

# Product Roadmap Cheat Sheet

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Use this cheat sheet as a checklist to ensure you've included all the necessary elements in your product roadmap.

Before publishing your roadmap, make sure to include the following elements:

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|  | <b>Goals:</b> What are the main goals of the product?  |
|  | <b>Product Vision:</b> What is the vision, or the why, of the product?   |
|  | <b>Strategy:</b> How will you accomplish these goals and realize the product vision?   |
|  | <b>Tasks:</b> What are the main tasks that you need to accomplish? Note dependencies and provide an outline of the prioritization and progression of tasks.  |
|  | <b>Epics:</b> If you're working in an Agile methodology, your roadmap might group tasks into larger epics, or collections of work units. This can help in sprint planning and resource allocation.       |
|  | <b>Features:</b> What are the main features you plan to create or improve upon?  |
|  | <b>Releases:</b> When and in what order do you plan to release each feature listed above?  |
|  | <b>Timeline:</b> How long will this take? As mentioned, a product roadmap should not be a detailed, rigid schedule of tasks. Instead, provide an estimate of how long it will take to complete the work. |

The following elements are not required, though you may choose to include them, depending on your project and the audience of your roadmap:

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|  | <b>Critical Path:</b> The <i>critical path</i> shows the minimum time necessary to complete the product. You may choose to highlight this chain of tasks (with approximate timing) to management.         |
|  | <b>Dependencies:</b> You may choose to show the relationship between critical tasks, such as which items must be completed first in order to start on others.   |
|  | <b>Legend / Key:</b> Consider adding a legend or key to your roadmap, so viewers can make sense of any symbols, color-coding, or other visual cues.   |
|  | <b>Metrics:</b> You can also use the product roadmap to highlight key metrics or key performance indicators (KPIs) that you plan to track to measure the success of your product.                         |
|  | <b>Milestones:</b> You may choose to note any critical milestones or markers, either that your team must hit by a certain date or that will be key predictors in the health of the product down the line. |
|  | <b>Percent Complete:</b> If any of the actions on your roadmap are already in progress, consider adding a “percent complete” label that shows progress.   |
|  | <b>Swimlanes:</b> In feature-oriented product roadmaps, teams often include swimlanes to categorize work items in a clear, easy-to-visualize way.   |
|  | <b>Task Status:</b> Similarly, you might also include a field for each task that clearly displays its status (not started, in progress, completed).   |
|  | <b>Themes:</b> Larger scope product roadmaps often include themes, also called <i>containers</i> . This step allows you to group features and releases thematically.                                      |

On the flipside, you should *not* include the following:

- **Hard Dates:** Unless specifically requested by your audience, the product roadmap is not the place for strict dates. Use it as a way to frame the estimated schedule of events, but not to lock your team into a hard schedule.
- **Non-Value Items:** There is no need to add additional potential elements or out-of-scope tasks. The roadmap should be clear, direct, and concise, and relay only the most important aspects of upcoming product-related work. For example, do not include potential responsive actions, such as a bug fix or failed test. That said, you should assume a certain amount of flexibility for unexpected events, hence why you shouldn't include fixed dates.

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