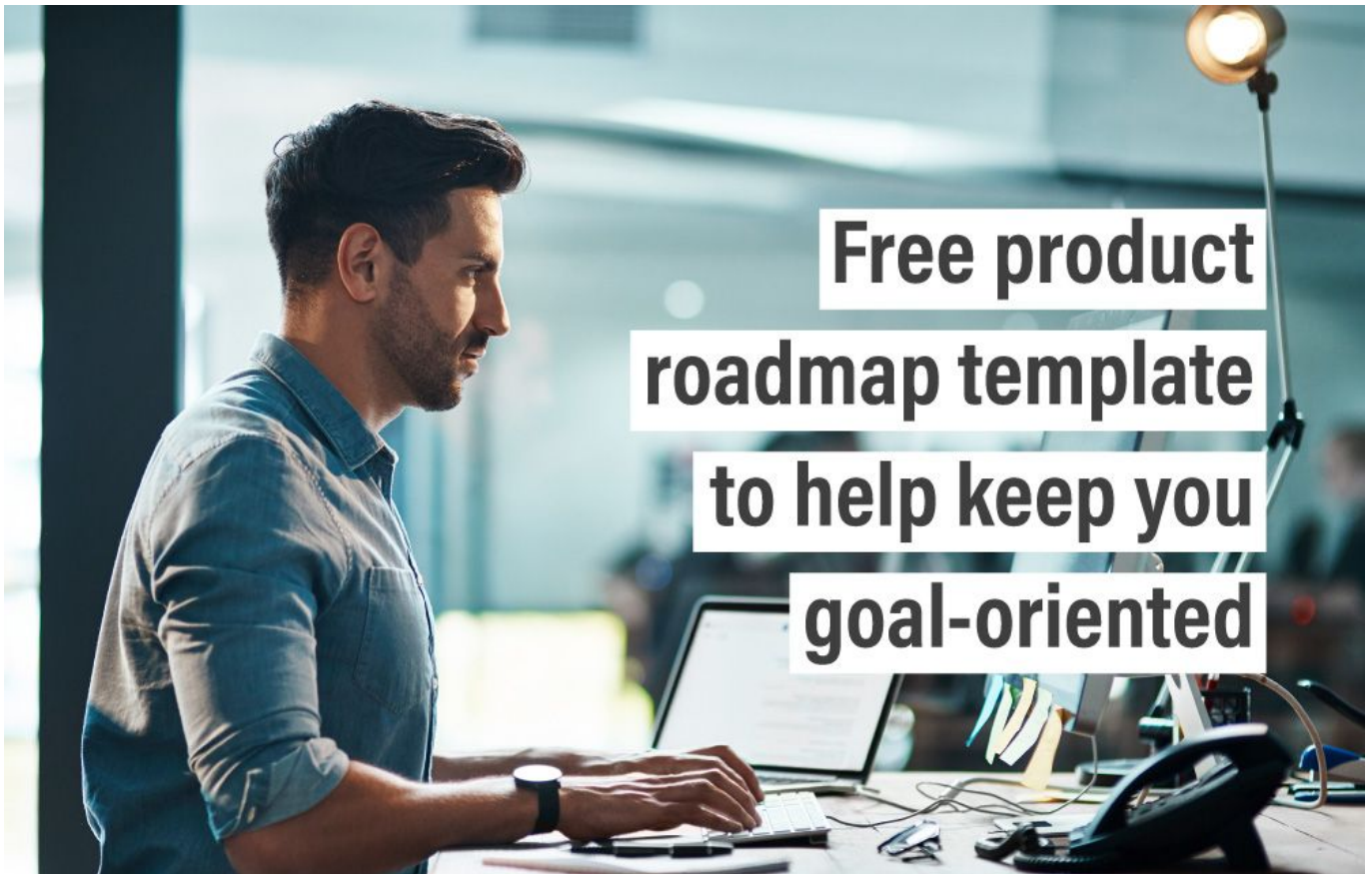# Free product roadmap template to help keep you goal-oriented

We are an award winning product design consultancy, we design connected products and instruments for pioneering technology companies.

