

Roadmapping checklist

STRATEGY

Assess your company's strategy and goals

What are your organization's goals for the coming months or quarters? What strategic initiatives must the product support? What KPIs do you need to hit? How can the product help the company get there?

Evaluate your existing roadmaps (if applicable)

Does this strategy call for a new roadmap? Or could you create new swimlanes or initiatives inside an existing one?

Establish ownership

Who will be responsible for building and keeping the roadmap up to date?

Determine your audience

Who is this roadmap for? Will it be made public or only viewable by internal stakeholders?

STRUCTURE

Choose your platform

Which [roadmapping tool](#) will you use?

Set up your structure

How will you lay out your roadmap? Are there specific milestones or company announcements you need to work around or be aware of? Is the timeline realistic?

Document key themes

What specific areas or functionality should the product team focus on to help the company reach its strategic goals?

Establish your swimlanes

How do you want to organize the initiatives your team will focus on? What value will these efforts deliver to your users?

Populate your initiatives

What big ideas or groups of features will bring that value to life? How does each initiative contribute to the company's vision?

Add in features

What specific capabilities do you plan to build that will contribute to each initiative?

Incorporate feedback

Are there specific user requests that add additional context to each feature or initiative? Is the feedback prioritized, and does it inform which areas of the product you're focusing on?

Add supporting context

Are there any other details your product or engineering teams should know that could help them be more successful?

SCALE

Train your internal teams

Do your customer-facing teams know how to confidently talk about the roadmap? Have they been adequately enabled to discuss any roadmap-related questions with their customers or prospects?

Share your roadmap

Based on your audience, where will your roadmap live? How will your stakeholders find it? What story is your roadmap telling—and does it resonate with your audience?

Solicit input

How will you gather feedback and encourage users to engage with your roadmap? Where should users go to submit ideas or weigh in on what matters most to them? Do you have a process in place for triaging incoming feedback?

Close the loop

Do you have a system in place to close the loop with your users and keep them informed of changes to your roadmap? What kinds of updates or communications should users expect from your team?

