

Þrautseigar vörur lifa af

Kristín Hrefna Halldórsdóttir forstöðumaður gæða- og innkaupalausna hjá Origo

.origo.



Dagskrá

1 Hvaðan kemur hugmyndafræðin?

2 Fyrir hverja er þetta?

3 1. Hver er varan?

4 2. Hvernig mælum við árangur?

5 3. Hættulegar ályktanir

6 4. Hvað ætlum við að gefa út?

7 5. Hvernig er heimurinn að breytast?

M U R A L

Template Certified by Product School



PRODUCT SCHOOL

**Building Resilience Into
Your Product Roadmap**



WHAT IS OUR PRODUCT?

01 15 MIN
A great product starts with a great story. A story that aligns the internal team of product managers, designers, and engineers on why the product exists, who it serves, and how it is different. A compelling story is an important element to connect with customers, attract talent, and excite partners and investors. Follow this simple format to create a clear and concise story for your product.

DEFINE OUR PRODUCT PURPOSE

01 15 MIN
Creating your product story starts with three simple questions: Why do you exist? How are you doing it? What is your product?



GAIN EMPATHY FOR OUR CUSTOMER(S)

01 20 MIN
Complete the empathy map based on your assumptions about the necessity, behavior, and persona.

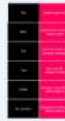
Meet Jen
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Transfer final insights to the roadmap product story

THE RESILIENT PRODUCT ROADMAP

THE PRODUCT STORY



5 HOW IS THE LANDSCAPE CHANGING?

01 30 MIN
Once your product roadmap is in place, continuously assess its readiness for forecasting the following types of questions with the team. The Resilient Product Roadmap is flexible to meet the changing demands of the market. Review the core aspects of your roadmap will evolve to meet the shifting demands of your customers and business.

Industry Forces

Who are the dominant players in your particular sector?
Who are the new entrants in your market?
What are their competitive advantages or disadvantages?
What products or services could replace ours?
To what extent does our product depend on other key players in the industry value chain?

Market Forces

What are the crucial issues affecting the customer landscape?
Where is the market heading?
What are the most important customer segments? Which are growing or declining?
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What are customers really willing to pay for?

Key Trends

What technologies represent important opportunities or disruptive threats?
Which regulatory trends influence our market?
Which socioeconomic trends influence our market (e.g., demographic, wealth distribution, climate patterns, urban vs. rural settings)?
Which shifts in culture or societal values affect our product?

Macroeconomic Forces

Is the economy in a boom or bust phase?
Is seed capital, venture capital, public funding, market capital or credit readily available?
How easy is it to obtain the resources needed to execute your business model (e.g., attract prime talent)?
How would you rate the quality of life?

HOW WILL WE MEASURE SUCCESS?

01 30 MIN
Clarifying success metrics will help the team fully understand what matters most. Leverage the Business Model Canvas (BMC) to identify what success looks like across feasibility, viability, and desirability. After all, what matters gets measured.

BUSINESS MODEL CANVAS

01 30 MIN
Decompose the nine core elements of any product/business model using the Business Model Canvas.

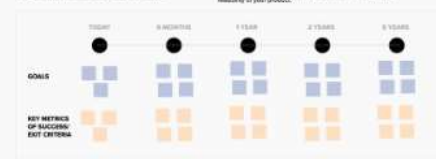


DEFINE LONG TERM GOAL

01 15 MIN
With your BMC in place, ask yourself the question: if everything goes according to plan, what will we be doing in 10 months from now and how does that look?

DEFINE SUCCESS METRICS

01 15 MIN
Quantify your plan. What key metrics will you be measuring your success on? How much runway do you have to qualify those metrics? Use the BMC to quantify the desirability, viability, and feasibility of your product.



Copy prioritized success metrics to the roadmap

METRICS FOR SCALE

The section of the roadmap includes the key metrics that ensure the product scales.
Calculate the success metrics by quarter - these will be important to monitor over the year, not to say long term factors.



WHAT QUESTIONS WILL OUR PRODUCT ANSWER?

