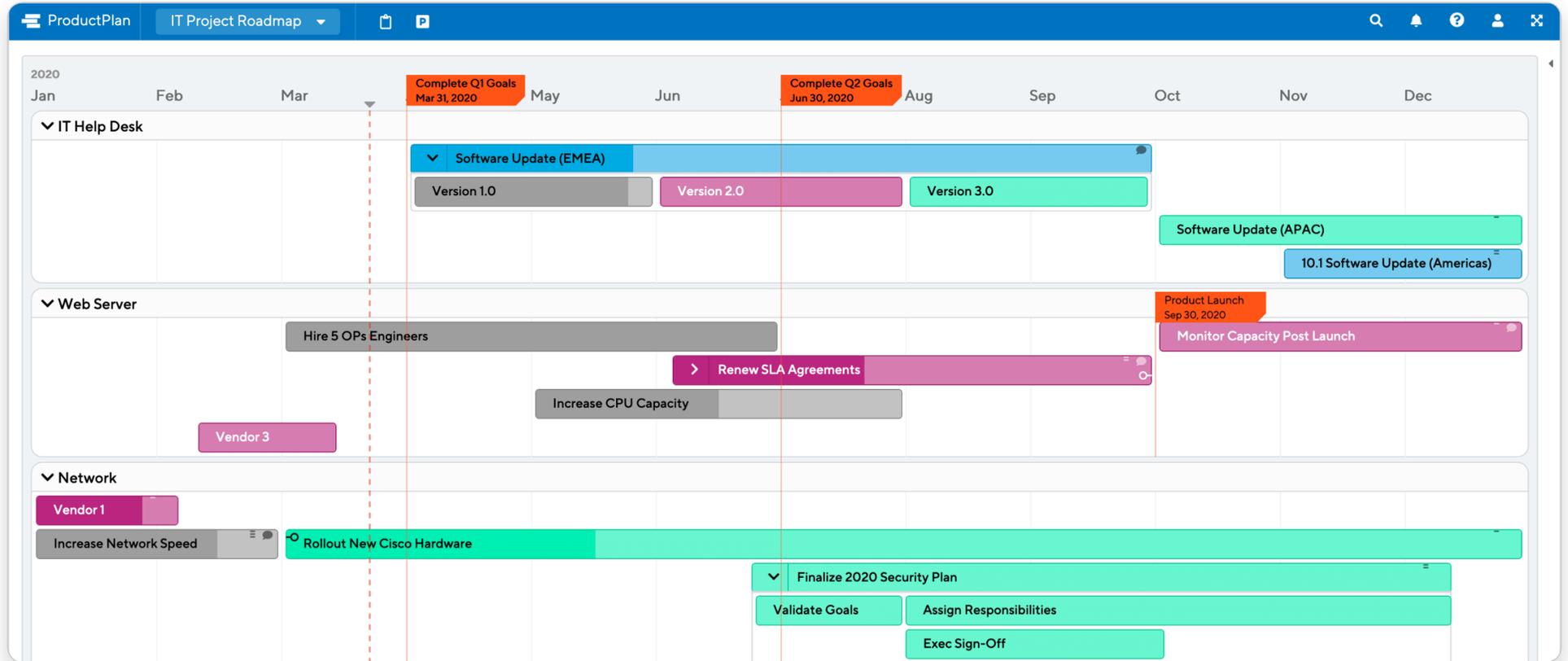
In the example above, the roadmap outlines capabilities based on their strategic importance (i.e. must-have, nice-to-have). This example also designates swimlanes for security and compliance initiatives, High Availability & Disaster Recovery (HA & DR), as well as operational support tasks. The status of each initiative is communicated with color-coding, with completed initiatives in dark purple, on track initiatives in green, at risk initiatives in yellow, and off track initiatives in orange. The timeframe for strategic enterprise IT roadmaps is longer, often 12-18 months.

Quick Facts

Use Case :	IT OPS/Internal Systems Team
Audience :	Internal Stakeholders
Time Horizon :	1 Year
Time Units :	Months
Legend :	Status

[Use this template](#)

IT PROJECT ROADMAP TEMPLATE



This IT project roadmap shows the initiatives involved in projects like creating an IT help desk and improving global security. The timeline is displayed in months and milestones mark deadlines for completing quarterly goals. Other milestones over individual lanes mark important dates like a product launch and implementation validation. The initiatives on the roadmap are color coded according to priority—either high, medium, low, or “nice to have”.

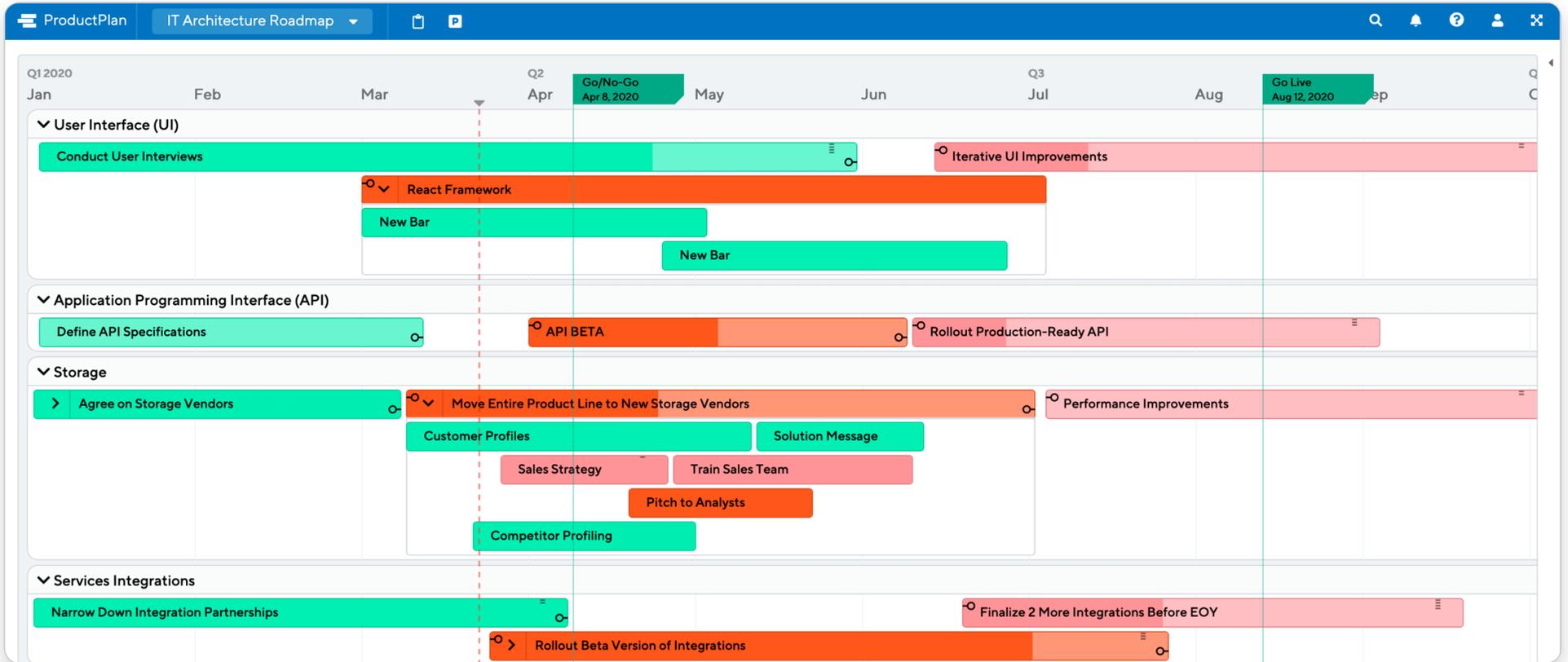
IT roadmaps provide a simple, visual way to track all of the complex pieces of a technology project. They may be used to coordinate large initiatives and to communicate plans to external teams.

