

The FLEX Roadmap Model

**Focus on
Outcomes**

**Learn
Continuously**

**Experiment
Rapidly**

**(X-Ray)
Transparency**

Feature Breakdown

- Step 1.** Develop a High Level view on Product Strategy
- Step 2.** Compartmentalize your Product Strategy into Product Focus Areas
- Step 3.** Break Product Focus Areas into Product Features



Release Planning

- Step 1.** Proceed with Rolling Wave planning as ideas on product features become clear
- Step 2.** Start execution through 'Feature Driven Development'



Delivery Methodology

- Step 1.** Establish Full Scale Agile Framework on your product delivery by Advocating
- Step 2.** Setup an achievable Definition of Done early on to avoid last minute surprises



Metrics Visualization

Step 1. Use Metrics and Dashboards to validate your product decisions focusing majorly on Feature importance

Step 2. Collaborate with customers and Product team to keep defining your product metrics

FI Score 100

FI Score 70

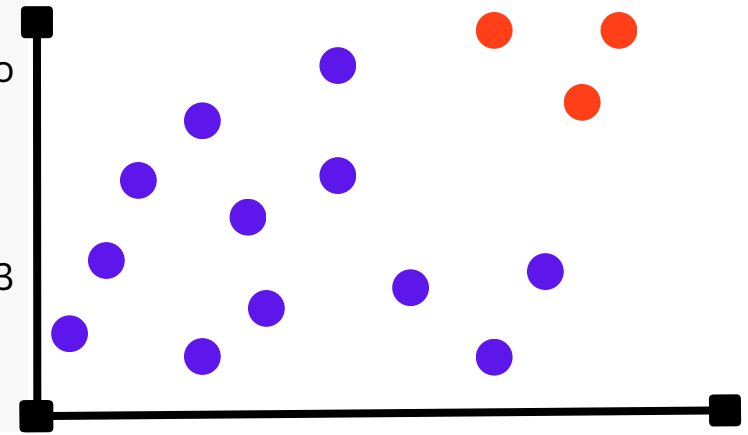
FI Score 50

FI Score 40

Enabling Experimentation

Step 1. Allocate specific time (~10%) in each sprint for your team to collectively brainstorm

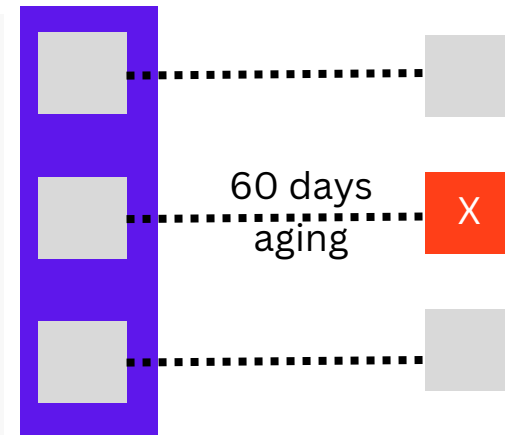
Step 2. Enable idea plotting to capture themes and pick top 3 ideas for implementation in subsequent delivery



Conducting Validation

Step 1. Validate the ideas through release in a small subset, thus enabling consumer review

Step 2. Swiftly discard unused features which do not pull in positive outcomes within first 60 days



Product Release

Step 1. Release your product roadmaps in your product circle and consumer base enabling positive user experience and product acceptance



Inviting Review

Step 1. Use custom templates to conduct monthly product performance review focusing on user base and financial metrics

Step 2. Close changes and document release notes formally month on month

