Product Vision and Roadmap

Align strategy, priorities, and delivery through an agile roadmap



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Product Vision Roadmap Overview

Product vision direction

The product vision sets our strategic direction for the roadmap horizon, guiding what we build and why now.

Roadmap timeframe horizon

The roadmap horizon is defined by timeframe and intent: current execution, quarterly plans, and future exploration.

CPO and stakeholder ownership

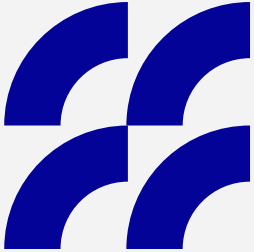
CPO/product lead ownership ensures decisions and sequencing across key stakeholders involved in the roadmap.

Roadmap purpose

The roadmap explains the “why” and “what’s next” in plain language for engineering, executives, and customers.

Roadmap pillars

The roadmap pillars will surface later as themes, timelines, and priority areas across subsequent slides.



North Star Metric and Strategic Themes

North Star Metric

The North Star metric anchors product success and guides tradeoffs across teams

Strategic Themes

Three strategic themes connect customer value to measurable outcomes

Theme Alignment

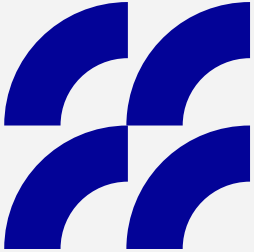
Each theme is reflected in epics, features, and release planning