01 45 MIN
An effective product roadmap not only is built on a compelling story with a clear view of what success looks like, but one that also clearly answers critical questions along the way. Before launching any upcoming features, be definitive on which questions will be answered and when.

GENERATE LEAP OF FAITH ASSUMPTIONS (LOFAs)

01 15 MIN
With your success metrics clearly defined, now it's time to unpack the related assumptions that will determine the success of your product.

PRIORITIZE BY IMPACT AND URGENCY

01 15 MIN
Position which LOFAs to focus on by understanding their impact and urgency.



DEFINE SCOPE OF RELEASES

01 30 MIN
Plan out how to achieve selected testing on the prioritized LOFAs through Minimum Viable Product (MVP).



Copy prioritized LOFAs to the roadmap

LEAP OF FAITH ASSUMPTIONS

This section of the roadmap focuses on the related assumptions about your product that need to be addressed to ensure value and growth.
Categorize which key LOFAs your product will address by quarter.



WHAT ARE WE SHIPPING AND WHEN?

01 45 MIN
The foundation of a roadmap is built on a clear vision of what success looks like. To design what we will ship and when, we need to be clear on the vision, see the challenges, start by auditing our existing features to determine their frequency and utilization. For the features that require improvement, create an action plan to increase the feature's value, frequency, and utilization. Lastly, prioritize features by effort and impact to clarify the sequence of delivery.

FEATURE BACKLOG

01 15-30 MIN
Using the MVP defined in the previous step, create the list of features that comprise the MVP. Start from the start with an existing backlog or create features from scratch.

FEATURE AUDIT

01 30 MIN
Using data and analytics for the existing product, plot each feature on its 2x2 to clarify which features are used frequently and which are selected across multiple user groups. Incorporate the success metrics from step two as a guideline for evaluation and prioritization.



Check out the MURAL - Jira integration to seamlessly import/export your Jira backlog into MURAL.

ACTION PLAN

01 30 MIN
For the features prioritized in step two that are candidates to improve, collaborate on an action plan to determine how best to improve and reimagine each feature by value, frequency, and adoption.



Transfer prioritized features to the roadmap

PRODUCT RELEASE TIMELINE

KEY: Minimum Viable Product, Minimum Marketable Product, Ongoing Release

This section of the roadmap encompasses the prioritized features your product will ship over time.
Draw the prioritized features on the timeline, use the LOFAs and metrics to ensure alignment across releases.



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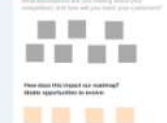
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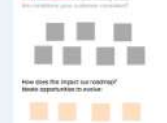
Industry Forces



Market Forces



Key Trends



Macroeconomic Forces



4

Consider running a design sprint to identify new features for existing your product.

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Engir tveir vegvísar leiða þig sömu leið.

Oftast er talað um tvær tegundir vegvísa

strategic og tactical



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Þessi vinna er ekki fyrir nýjar vörur

Hér er mest verið að hugsa um
áframhaldandi þróun eða endursmíð



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Hvaða hagsmunaðailar eiga að sitja við borðið?

Vörustjóri, þróunarteymi og hönnuður



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Það má klippa og líma.

