



PM Series III: Breaking the Mold in PM

**THE MYTH
OF THE
PERFECT ROADMAP**



@vallabhchitnis



1

Ditch the Long-Term Roadmap

Why: Long-term roadmaps often become obsolete as markets and technologies evolve rapidly.

What: Focus on short-term, adaptable roadmaps.

How: Shift to a 3-month rolling roadmap and improve adaptability to market changes.

Result: Increase in ability to respond to unforeseen opportunities and challenges.



2

Roadmap Democracy

Why: Traditional roadmaps are usually top-down, ignoring valuable insights from those on the front lines.

What: Implement an approach where every team member can propose changes to the roadmap.

How: An internal voting system for roadmap items that can lead to unexpected yet successful features.

Result: Increased team engagement and innovative features that resonate more with users.



3

Spontaneity over Structure

Why: Over-planning can kill creativity and limit responsiveness to real-time market feedback.

What: Allow room for spontaneity and unplanned initiatives.

How: Allocated some team members for spontaneous projects, taking inspiration from real-time data, trends, and creative team ideas.

Result: Breakthrough features that would never have emerged from a traditional roadmap process.



Coming Up Next

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**WHEN DATA
MISLEADS**



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