DEVELOPING PREDICTABLE AGILE ROADMAPS

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Alphabet Soup of Certifications:
PMP, CSM, CSPO, PSM, SPC4, ICP-APM, ICP-ACC, ICP-ATF, PMI-ACP
Our company, Passage, has decided to fund a new product/service offering called Sweet 16.

Sweet 16 will give car lovers the opportunity to drive a new car every three months. This will be a subscription based service where insured drivers will be able to get a new car delivered to their home every three months to drive based on their preferences and needs for that quarter.

The best part is our drivers do not know which car will show up until it gets delivered. We are focusing on the US market first in large cities such as LA, Miami, NY, and then would like to move to EMEA as our next target market. Major auto shows and auctions are where we plan to introduce our product because attendees are our current target demographic. It is critical we have valuable features to demonstrate each time we attend a show or auction due to financial commitment given for this product and the shows.
## Build a Roadmap Framework

<table>
<thead>
<tr>
<th></th>
<th>Q1 Jan-Mar 6 Sprints</th>
<th>Q2 Apr-Jun 6 Sprints</th>
<th>Q3 Jul-Sept 7 Sprints</th>
<th>Q4 Oct-Dec 7 Sprints</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Market Events</strong></td>
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<tr>
<td><strong>Business Features</strong></td>
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SAMPLE PRODUCT HIERARCHY

Vision

Capabilities

Feature

Product Level

Area of Focus within a Roadmap

Strategic: Roadmap

Portion of a Feature

Tactical: Backlog

Executable portion of a Feature

Epic

User Story

User Story
As a Sweet 16 member, I would like to create a car profile so that I receive cars which fit my lifestyle.

I will know I am done when:
- I can set up my profile to include the following:
  - Car preferences such as sports car, SUV, sedan, mini van, etc.
  - Color preferences
  - Gasoline preference
  - Monthly budget

As a Sweet 16 member, I would like to create a driver profile so that Sweet 16 can validate I am a qualified driver with a clean driving record.

I will know I am done when:
- I can set up my profile to include the following:
  - Personal information such as name, address, etc.
  - Driver’s information such as license, insurance
  - Authorization to run a quarterly background check and driving record prior to receiving my next car
T-SHIRT SIZING

XS <= 20
S 20-40
M 40-80
L 80-160
XL 160-320
XXL 320+

Car Matching
Car Profile
Driver Profile
Returns
Inventory Management
Reporting
S
M
L
XL
XXL

Payment
Exchanges
Customer Management
EMEA Market
M
L
XL
XXL

Car Repairs
MARKET EVENTS

- Vegas Auto Show
  - July
- Barrett-Jackson Auction
  - April
- Dubai Auto Show
  - Nov.
- Berlin Auto Show
  - January
- LA Auto Show
  - Sept.
- NY Auto Show
  - Oct.
<table>
<thead>
<tr>
<th>MARKET EVENTS</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Berlin</td>
<td>Auction</td>
<td>Vegas</td>
<td>NYC</td>
</tr>
<tr>
<td>BUSINESS FEATURES</td>
<td>Account Info S-40</td>
<td>Payment M</td>
<td>Returns L</td>
<td>Reporting XL</td>
</tr>
<tr>
<td></td>
<td>Driver Profile M</td>
<td>Car Repairs xS</td>
<td>Exchanges L</td>
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</tbody>
</table>

Quarterly Team Velocity:

Avg. Velocity- 50 pts./Sprint Sprints 1-6

Biz Feature Capacity-300 pts.
TECH DEPENDENCIES

DB Upgrade (March)
Sitecore Upgrade (July)
SalesForce Upgrade (Customer Management)
Tracking Hardware (Inventory Management)
Tracking Hardware Upgrades (Oct)
Payment Processing (Payments)
### TECH DEPENDENCIES

<table>
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<tr>
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<td>LA</td>
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<tr>
<td>NYC</td>
<td></td>
<td></td>
<td></td>
<td>Dubai</td>
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<tr>
<th>BUSINESS FEATURES</th>
<th>Q1</th>
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<tr>
<td>Account Info S-40</td>
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<td>Payment M-80</td>
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<td>Car Repairs xS</td>
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<tr>
<th>TECHNOLOGY DEPENDENCIES</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
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<tbody>
<tr>
<td>DB upgrade M-100</td>
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<tr>
<td>Salesforce Upgrade L-160</td>
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#### Quarterly Team Velocity:

- **Total Velocity:** 300 pts.
- **Tech:** (100 pts.)
- **Biz Feature Capacity:** 200 pts.
## ADDITIONAL FACTORS

<table>
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<td>Returns L</td>
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### BUSINESS FEATURES

- Account Info S-40
- Payment M-80
- Driver Profile M-80
- Car Repairs xS
- Customer Mgmt XL
- Returns L
- Exchanges L
- Reporting XL

### TECHNOLOGY DEPENDENCIES

- DB upgrade 100
- Salesforce upgrade 300

### OTHER PROJECT IMPACTS

- Salesforce upgrade 300

### KNOWN RISKS

- Leave DB upgrade 100
## CURVE BALLS AND HORSE TRADING

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<tr>
<td>Driver Profile M-80</td>
<td>Returns L</td>
<td>Exchanges L</td>
<td>Motorcycles</td>
<td>DB upgrade 100</td>
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<td>Mgmt</td>
<td>Exchanges</td>
<td>Available: 100 pts.</td>
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</table>

**Quarterly Team Velocity:**

- Total Velocity: 300 pts.
- Kim-Vacation: (25 pts.)
- Motorcycles: (75 pts)
- DB upgrade: (100 pts.)
REVISITING THE ROADMAP
RECAP

- Reliable Roadmap
- Empirical Data
- Competing Priorities
- Transparency
- Frequent Recasts