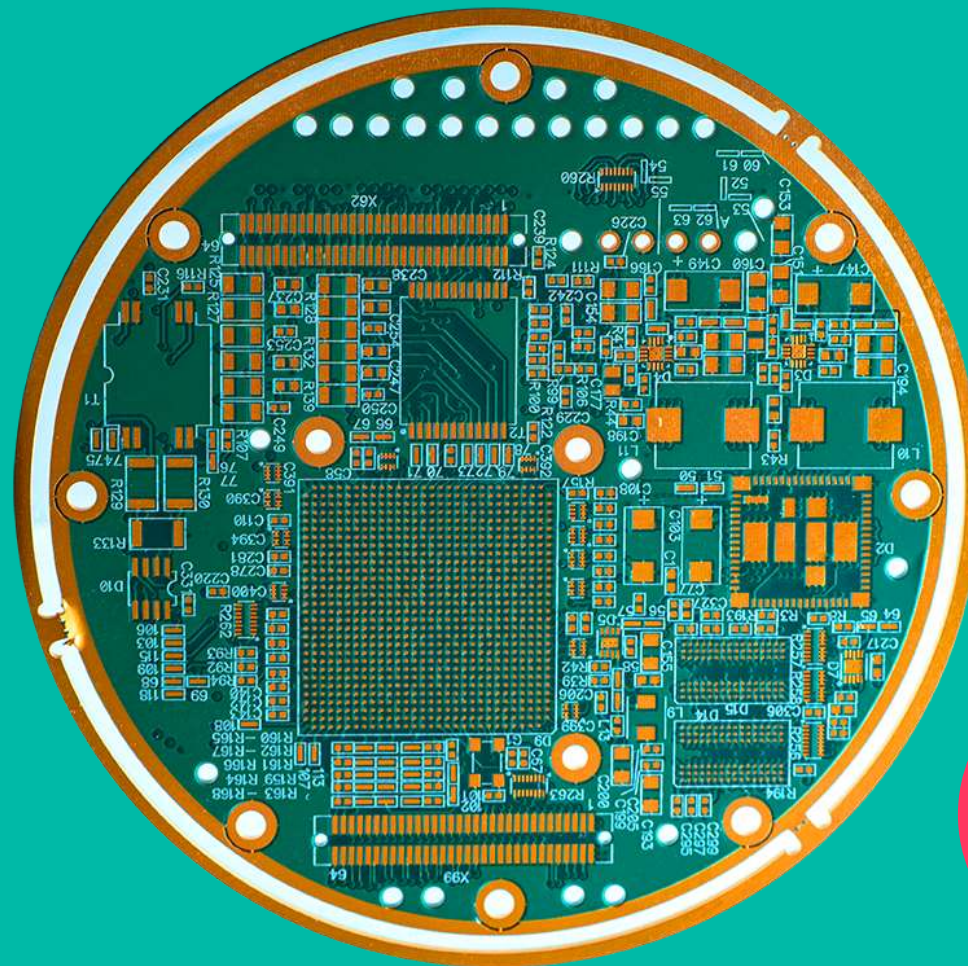
Þegar ég hóf þessa vinnu var margt til sem ég gat smellt inn



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Við erum aldrei búin.

Þessi vinna er viðvarandi, ævarandi og stöðug en samt líka sjúklega fljótleg og skemmtileg



1. borð



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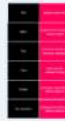
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Hver er varan?

Stórkoslegar vörur segja stórkoslega sögu



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Hvað erum við að búa til?

Það er mikilvægt að skilgreina tilgang vörunar

Hvað?

Hvernig?

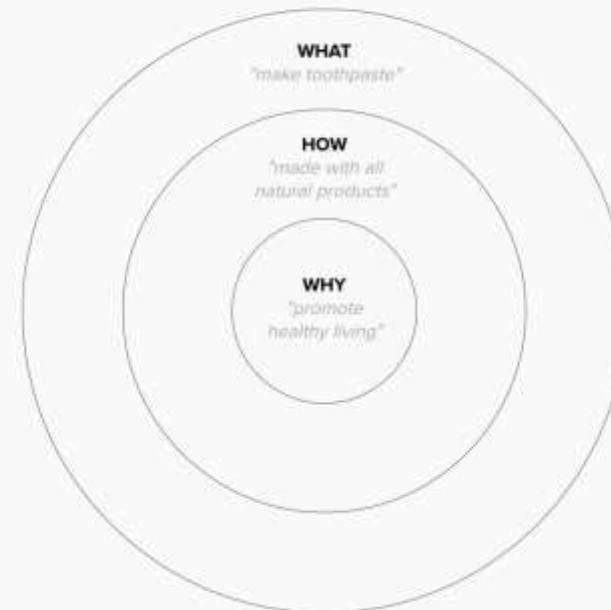
Af hverju?



1A DEFINE OUR PRODUCT PURPOSE

🕒 15 MINS

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Fyrir hverja?