User Impact

Each theme targets intended user impact with concise, outcome-focused wording

Evidence-Based Tracking

Progress is tracked to keep the roadmap evidence-based

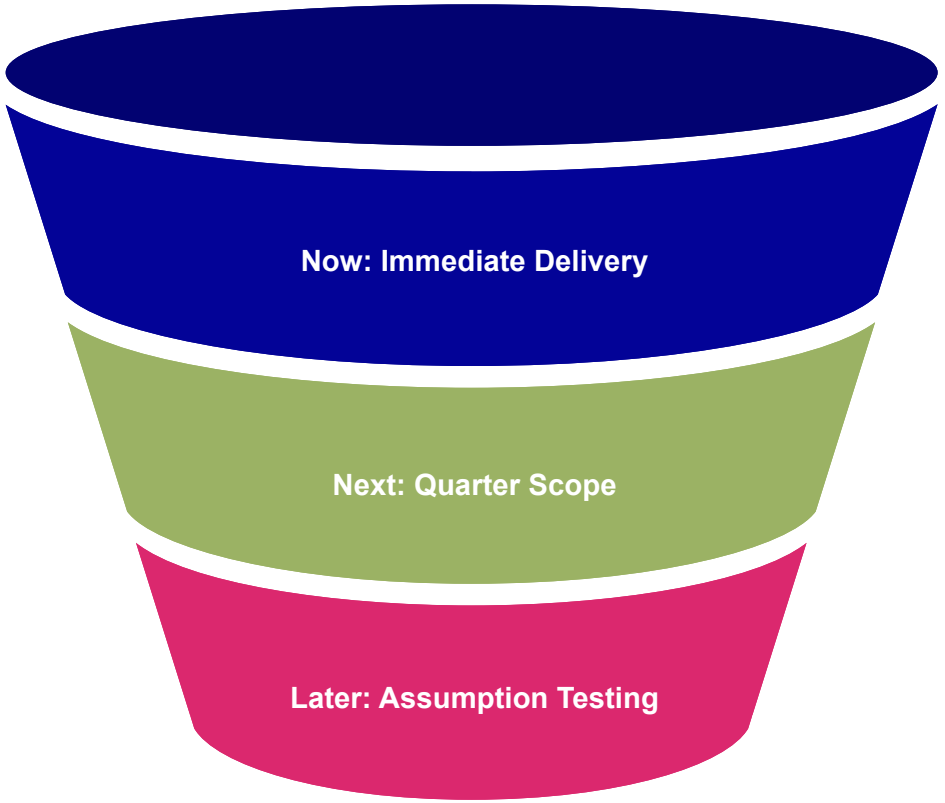


Now Next Later Agile Roadmap

Current sprint focus on the highest-readiness items for immediate delivery

Upcoming quarter scope with planned epics and dependencies to reduce risk

Future exploration bets to test assumptions before committing fully



Quarterly Milestone Gantt Roadmap

Q1

Cross-platform epic mapping

Map epics across Web, Mobile, and Infrastructure with milestone checkpoints

Q2

Early dependency surfacing

Advance active epics and surface cross-platform dependencies early

Q3

Milestone completion and validation

Complete key milestones and validate outcomes against the roadmap themes

Q4

Release readiness gates

Close the year with release readiness gates and next-horizon handoff

Flagship Feature Deep Dive

End-to-end prototype

High-fidelity prototype mockup that demonstrates the experience end-to-end

User pain and impact

User problem solved, including who feels the pain and why it matters

Release success criteria

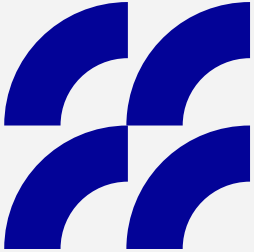
Release target and what success looks like from a user and product lens

Flagship scope capabilities

Key capabilities included in the flagship scope for engineering clarity

Strategic themes & North Star

How the feature supports one or more strategic themes and the North Star metric



Tech Debt and Architectural Enablers

01 **Backend improvements**

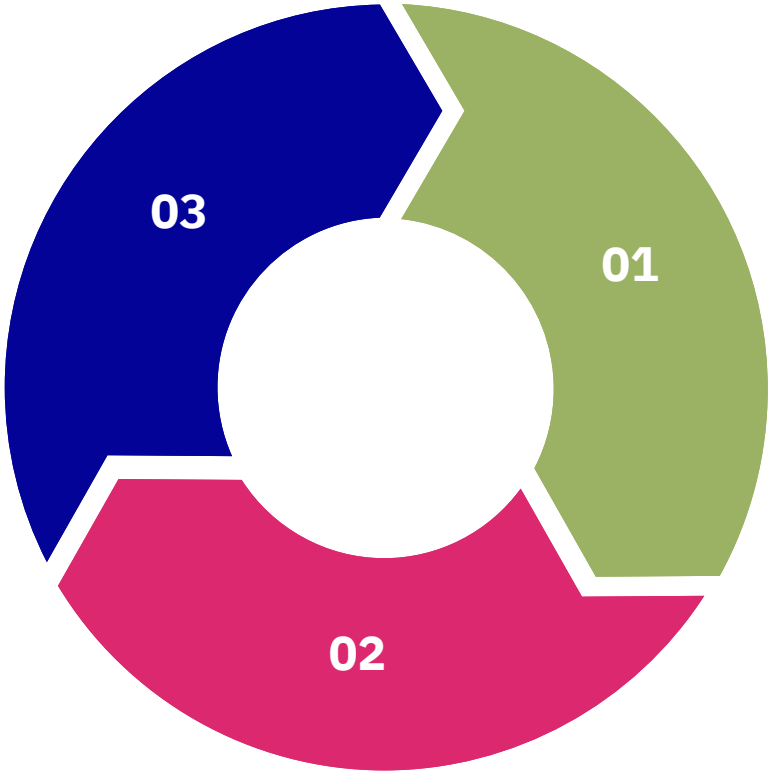
Identify backend improvements that unlock faster feature delivery and stability

02 **API integration & hardening**

Integrate and harden APIs so integrations scale across platforms and environments

03 **Security & reliability foundations**

Upgrade security and reliability foundations to support growth and reduce risk



Customer Requests and RICE Prioritization

Request	Reach	Impact	Confidence	Effort
Request A	Reach value	Impact value	Confidence value	Effort value
Request B	Reach value	Impact value	Confidence value	Effort value
Request C	Reach value	Impact value	Confidence value	Effort value

Release Schedule and Feedback Loops

01

Timeboxed beta feedback

Run beta testing with defined entry criteria and a timeboxed feedback collection plan

02

Readiness-based GA gates

Use general availability gates based on readiness signals from QA, telemetry, and stakeholder review

03

Owned feedback triage

Route user feedback into the backlog with clear ownership and tagging for follow-up

04

Priority and timeline updates

Close the loop by updating priorities, timelines, and communications based on what the feedback shows