Quick Facts

Use Case :	IT OPS
Audience :	Other Internal Teams
Time Horizon :	1 Year
Time Units :	Months
Legend :	Priority

[Use this template](#)

IT ARCHITECTURE ROADMAP TEMPLATE



In many software companies, the software architect is tasked with building a solid foundation that becomes the backbone of the company's products. Common architectural roadmap components are the Application Programming Interface (API), User Interface (UI), storage, and third-party services integrations. These platform components are often part of other product roadmaps in the organization because features may rely on them. However, many companies also find it helpful to maintain a dedicated IT architecture roadmap to keep track of various improvements in a central location.

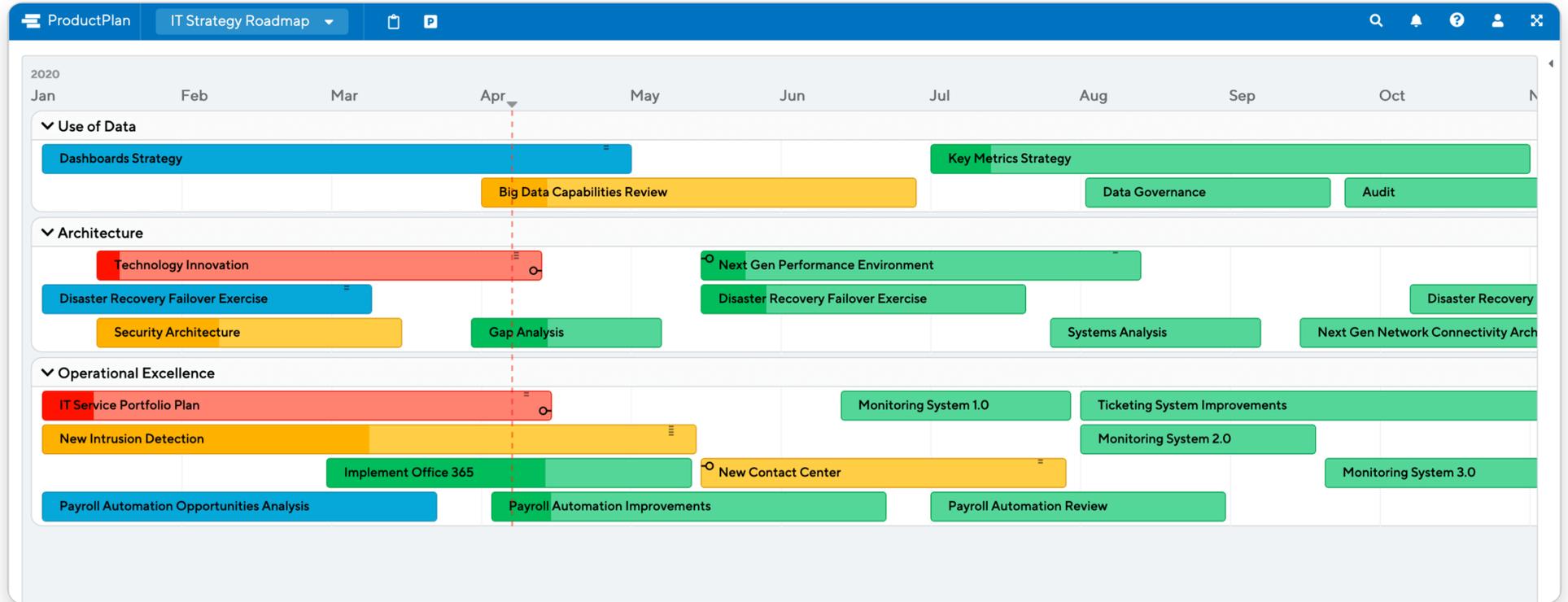
In the example above, the roadmap is color-coded based on project phase: planning and design, implementation and testing, and optimization. Long-term timeframes are common for architecture roadmaps, and in this particular example specific dates have been left off entirely.

Quick Facts

Use Case :	IT OPS, System Architects
Audience :	Executive Stakeholders
Time Horizon :	7 Months
Time Units :	Quarters
Legend :	Phases

[Use this template](#)

IT STRATEGY ROADMAP TEMPLATE



Making architecture changes or modifying operations takes a clear plan of where the organization is, where it wants to go, and how to get there. An IT strategy roadmap does just that; it lays out the direction of IT efforts that span across an organization in a simple way to align teams and key stakeholders.

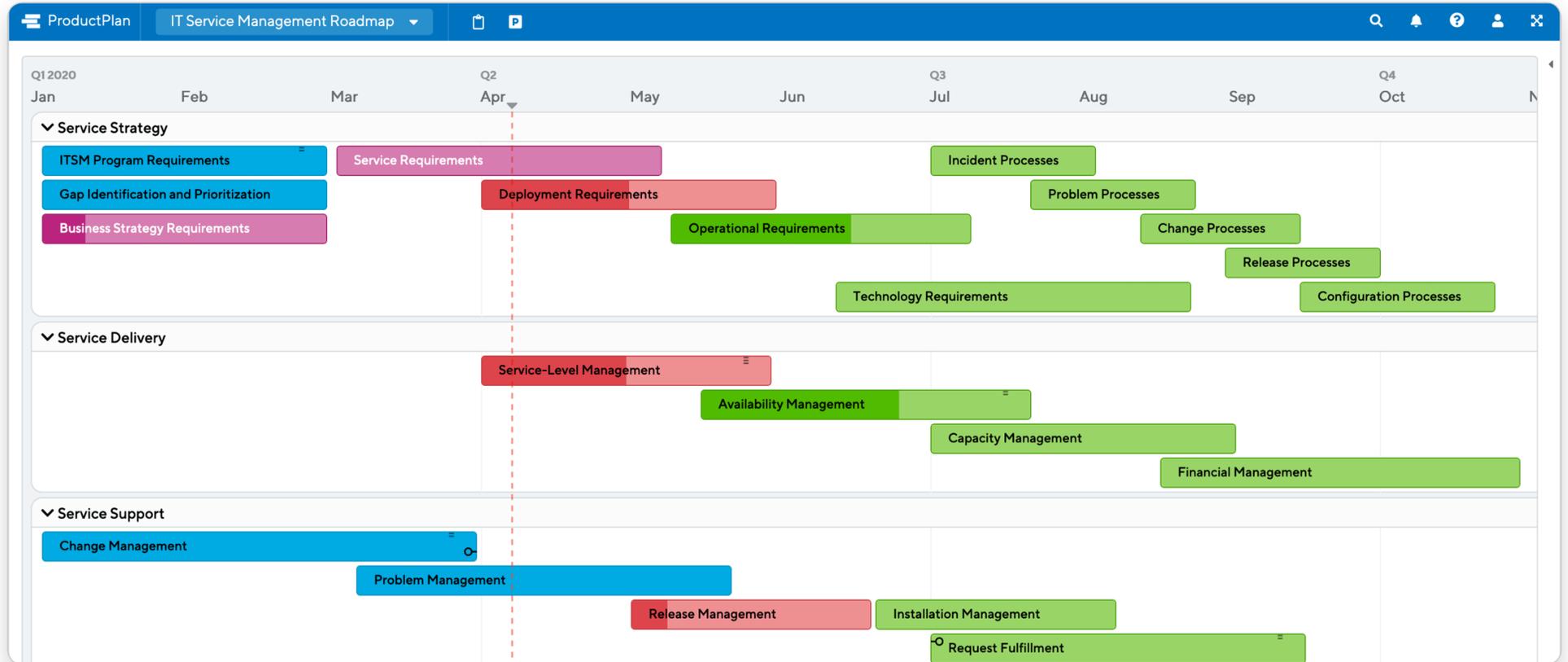
This roadmap's timeline spans over months, allowing visibility into what is in progress, what should be in flight, and what is planned. Utilize lanes to break up the purpose of initiatives into focus groups. The legend of this roadmap captures the status of each initiative and enables progress-tracking at a glance. Effortlessly make changes that communicate adjustments in priorities and efficiently communicate and align relevant teams around those changes.