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🕒 30 MINS

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YOUR PERSONA
Meet Jen

Add any relevant context about your persona here.

Vörusagan

Justly Pay er fyrir fyrirtæki eða stofnanir sem hafa 25 eða fleiri í starfi og þurfa jafnlaunavottun. Justly Pay er wizard sem hjálpar þér að búa til öll skjöl til að ná og viðhalda vottun ólíkt þeim sem afhenda skjöl sem erfitt er að uppfæra og kosta ráðgjafabjónustu í hvert sinn sem þarf að uppfæra skjölin. Justly Pay er auðveldari leið að janflaunavottun.

THE PRODUCT STORY

For	(target customer)
Who	(statement of need or opportunity)
The	(product name) is a (product category)
That	(key benefit, reason to buy)
Unlike	(primary competitive differentiation)
Our product	(statement of primary differentiation)

The logo for .or!go. is displayed in white text on a red circular background. The text consists of a period, the lowercase letters 'or', an exclamation point, and the lowercase letters 'go', followed by another period.

2. borď



.or!go.

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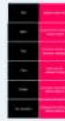
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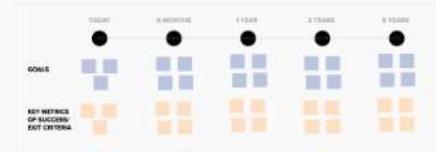


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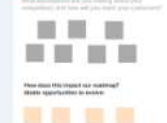
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Viðskiptaáætlun



Það eru til margar útgáfur af þessu, mæli því með að nýta það sem til er



Markmið



Þetta var mjög gagnleg æfing – óháð öðrum markmiða aðferaðfræðum er fínt að hafa þetta líka

