

TOOLKIT

Experience-based Roadmap

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INTRODUCTION

Why should you use this activity?

Reflect as a team to scope your long-term experience into what you want your users to be able to do, and when.

INTRODUCTION

When should you use this activity?

Use this activity once you have identified your users' real problems and needs, and established ideas for how to address them.

INTRODUCTION

The concept of delivering just enough to learn something about how to move forward.

MVP

(Minimum Viable Product)

INTRODUCTION

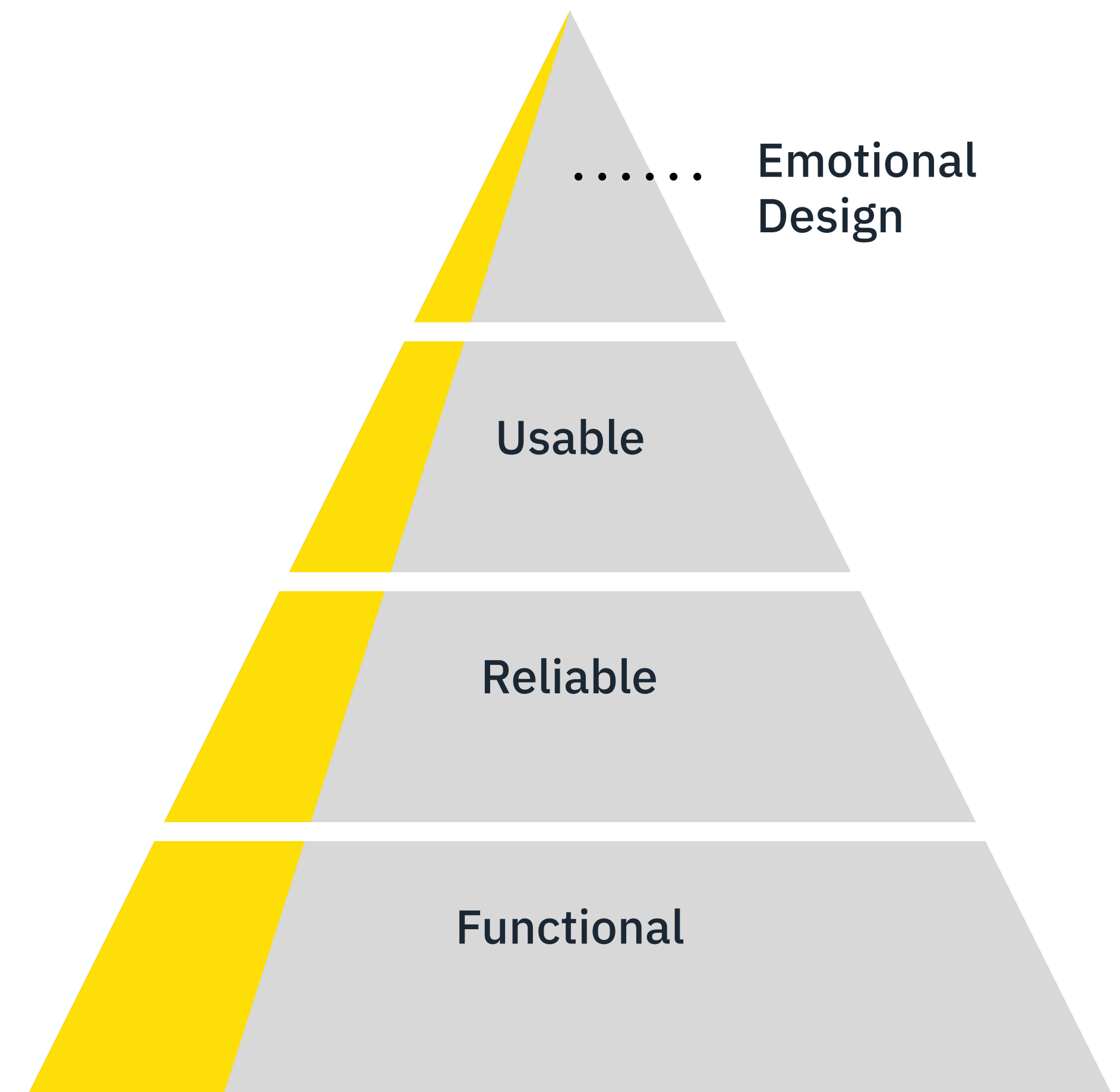
Is this a minimum viable pizza?

No. If you take away the crust, all you have is cheesy meat sauce.