Quick Facts

Use Case :	IT Teams
Audience :	Internal Teams
Time Horizon :	1 Year
Time Units :	Months
Legend :	Status

[Use this template](#)

IT SERVICE MANAGEMENT ROADMAP TEMPLATE



In order to implement, manage, and deliver IT services, you need a roadmap that is simple enough to tell the story of your strategy while still engaging your primary stakeholders.

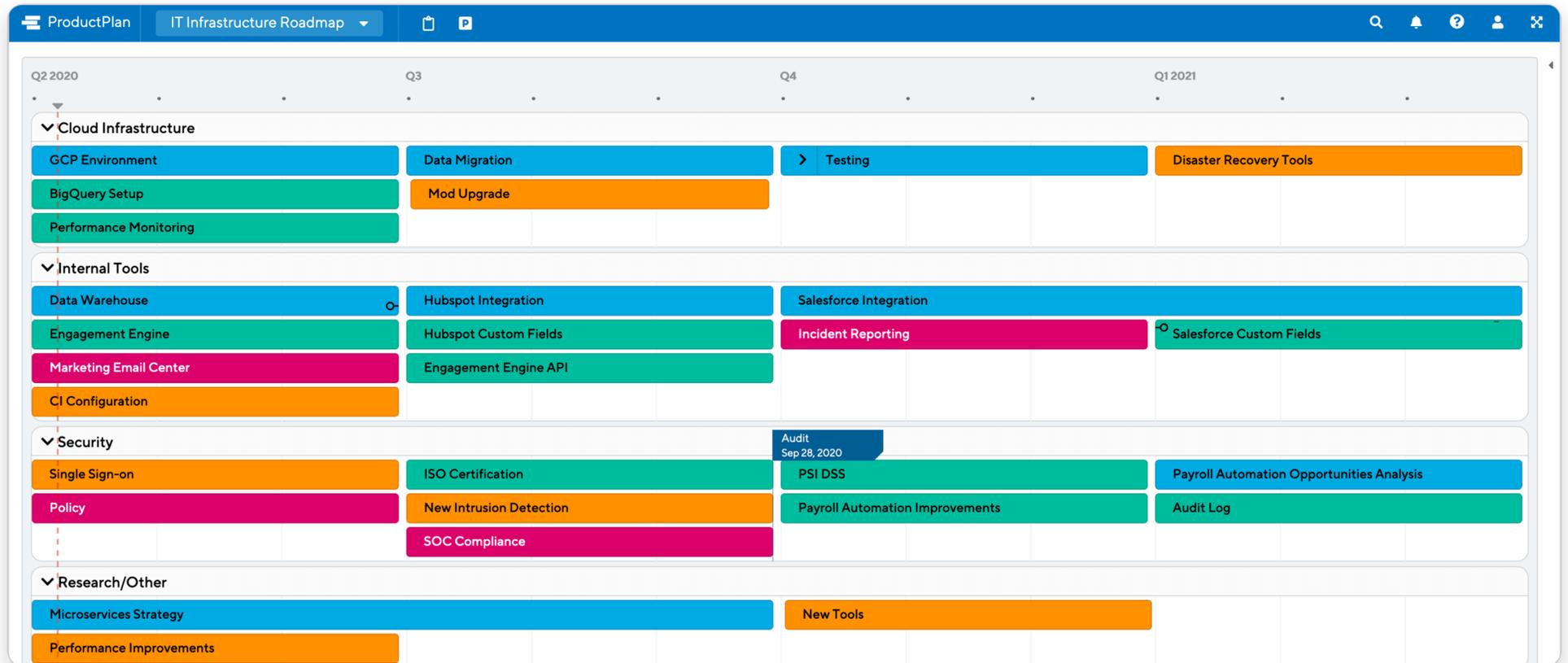
The long-term timeline view motivates your key change agents with a holistic understanding of your strategy at a glance. With a timeline view, you can accurately set expectations but also include any important dates. Recognize the order of each project at a glance by utilizing this classic Gantt-chart style roadmap. Communicate progress with this color-coded, status-based legend. Unlike a static Gantt-chart, any changes in priorities can be easily made; enabling staying on course to be effortless.

Quick Facts

Use Case :	IT Teams
Audience :	Internal Teams
Time Horizon :	1 Year
Time Units :	Months/Quarters
Legend :	Initiative status

[Use this template](#)

IT INFRASTRUCTURE TEMPLATE



IT infrastructure is the foundation that all business services run on, but it requires constant transformations and improvements. These upgrades and rapidly evolving new technologies require a roadmap to set expectations, estimate investments, and plan for change management.

This timeline roadmap omits months to keep viewers focused on the long-term, high-level goals rather than fixating on specific project durations. Displaying quarters enables for understanding the order of priorities, and in keeping teams accountable. Lanes display focus-areas and easily group up all initiatives. Using the legend to communicate teams gives a high-level view of each team's responsibilities. Easily see what is in flight, what is next, and what is complete.