2B DEFINE LONG TERM GOAL

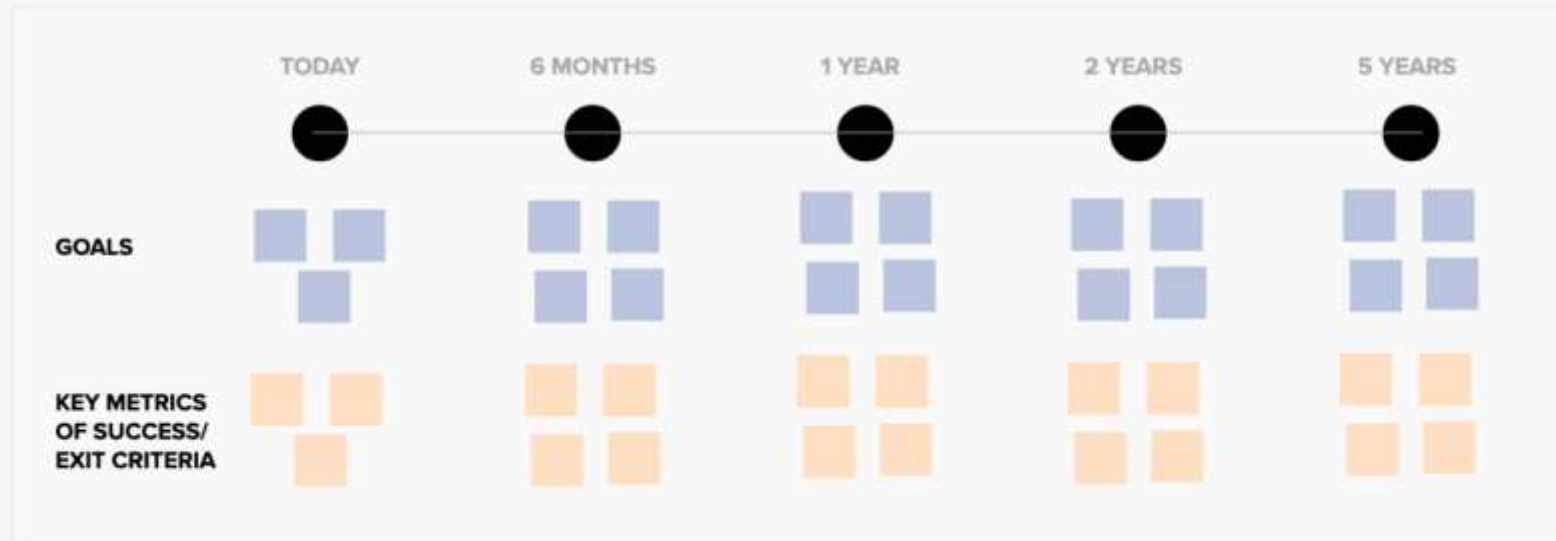
🕒 15 MINS

With your BMC in place, ask yourself this question: If everything goes according to plan, what will you be doing six months from now and two years from now?

2C DEFINE SUCCESS METRICS

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Markmið

Hér erum við strax farin að svara mikilvægum spurningum sem hjálpa til að ákveða hvernig högun vörunar er best



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3. borð



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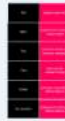
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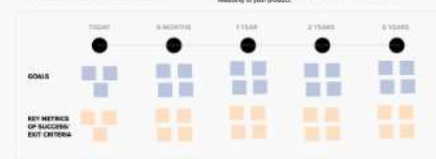


DEFINE LONG TERM GOAL

01 15 MIN
With your BMC in place, ask yourself the question: if everything goes according to plan, what will we be doing in 10 months from now and how great will you be?

DEFINE SUCCESS METRICS

01 15 MIN
Quantify your plan. What key metrics will you be measuring your success off? How much runway do you have to qualify those metrics? Use the BMC to quantify the desirability, viability, and feasibility of your product.



Copy prioritized success metrics to the roadmap

METRICS FOR SCALE

This section of the roadmap includes the key metrics that ensure the product scales.
Calculate the success metrics by quarter - these will be important to monitor over the year, not to say long term factors.



WHAT QUESTIONS WILL OUR PRODUCT ANSWER?

01 45 MIN
An effective product roadmap not only is built on a compelling story with a clear view of what success looks like, but one that also clearly answers critical questions along the way. Before launching any upcoming features, be definitive on which questions will be answered and when.

GENERATE LEAP OF FAITH ASSUMPTIONS (LOFAs)

01 15 MIN
With your success metrics clearly defined, now it's time to unpack the related assumptions that will determine the success of your product.

PRIORITIZE BY IMPACT AND URGENCY

01 15 MIN
Prioritize which LOFAs to focus on by understanding their impact and urgency.



DEFINE SCOPE OF RELEASES

01 30 MIN
Plan out how to achieve selected feature on the ground LOFAs through Minimum Viable Product (MVP).

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LEAP OF FAITH ASSUMPTIONS

This section of the roadmap focuses on the related assumptions about your product that need to be addressed to ensure value and growth.
Categorize which key LOFAs your product will address by quarter.



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FEATURE BACKLOG

01 15-30 MIN
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01 30 MIN
Using data and analytics for the existing product, plot each feature on its 2x2 to clarify which features are used frequently and which are adopted across multiple user groups. Incorporate the success metrics from step two as a guideline for evaluation and prioritization.



Check out the MURAL - Jira integration to seamlessly import/export your Jira backlog into MURAL.

ACTION PLAN

01 30 MIN
For the features prioritized in step two that are candidates to improve, collaborate on an action plan to determine how best to improve and reimagine each feature by value, frequency, and adoption.



Transfer prioritized features to the roadmap

PRODUCT RELEASE TIMELINE

KEY: Minimum Viable Product, Minimum Marketable Product, Ongoing Release

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Draw the prioritized features on the timeline, use the LOFAs and metrics to ensure alignment across releases.



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FEATURE

*Please note the Resilient Roadmap should be used as a strategic product plan separate from the product backlog. Merge the Business Model Canvas from the product backlog to give your overall releases, the product backlog to the detailed roadmap that the business execution. The product team will need to conduct detailed user story grooming and release planning outside of the strategic roadmap to inform the detailed product release timeline.



Er um við að
draga rangar
ályktanir?



.or!go.

