

Product Roadmapping

Gruppe 1

Silke Gegenbauer

Simon Poltier

Nils Krönert

Agenda

- Objectives and processes of roadmapping
- Representation of a product roadmap
- Uses in requirements engineering activities
- Summary

Software Product Roadmapping

- technique to support system planning and managing
- used for:
 - long-term planning
 - to bridge the gap between business planning and product development



Objectives of Software Product Roadmapping

- explore and communicate relationships between markets, products and technologies over time
- keep long-term goals clear and in focus

Process of Software Product Roadmapping

- 1. Initiation
 - form team
 - appoint strategy
 - set pre-conditions
 - determine context
- 2. Preparation and Development
 - Priorization
 - Selection
 - set time frame
 - create roadmap

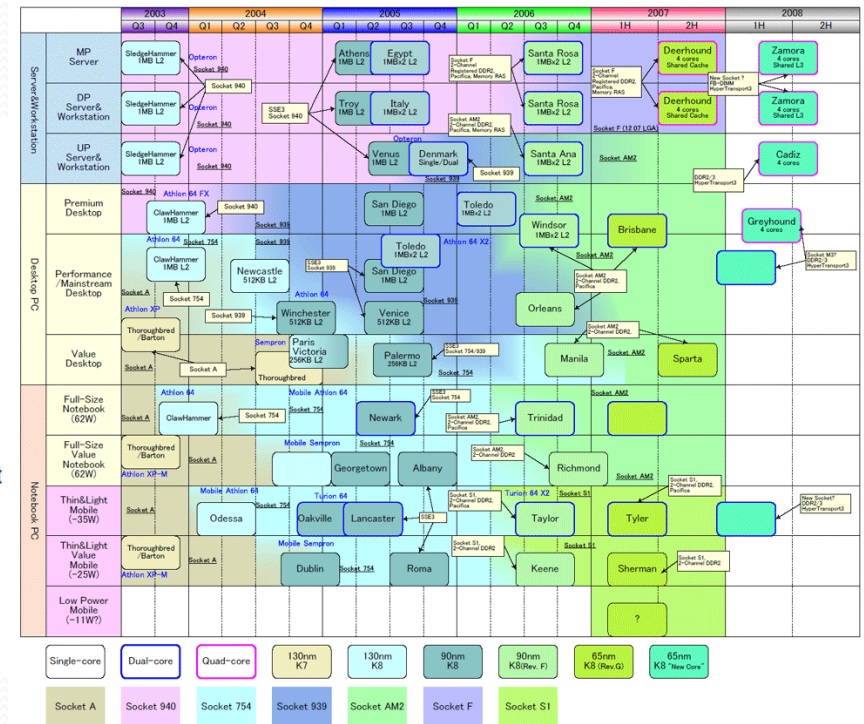
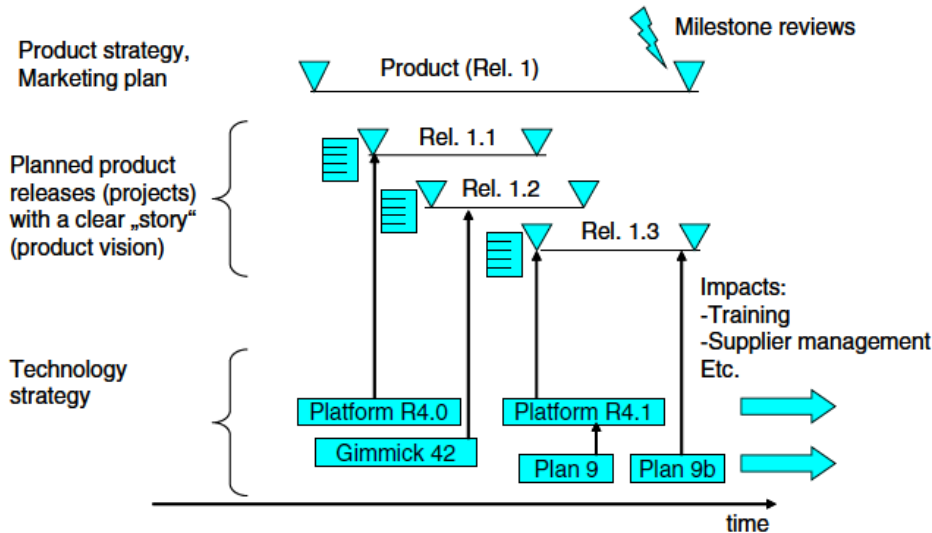
Process of Software Product Roadmapping

- 3. Finalization
 - validate roadmap
 - communicate internally and externally
- 4. Follow-Up
 - review and update roadmap regularly

Representation of a Roadmap

- Different types
 - Bars, graphs, tables, flow charts, text, ...