Quick Facts

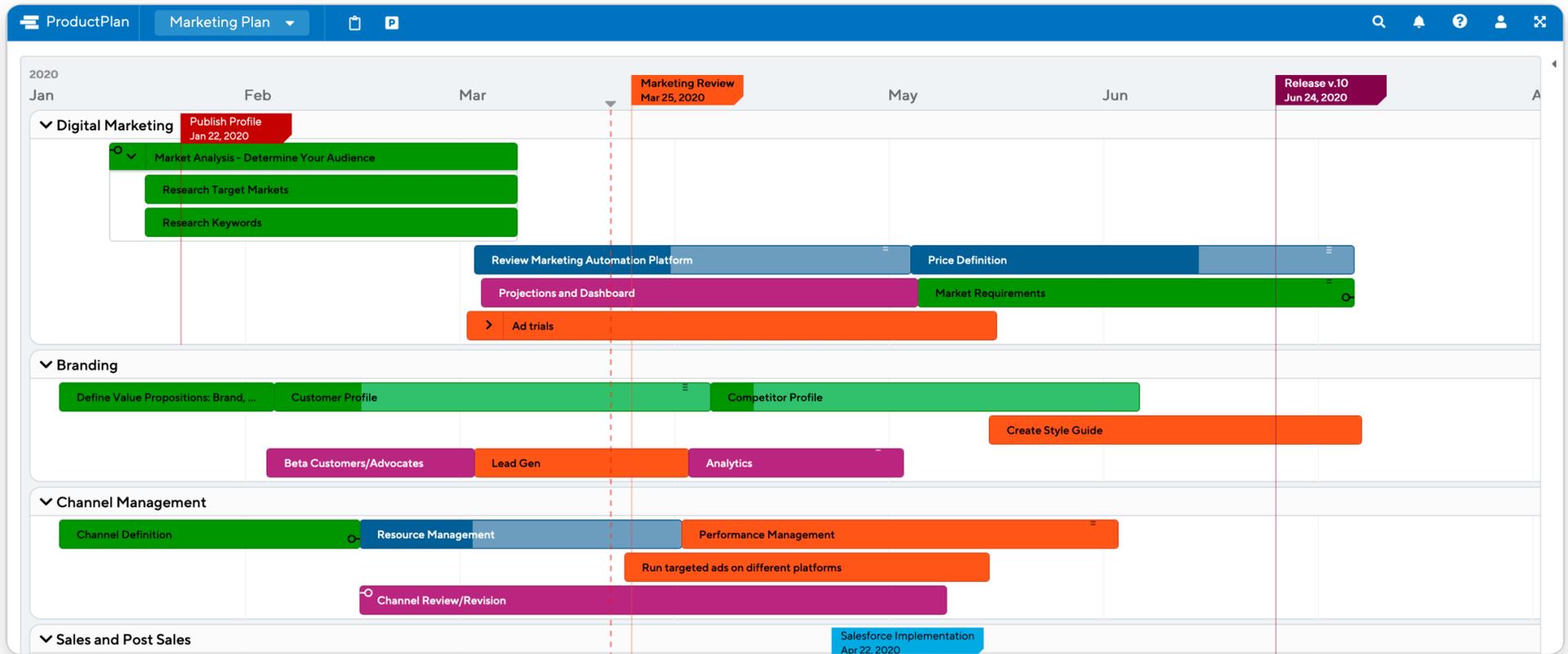
- Use Case :** IT and Engineering/ Development Teams
- Audience :** Executives, Internal Teams
- Time Horizon :** 1 Year
- Time Units :** Quarters
- Legend :** Teams

[Use this template](#)

MARKETING ROADMAPS



MARKETING PLAN TEMPLATE



A marketing plan is a blueprint that outlines your marketing strategy and efforts. It is a high-level roadmap that provides your stakeholders with a general overview of marketing initiatives across different categories. In the example above, the roadmap is organized by the type of initiative and color-coded by the phase of the initiative. You could also categorize initiatives by their owners or by strategic goals, such as increasing revenue, expanding to new markets, or reducing churn.

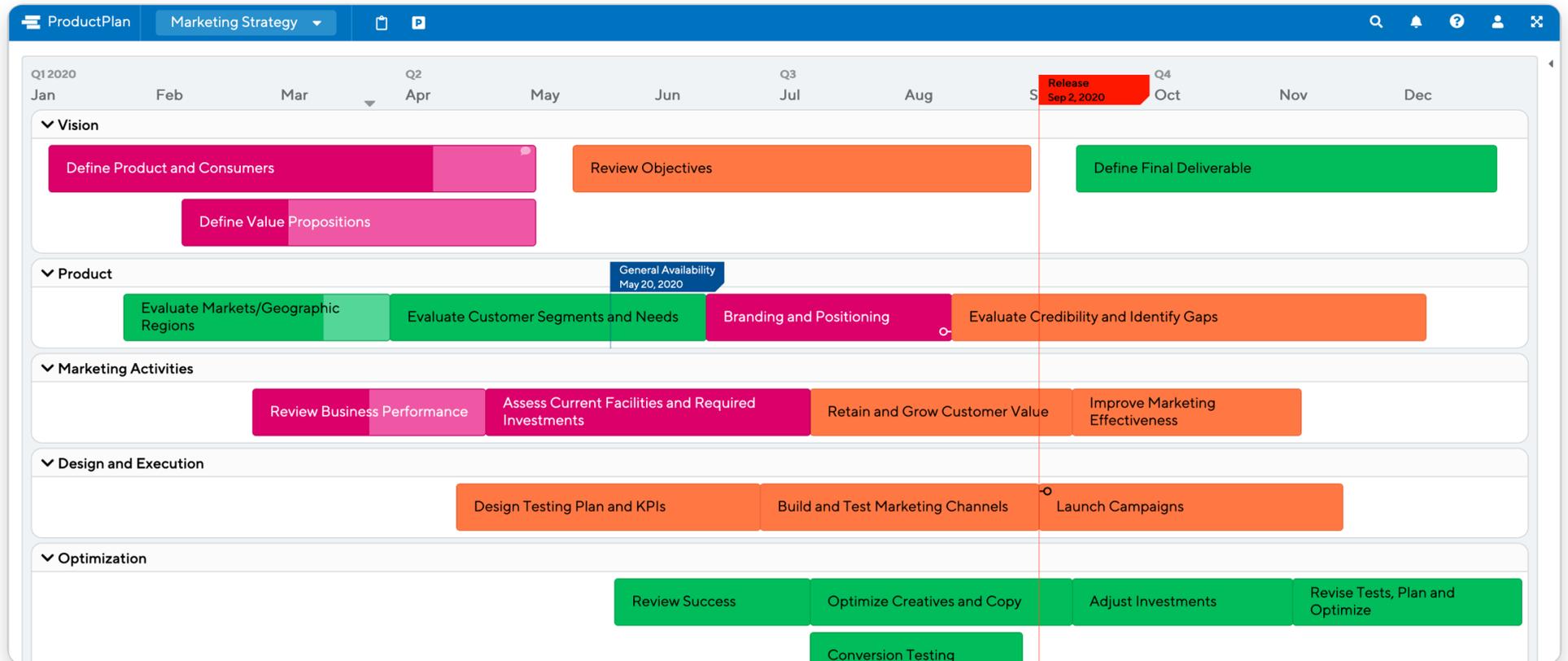
This example roadmap is divided into four swimlanes. The first contains product and service management efforts, and subsequent swimlanes focus on branding, channel management, and sales initiatives. Milestones intersect the roadmap to indicate specific goals or deadlines, such as the date of a marketing review and when Salesforce is being implemented.

Quick Facts

Use Case :	Marketing
Audience :	Executive Stakeholders
Time Horizon :	8 months
Time Units :	Months
Legend :	Phase

[Use this template](#)

MARKETING STRATEGY TEMPLATE



A marketing strategy roadmap communicates your high-level marketing plan to important stakeholders across your organization. A marketing strategy like this one can be used in conjunction with more granular marketing roadmaps like content calendars or mobile marketing plans.