Hættulegar ályktanir

Vegvísar vara sem hafa gegnið illa eru oftast uppfullar af ályktunum sem eftir á að hyggja eru rangar

Þess vegna er mikilvægt að greina þær

3A GENERATE LEAP OF FAITH ASSUMPTIONS (LOFAs)

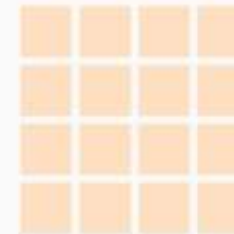
🕒 15 MINS

With your success metrics clearly defined, now it's time to unpack the riskiest assumptions that will determine the success of your product.

Value LOFAs

DEFINITION

Tests whether the new product or service will create value for the customer



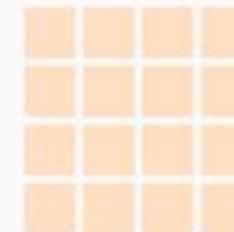
QUESTIONS TO ASK

1. Is this a valuable proposition for my target customer?
2. Will customers be willing to pay for it?
3. Will customers return?

Growth LOFAs

DEFINITION

Tests how new customers will adopt the product or process

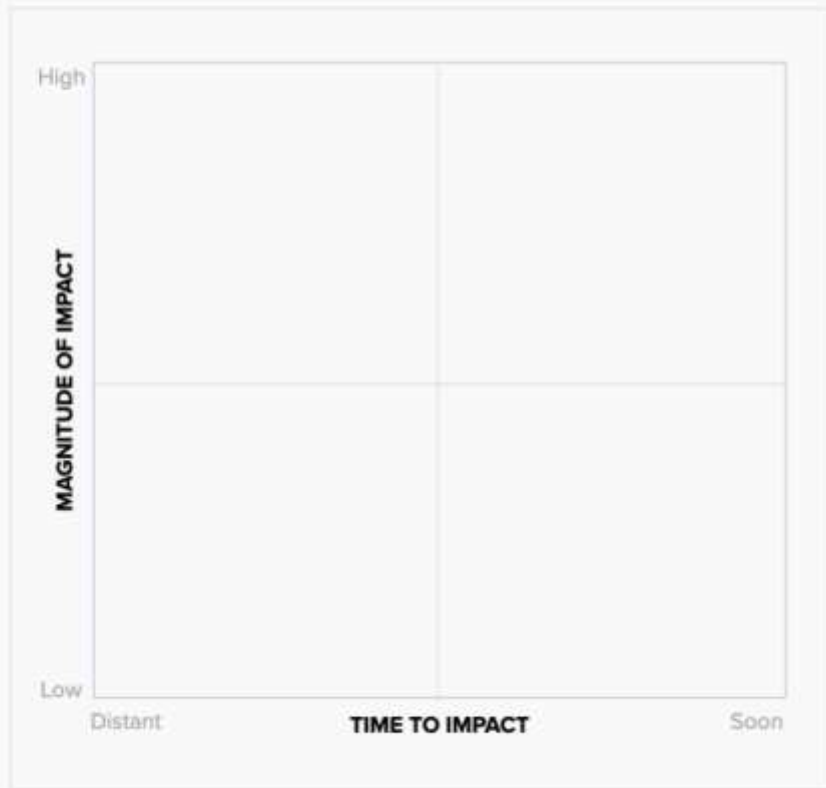


1. Once the project has piloted and shown value, what mechanism will we use to grow it?
2. How will we know if learnings from the pilot region apply across multiple geographies?
3. How can we encourage and reward word-of-mouth evangelism?

3B PRIORITIZE BY IMPACT AND URGENCY

🕒 15 MINS

Prioritize which LOFAs to focus on by understanding their impact and urgency.



3C DEFINE SCOPE OF RELEASES

🕒 30 MINS

Flesh out how to achieve validated learning on the prioritized LOFAs through Minimum Viable Products (MVPs).

Most critical LOFAs

Hypothesis

We believe that...

Brainstorm a series of potential MVPs

Who is this new product/process being built for? What is the simplest product/process that can be built to begin learning?