INTRODUCTION

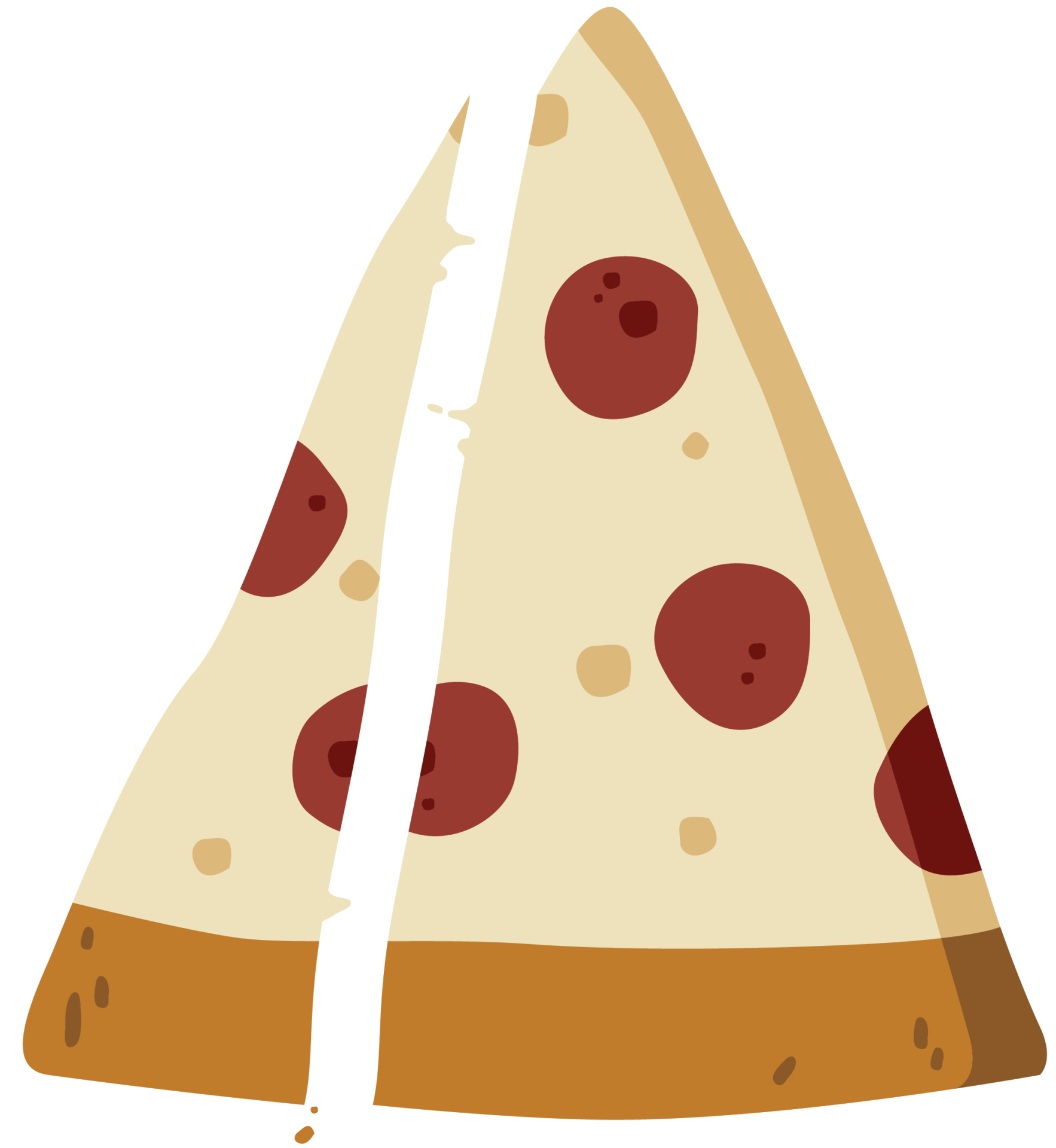
A **true** minimum viable product is a **full** experience that works. It's reliable, usable, and even **delightful**.



INTRODUCTION

This is representative of a minimum viable pizza slice.

It has all of the ingredients that make up the product, but more bite-sized.



INTRODUCTION

We suggest **60 minutes** for this activity.
How much time you spend is up to you!

- **Write before you talk.** Write or sketch lots of your ideas on sticky notes before talking about them. During discussions, capture the main points on sticky notes and post to the wall.
- **There are no bad ideas.** Start big. Diverge to get everyone's ideas out there. Come back together to discuss, cluster, and seek patterns. Then, converge to determine the strongest ideas.
- **Stay focused on your users.** Tell stories about users to keep them at the center of your attention.
- **Everyone participates.** Everyone has a marker and a pad of sticky notes.
- **Stay engaged.** Avoid side conversations. Use a “parking lot” to capture issues that are off-topic.
- **Start on time, stay on time.** To meet our goals, we need to watch the clock and stick to the plan.
- **Yes, and...** Instead of dismissing the ideas that your teammates suggest, push yourself to build on them.

Ready, set, go!

SETTING UP

Write the statement,
"Our user can/our user
will be able to..." on the
top of a large sheet of
paper. Label *Short-term*
on the left and *Long-term*
on the right.