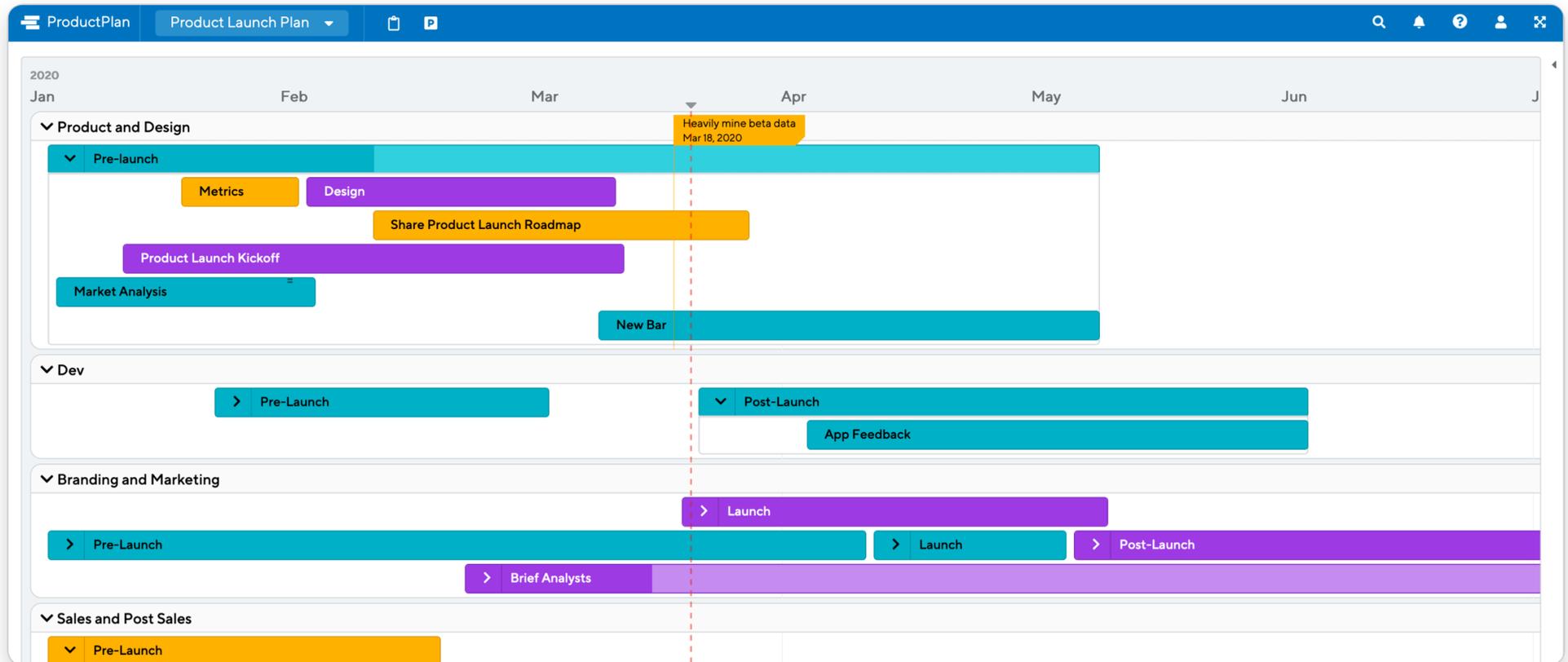
This marketing strategy roadmap does not include any specific dates. Instead, it shows only the general sequence of marketing initiatives and which initiatives are required by others. The legend indicates which phase each initiative belongs to: analysis, execution, or evaluation. The swimlanes categorize the initiatives into functional areas. For example, the last lane includes only those initiatives having to do with optimization, such as tweaking copy and adjusting investments.

Quick Facts

Use Case :	Marketing
Audience :	Executive Stakeholders
Time Horizon :	12 months
Time Units :	None
Legend :	Project Phase

[Use this template](#)

PRODUCT LAUNCH ROADMAP TEMPLATE



The product launch roadmap is typically managed by the product marketing team to coordinate efforts across different teams.

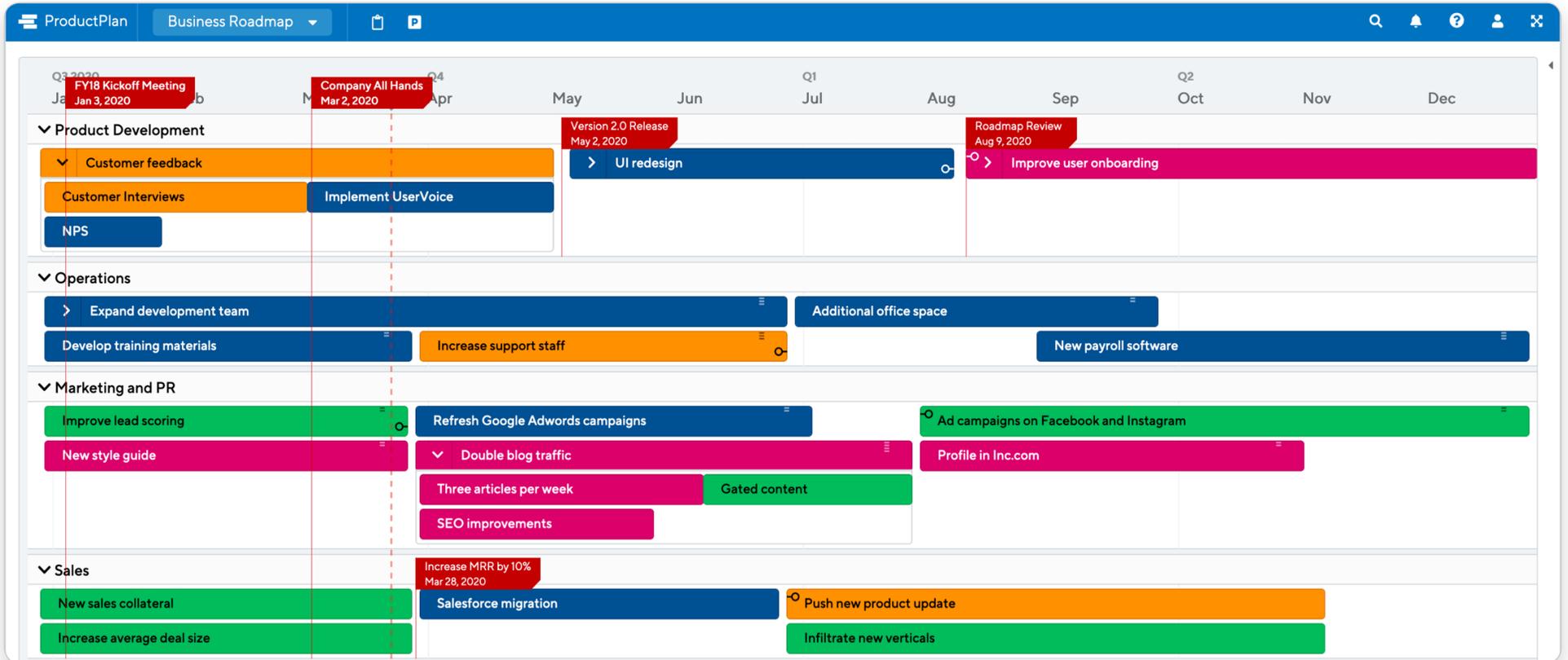
A product launch plan is usually a timeline-based roadmap that clearly communicates the deliverables in relation to time. This example roadmap is organized by the type of initiative. The four categories, represented by swimlanes, are product/service management, branding/marketing, channel management, and sales/post sales. The time horizon for this product launch plan is six months, and the colors represent the phase of each initiative, from research to strategy to action. Milestones designate the deadlines for go/no-go testing, launching the beta version, and making the product generally available.

Quick Facts

Use Case :	Marketing
Audience :	Executive/Team Leaders
Time Horizon :	6 months
Time Units :	Months
Legend :	Phase

[Use this template](#)

BUSINESS ROADMAP TEMPLATE



Business roadmaps are valuable tools for communicating company vision and facilitating growth. In this business roadmap template, the swimlanes represent different functional areas of the company, such as operations, marketing, product development, and PR. The legend encodes strategic goals like increasing revenue and building brand awareness.