- Examples:



Representation of a Roadmap

Roadmaps are

- some kind of strategy or plan for a project
- forecast for the development and implementation
- layout of the product releases

Representation of a Roadmap

Roadmaps help to

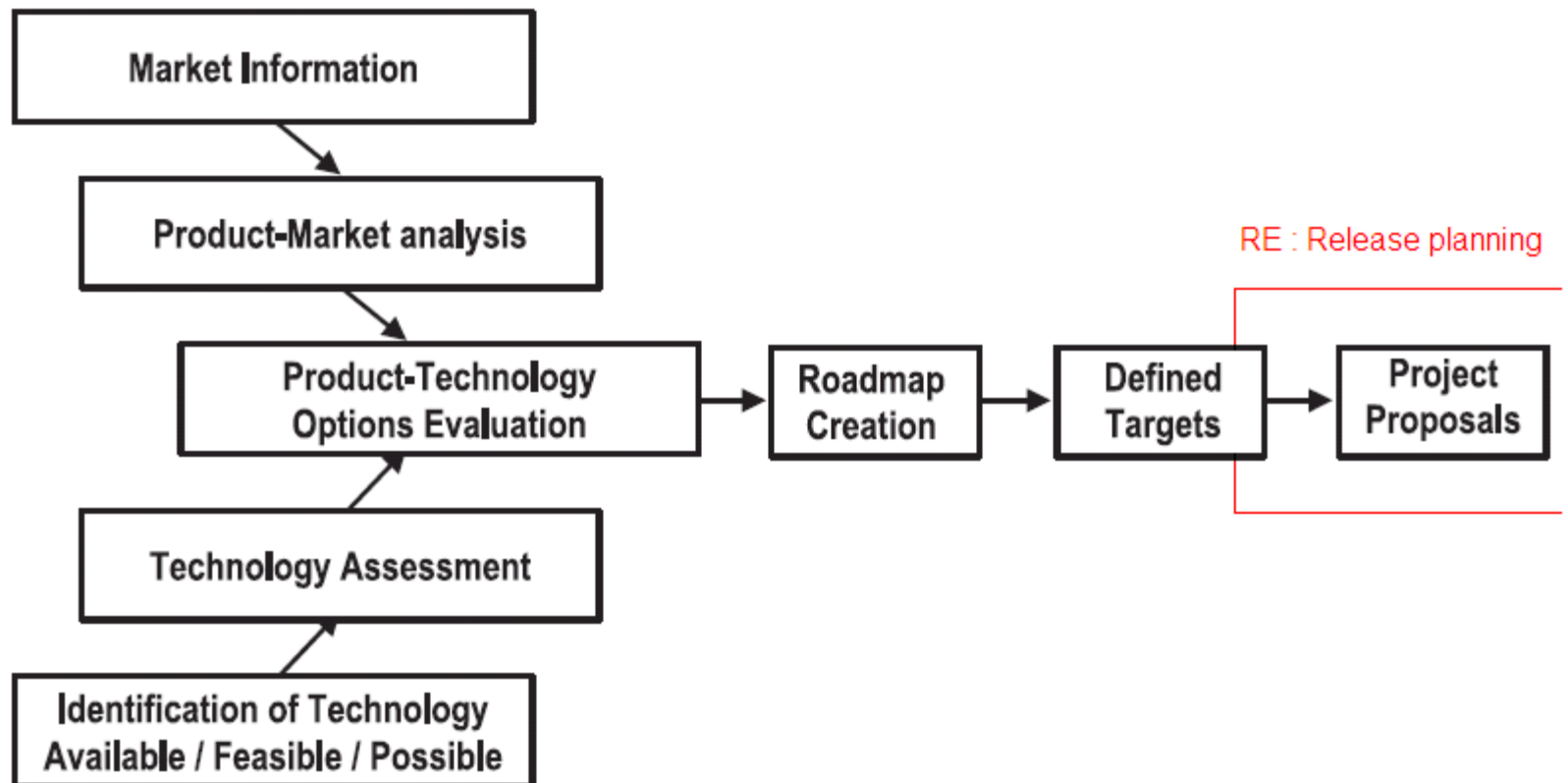
- manage releases and requirements (time dimension)
- determine dependencies, costs, priorities, milestones
- develop the key steps during implementation
- helps in communication

Uses in RE activities

- Elicitation : all stakeholders have a common view of the product's planned evolution
 - Long-term planning roadmaps → all stakeholders in the company can plan and coordinate their activities
 - Important clients have early knowledge of the product's evolution, can give feedback on that basis -> adequacy of requirements
- Traceability and requirements planning : business decisions $\leftarrow \rightarrow$ product development

Uses in RE activities (2)

- Requirements planning : (phaal & al., 2004) design a roadmapping process to help create project proposals



Summary

- Roadmaps bring different aspects of software product development together in a synthetic view
 - Communicate long-term, high-level strategy /product evolution to all concerned stakeholders in a company
 - Provide a framework for activities in the different aspects of software development
- Roadmaps are essential to RE in a product development context