Free product roadmap template to help keep you goal-oriented

Reading time 5 mins

Key Points

- A goal-oriented (GO) product roadmap is an effective plan of action that helps to ensure that product development is aligned with the business, stakeholders, team members, and end-user or customer
- Our template is simple and intuitive; facilitates teamwork and collaboration; and helps to communicate the product vision and progress
- As opposed to feature-oriented roadmaps, ones that are outcomes-oriented allow you to maintain the big-picture and avoid scope-creep
- As a collaborative brainstorming tool, it can be shared with a team who can then add their suggestions for different categories on the template.
- The specified categories to develop: the timeline of the product's evolution in the foreseeable future, the name of each version, the goals, features, and metrics

Download our simple and intuitive product roadmap

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Last updated Apr 2, 2023

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Whether you're a project manager or part of a small business/startup where one person wears many hats, having a vision for a product launch/release easily understood by everyone involved is crucial. Our goal-oriented (GO) product roadmap template is designed to do just that, as it's a simple but effective plan of action that summarises the potential evolution of your product over time.

- What outcomes does the product aim to achieve?

- What are the strategic objectives?

- Is it aligned with investors and/or stakeholders?

- What should be prioritised to add value to customers?

What are the benefits of a GO product roadmap?

Initially developed by Roman Pichler, the project management expert who inspired our product vision board template for user-centred design, the GO product roadmap helps your product progress from theory and ideation to action and concretisation. At the same time, it keeps the focus on teamwork and collaboration.

In contrast to other kinds of product roadmap templates, which are more features oriented and can result in a plan that's too detailed and prone to change, one that's goal-oriented helps you to:

- Create a continuity of purpose
- Set expectations and align product development teams with stakeholders
- Facilitate prioritisation
- Support dynamic environments that need to be able to accommodate changes

How to use this template in collaboration with your team

Download our simple and intuitive product roadmap and use it to host a collaborative brainstorming session. Upload it to an online workspace or copy it onto a whiteboard to allow everyone on your team to add sticky notes with their suggestions for different categories on the template.

DATE The release date or timeframe When will the goal be met?	Date/Timeframe	Date/Timeframe	Date/Timeframe	Date/Timeframe
NAME The name of each version / new release	Name/Version	Name/Version	Name/Version	Name/Version
GOAL The benefit the product should offer What outcome should be achieved? Why is the product being developed?	Goal/Outcome	Goal/Outcome	Goal/Outcome	Goal/Outcome
FEATURES High-level features necessary to meet the goal What are 3-5 key features?	Features	Features	Features	Features
METRICS Metrics to determine if the goal has been met How will you measure the outcomes?	Metrics	Metrics	Metrics	Metrics

Roadmap

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Date/Timeframe: When will the goal be met? For example, if one of the outcomes is to deliver a

product for Christmas, meeting a deadline will be crucial for it to create the desired value.

Name: This is particularly important if meeting the goal will result in new product versions. What will each one be called?

Goal: Identify the desired outcomes or benefits you hope to achieve in the upcoming months or business quarters. These goals should be quantifiable (e.g. increase revenue, acquisition, and customer retention) and achievable within the given timeframe. Why will it be worthwhile to continue investing time, money, and energy into developing the product? Remember to add goals that consider the user perspective to ensure that the benefits for your target market are not forgotten.

Features: For each goal, describe 3-5 product capabilities necessary to reach it. For example, if one of the goals is to increase revenue, a simplified payment gateway is a possible feature.

Metrics: How will you determine when your goal has been met, and how will you measure it? Using metrics helps ensure that your goals are specific and measurable.

Did you find our product roadmap template helpful?

We hope that our goal-oriented product roadmap helps you stay focused on outcomes instead of features and that it becomes a valuable part of your product or business development toolkit. Remember that it's designed to support dynamic environments, so review, update, and improve upon it regularly.

If you found this template useful, please share it and let us know if you have any improvements or suggestions you would like us to add!

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