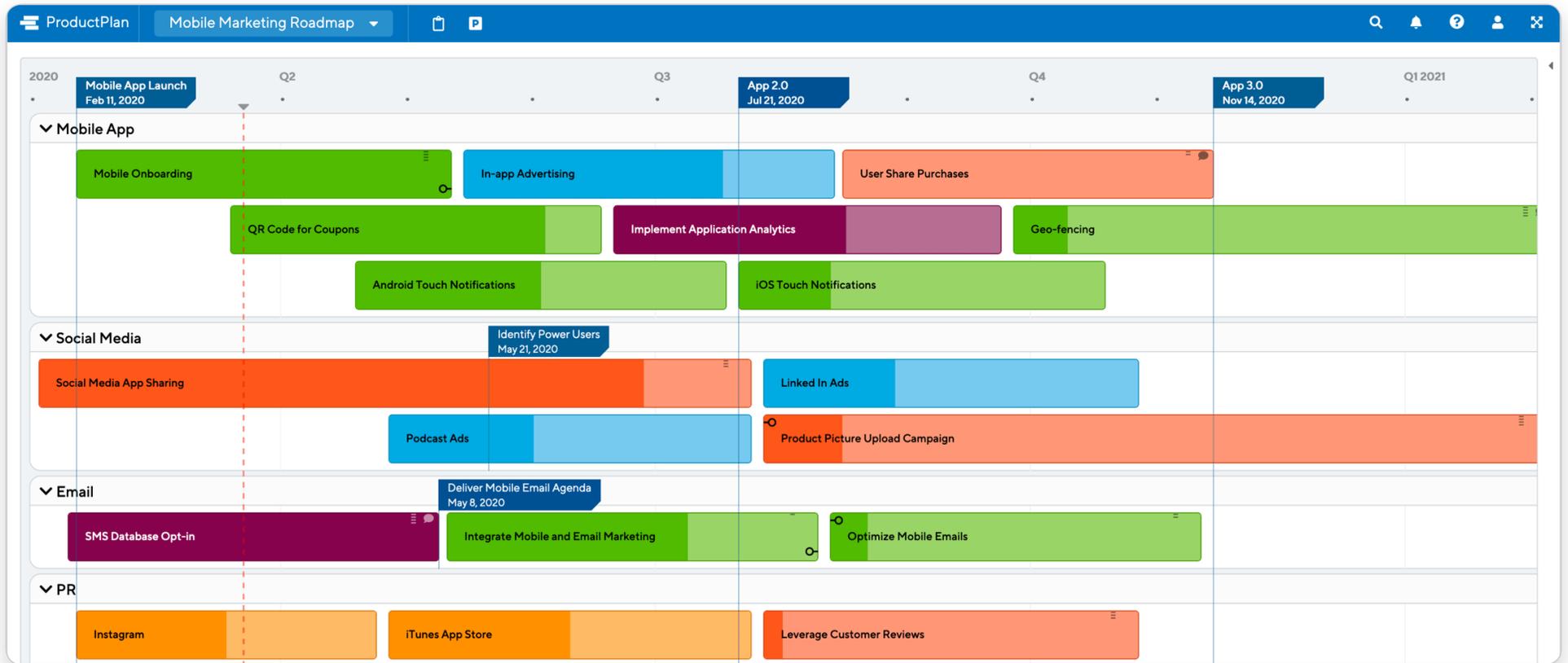
A business roadmap like this one can be used to keep stakeholders aligned on the strategic direction of the company and to track the progress of initiatives across various departments.

Quick Facts

Use Case :	Product/Other Teams
Audience :	Multiple Functional Teams
Time Horizon :	1 year
Time Units :	Quarters
Legend :	Strategic goals

[Use this template](#)

MOBILE MARKETING ROADMAP TEMPLATE



This mobile marketing roadmap plots out the marketing initiatives involved in launching a new mobile application. The bars are divided into four swim lanes depending on the category that they fall under: in-app marketing initiatives, social media initiatives, email initiatives, and PR initiatives. Milestones are used to mark the initial release date of the app and planned release dates for subsequent versions.

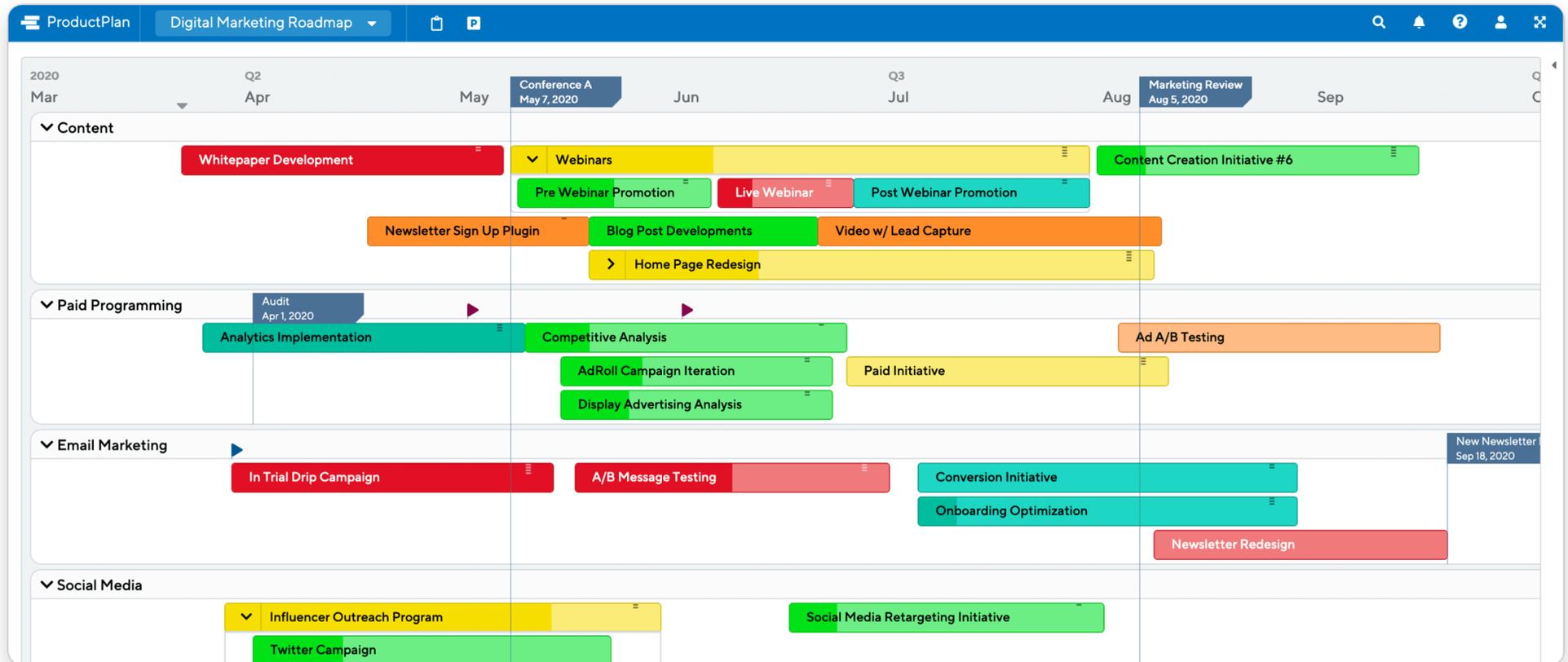
The timeline for this roadmap is broken down into quarters, and it gives a fairly high-level overview of mobile marketing projects over the course of a year. A marketing manager might use this roadmap to guide the marketing team's strategy or to show executives and other stakeholders what the team is working on.

