

CHECKLIST FOR CREATING A BALANCED PRODUCT ROADMAP

1. Alignment with Business Goals

- ☐ Roadmap initiatives are mapped to specific business objectives.
- ☐ Features address both short-term wins and long-term strategic goals.
- ☐ The roadmap includes initiatives that drive revenue and create customer value.

2. Customer Focus

- ☐ Customer pain points have been validated and addressed in the roadmap.
- ☐ User research feedback (surveys, interviews, analytics) informs priorities.
- ☐ Customer personas are reflected in feature planning and prioritization.

3. Technical Feasibility

- ☐ Engineering resources and bandwidth have been considered for each initiative.
- ☐ Technical debt is accounted for alongside new features.
- ☐ Dependencies and technical constraints are clearly identified.

4. Prioritization and Balance

- ☐ Time for bug fixes, maintenance, and improvements is included.
- ☐ High-impact, low-effort features are prioritized.
- ☐ A prioritization framework (e.g., RICE, MoSCoW) has been applied.

5. Timing and Sequencing

- ☐ Milestones are realistic based on team capacity and past delivery data.
- ☐ Dependencies are scheduled in a logical order.
- ☐ Major launches are spaced out to avoid overloading teams.

6. Stakeholder Alignment

- ☐ The roadmap has been shared with leadership and validated.
- ☐ All cross-functional teams agree on priorities and timelines.
- ☐ Initiatives are visually categorized (e.g., strategic, operational, customer-centric).

7. Flexibility and Adaptability

- ☐ Flexibility is built in for market changes or unexpected opportunities.
- ☐ Lower-priority items can be replaced without disruption.
- ☐ Regular reviews are scheduled to update and adapt the roadmap.