OUR USER CAN...

SHORT
TERM

LONG
TERM

SETTING UP

What makes a good experience-based roadmap?

Experiences, not features.

Written from users' perspective.

Clarity for near-term action, vision for long-term outcome.

IDEATE

Using sticky notes, complete the sentence with user tasks related to your solution.

- **Example:** Our user can...sign up for a trial.



SHORT

Begin to reposition them
in relation to each other.

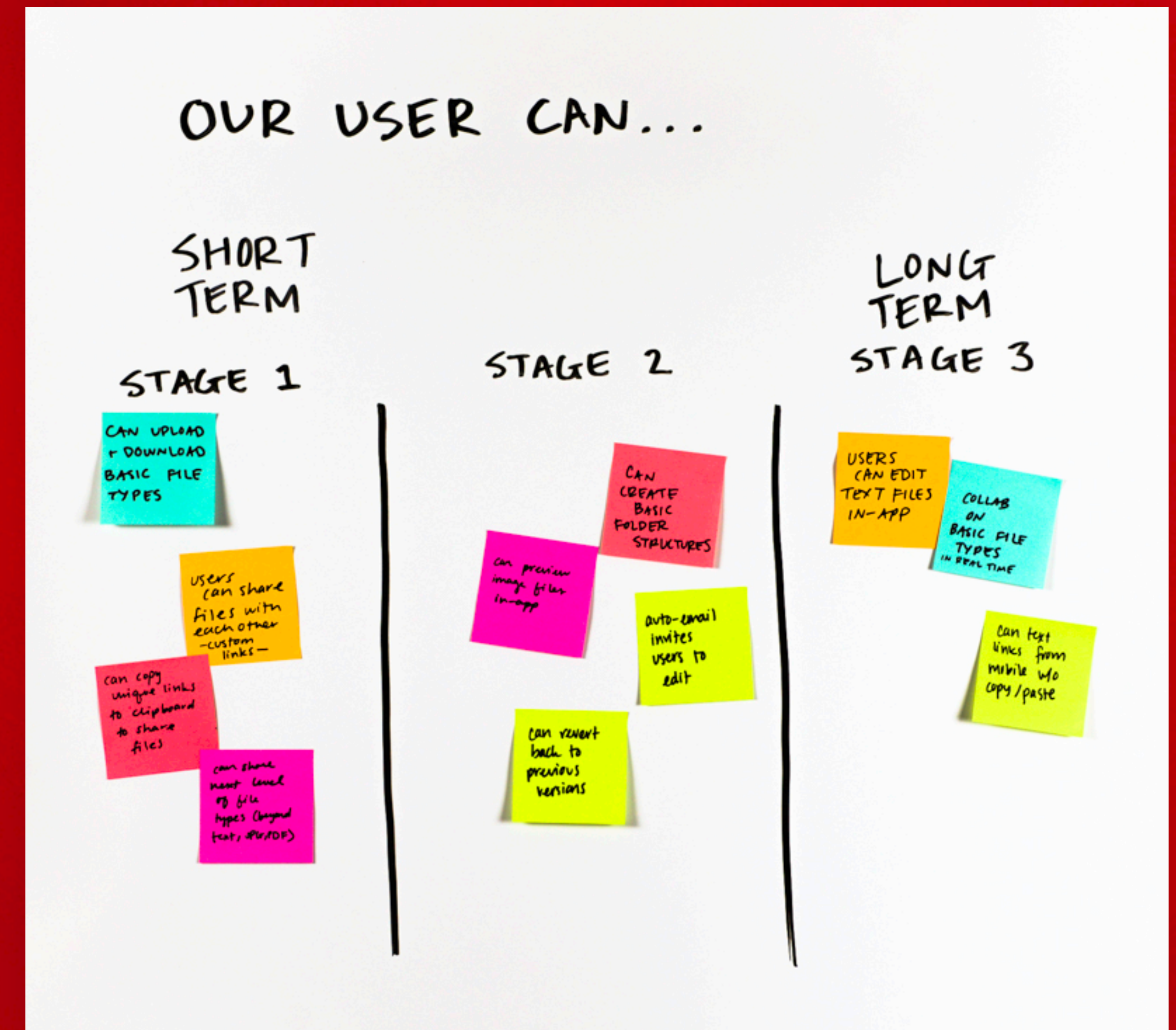
Do certain ideas need to
be implemented in the
near-term, or can they
wait until a future date?



ESTABLISH STAGES

Draw lines to delineate a timeline in three stages.

Each stage should allow users to achieve at least one complete task.



ESTABLISH STAGES

What does each stage mean?

Stage 1

We know
we will
build this.

Stage 2

We think
we will
build this.

Stage 3

We might
build this.

Experience-based
Roadmap

60 min

PLAYBACK

Choose one person to play back each stage.

Use the first stage's sticky notes to inform your next planning session.



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