Quick Facts

- Use Case :** Marketing
- Audience :** Marketing/Other Stakeholders
- Time Horizon :** 5 quarters
- Time Units :** Quarters
- Legend :** Strategic initiative

[Use this template](#)

DIGITAL MARKETING ROADMAP TEMPLATE



A digital marketing roadmap allows your marketing team better coordinate their efforts across different marketing channels. The digital marketing roadmap above visualizes your content marketing initiatives, paid and organic search efforts, email marketing campaigns, and social media strategy. Each of the efforts are categorized based on their stage in the marketing funnel. In this example, initiatives color-coded green are aimed at bringing in new traffic, dark blue initiatives are focused on acquisition, orange initiatives are focused on lead nurture, light blue initiatives target conversion, and red initiatives aim to increase product visibility.

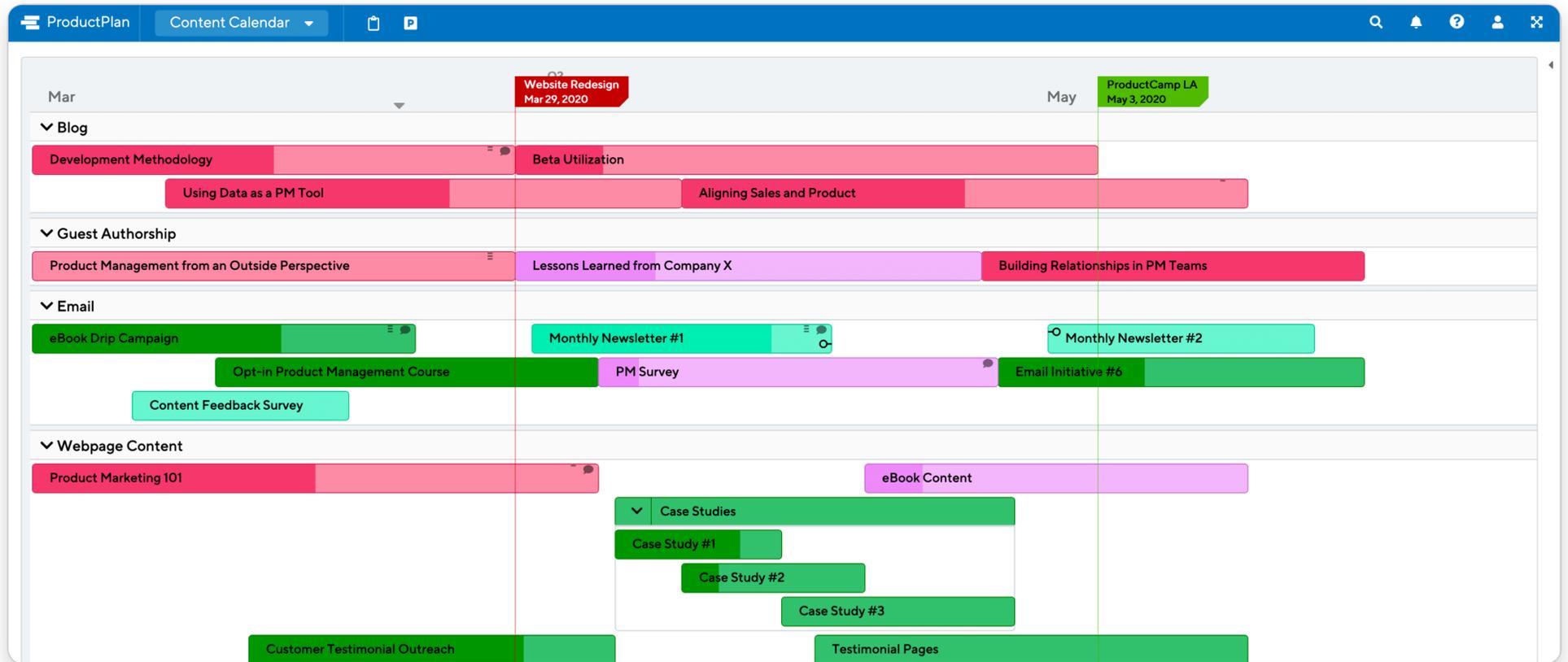
The time horizon for this digital marketing roadmap is about six months, and milestones are added to showcase the dates of an SEM audit, drip campaign overview, and a general marketing review.

Quick Facts

Use Case :	Marketing
Audience :	Marketing
Time Horizon :	8 months
Time Units :	Quarters
Legend :	Lifecycle Goal

[Use this template](#)

CONTENT CALENDAR ROADMAP TEMPLATE



Content calendars help marketing teams manage their publishing schedules and coordinate content marketing initiatives. This example content calendar maps out a company's blog posts, email campaigns, and web page content over a three month period. The bars on the roadmap provide a general overview of when the team is working on each project without committing to specific publishing dates.

Each item on this content calendar is tied back to a strategic goal like driving traffic to the website or generating new sales leads. The goals are clearly displayed in the legend and the roadmap initiatives are color-coded accordingly. A content marketing team might choose to use this roadmap to easily communicate their strategic plan to executives or other department heads.

Quick Facts

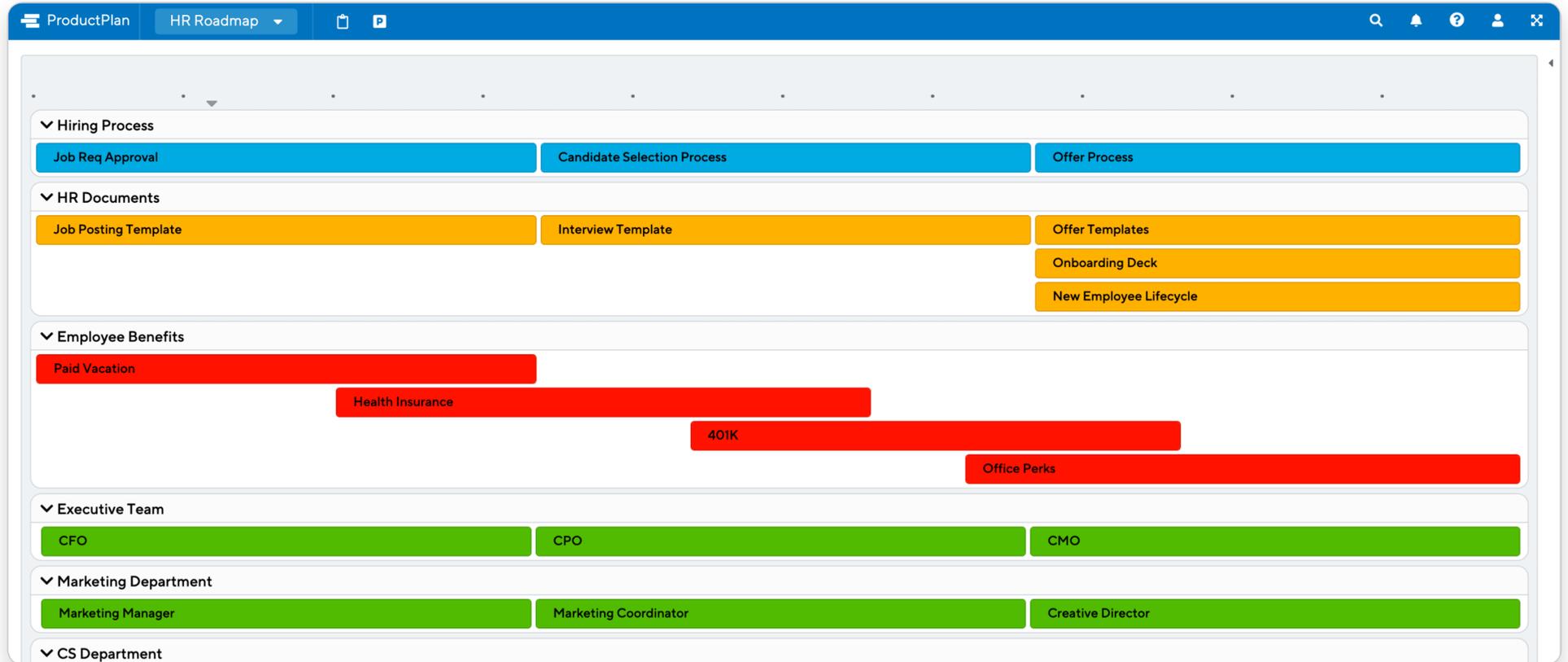
Use Case :	Marketing
Audience :	Executives/Team Leaders
Time Horizon :	4 months
Time Units :	Quarters
Legend :	Strategic Goals

