

Product Roadmap – Template V. 4.0



Company Name: <Enter company name>

Product Name: <Enter product name>

- **Date:** <Enter date>
- **Contact:** <Enter your name>
- **Department:** <Enter department name>
- **Location:** <Enter location>
- **Email:** <Enter email address>
- **Telephone:** <Enter telephone number>

Document Revision History:

Date	Revision	Revised By	Approved By
<Enter date>	<Revision #>	<Enter your name>	<Enter name>

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1. Introduction

1.1. Document Objective

This document describes a product roadmap for the <Enter the name of the product or product line>. A product roadmap is a plan or vision that describes the company's long-term strategy for the product's evolution during the course of time.

2. Market/Technology Overview

2.1. Section Objective

This section describes the market to which the product is targeted towards and the technological landscape that affects the product.

2.2. Market Overview

<Define and describe the target markets and customer profile to which the product is targeted. List key characteristics of the target market and the customer. Note market trends and size as well as the economic, political and competitive landscape.>

2.3. Technology Overview

<Define and describe technologies that affect the product, such as foundational, competitive and emerging technologies. Note trends, standards, and dominance. Address technologies in the product and those used to manufacture the product.>

3. Product Roadmap

3.1. Section Objective

This section describes the product roadmap for <Enter name of product or product line>.

3.2. Product Roadmap

Roadmap	<Enter Year>	<Enter Year+1>	<Enter Year+2>
Product Location (Line, Family, Group, Unit)			
Product Name/Code Name			
Target Market			
Market Strategy			
Product Strategy			
Unique Selling Proposition			
Value Proposition			
Enhancements and Added Features			
Technologies Used in Product			

Roadmap	<Enter Year>	<Enter Year+1>	<Enter Year+2>
MSRP †			

† Manufacturer's suggested retail price

<Example:

<i>Microsoft Windows Roadmap</i>		
<i>Roadmap</i>	<i>2001</i>	<i>2007</i>
<i>Product Location (Line, Family, Group, Unit)</i>	<i>Desktop Operating Systems /Windows</i>	<i>Desktop Operating Systems /Windows</i>
<i>Product Name/Code Name</i>	<i>Windows XP (Whistler)</i>	<i>Windows Vista (Longhorn)</i>
<i>Target Market</i>	<i>SMB and consumers</i>	<i>SMB and consumers</i>
<i>Market Strategy</i>	<i>Complete global market dominance. Competitive advantage: brand, product proliferation and availability</i>	
<i>Product Strategy</i>	<i>Productivity (standards compliant and feature-rich)</i>	
<i>Unique Selling Proposition</i>	<i>Compatibility</i>	<i>Compatibility</i>
<i>Value Proposition</i>	<i>---</i>	<i>---</i>
<i>Enhancements and Added Features</i>	<i>Stability, domains, memory management, remote admin</i>	<i>Security, stability, Aero GUI, shell, account control</i>
<i>Technologies Used in Product</i>	<i>Multiprocessing, EFS, NTFS, hyper-threading, ClearType</i>	<i>WIM, WinFX, Speech recognition IPv6, MSH, WPF</i>
<i>MSRP †</i>	<i>\$200 (Pro)</i>	<i>\$400-\$500 (?)</i>

† Manufacturer's suggested retail price

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4. Supporting Data

4.1. **Section Objective**

This section provides data in support of claims, assertions, assumptions, and statements made throughout this document.

4.2. **Assumptions**

<Describe any assumptions made when writing this document.>

4.3. **Research Information**

<If relevant, describe and list the type and scope of research conducted in the course of writing this document.>

4.4. **Product Diagram/Architecture**

<If relevant, describe the product's architecture and modules accompanied by a schematic diagram.>