[Use this template](#)

OTHER ROADMAPS



HR ROADMAP TEMPLATE



Managing people is no easy task, but that’s where an HR roadmap can help. Use an HR roadmap to stay on track with current initiatives, to plan out future efforts, and to visually know the order of operations at any stage in the process.

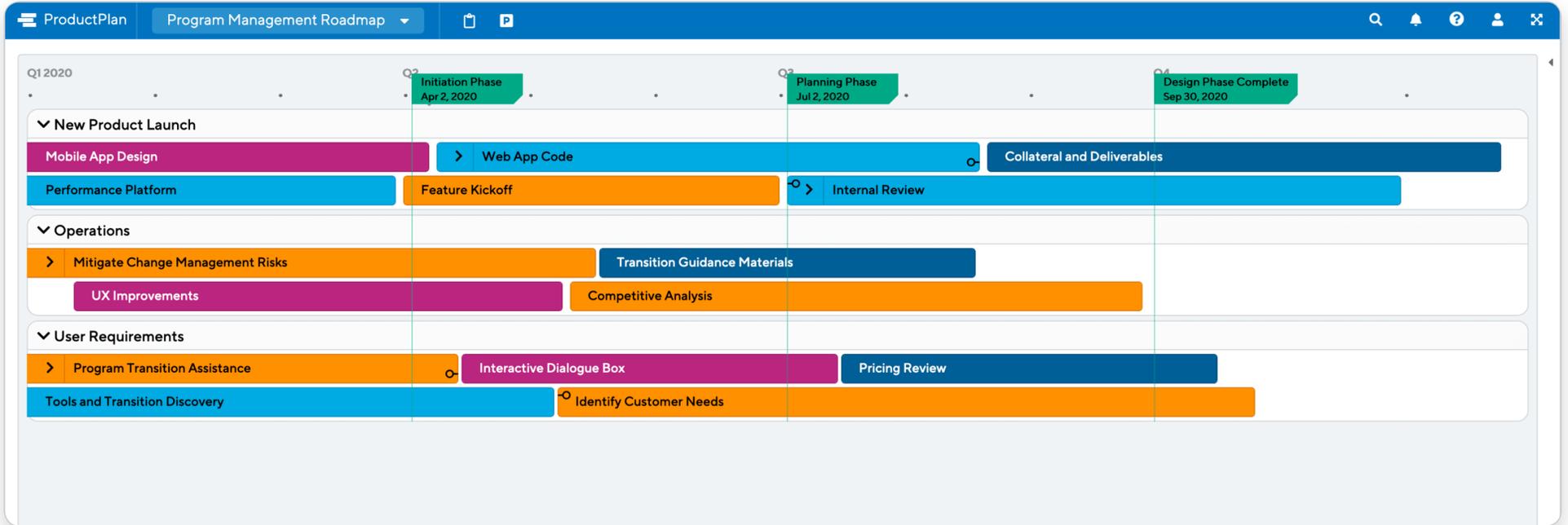
This HR roadmap is a timeline-based roadmap, which enables you to span out the prioritized initiatives—making it easy to know what is happening right now and what is coming up next. Omitting dates helps to alleviate the pressure of deadlines so that hiring the right people becomes the priority, instead of meeting a due date. Breaking up the lanes into focus areas and departments enables visual separation of the order of operations. Initiatives all tie back to strategic goals, from documentation to hiring, making each initiative associated with a clearly defined “why.”

Quick Facts

Use Case :	HR Team
Audience :	Internal Teams
Time Horizon :	1 year
Time Units :	Months
Legend :	Goals

[Use this template](#)

PROGRAM MANAGEMENT ROADMAP TEMPLATE



A program management roadmap is a valuable tool that enables you to manage all of your programs in one place. Use a program management roadmap to communicate your strategy across the organization.

This roadmap has specified lanes to visually communicate your high-level goals, with unique initiatives nested within. Elaborate on your initiatives by adding tactics to convey how you will accomplish your goals. The legend in this roadmap represents the team responsible for executing each initiative. It allows the program manager to achieve alignment within the organization at scale. Quarterly timelines keep track of each goal's progress at a glance.

Quick Facts

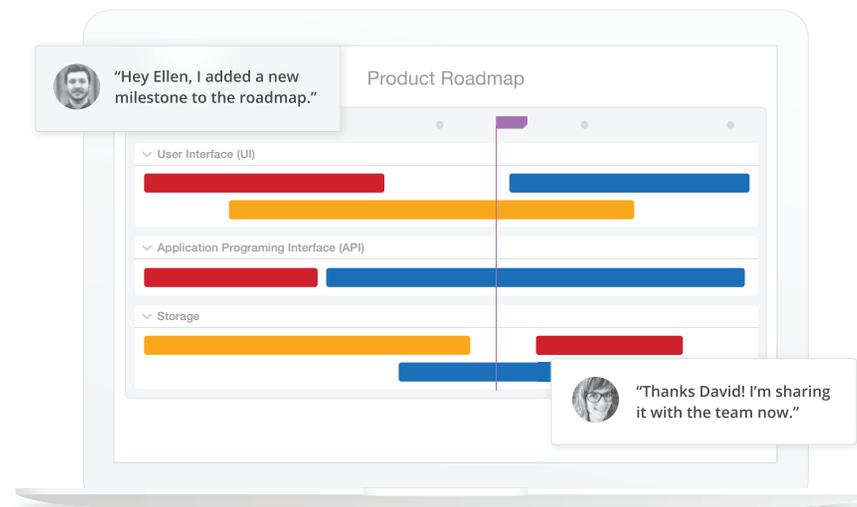
Use Case :	Program Manager
Audience :	Executive/Internal Teams
Time Horizon :	4 quarters
Time Units :	Quarters
Legend :	Teams

[Use this template](#)

ABOUT

PRODUCTPLAN

ProductPlan makes it easy for teams of all sizes to build beautiful roadmaps. Thousands of product managers worldwide—including teams from Nike, Microsoft and Spotify—trust ProductPlan to help them visualize and share their strategies across their entire organization. With our intuitive features, product managers spend less time building roadmaps and more time shipping products.



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