MVP 1

MVP 2

MVP 3

MVP 4



LEAP OF FAITH ASSUMPTIONS

This section of the roadmap focuses on the riskiest assumptions about your product that need to be addressed to ensure value and growth.

Categorize which key LOFAs your product will address by quarters.

Q1

Q2

Q3

Q4

.or!go.

4. borð



.or!go.

WHAT IS OUR PRODUCT?

01 15 MIN
A great product starts with a great story. A story that aligns the internal team of product managers, designers, and engineers on why the product exists, who it serves, and how it is different. A compelling story is an important element to connect with customers, attract talent, and excite partners and investors. Follow this simple format to create a clear and concise story for your product.

DEFINE OUR PRODUCT PURPOSE

01 15 MIN
Creating your product story starts with three simple questions: Why do you exist? How are you doing it? What is your product?



GAIN EMPATHY FOR OUR CUSTOMER(S)

01 20 MIN
Complete the empathy map based on your assumptions about the necessity, behavior, and persona.

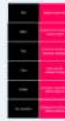
Meet Jen
Meet Jen
Add any relevant content about your persona here



Transfer final insights to the roadmap product story

THE RESILIENT PRODUCT ROADMAP

THE PRODUCT STORY



5 HOW IS THE LANDSCAPE CHANGING?

01 30 MIN
Once your product roadmap is in place, continuously assess its readiness for forecasting the following types of questions with the team. The Resilient Product Roadmap is flexible to meet the changing demands of the market. Review the core aspects of your roadmap will evolve to meet the shifting demands of your customers and business.

Industry Forces

Who are the dominant players in your particular sector?
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What products or services could replace ours?
To what extent does our product depend on other key players in the industry value chain?

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What are the crucial issues affecting the customer landscape?
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Key Trends

What technologies represent important opportunities or disruptive threats?
Which regulatory trends influence our market?
Which socioeconomic trends influence our market (e.g., demographic, wealth distribution, climate patterns, urban vs. rural settings)?
Which shifts in culture or societal values affect our product?

Macroeconomic Forces

Is the economy in a boom or bust phase?
Is seed capital, venture capital, public funding, market capital or credit readily available?
How easy is it to obtain the resources needed to execute your business model (e.g., attract prime talent)?
How would you rate the quality of life?

HOW WILL WE MEASURE SUCCESS?

01 30 MIN
Clarifying success metrics will help the team fully understand what matters most. Leverage the Business Model Canvas (BMC) to identify what success looks like across feasibility, viability, and desirability. After all, what matters gets measured.

BUSINESS MODEL CANVAS

01 30 MIN
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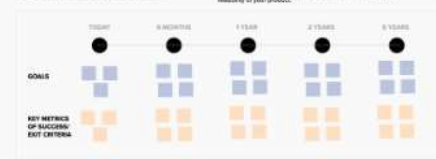


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01 30 MIN
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This section of the roadmap focuses on the related assumptions about your product that need to be addressed to ensure value and growth.
Categorize which key LOFAs your product will address by quarter.



WHAT ARE WE SHIPPING AND WHEN?

01 30 MIN
The foundation of a roadmap is built on a clear vision of why we will ship and when. Before building the roadmap, start by auditing your existing features to determine their frequency and utilization. For the features that require improvement, create an action plan to increase the feature's value, frequency, and utilization. Lastly, prioritize features by effort and impact to clarify the sequence of delivery.

FEATURE BACKLOG

01 15 MIN
Using the MVPs defined in the previous step, create the list of features that comprise the MVP. Plan how to start with an existing backlog or create features from scratch.

FEATURE AUDIT

01 30 MIN
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ACTION PLAN

01 30 MIN
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Transfer prioritized features to the roadmap

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Industry Forces

Market Forces

Key Trends

Macroeconomic Forces

4

Consider running a design sprint to identify new features for existing your product.

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Hvað ætlum við
að gefa út og
hvenær?



4A FEATURE BACKLOG

🕒 [15-30 MINS]

Using the MVPs defined in the previous step, create the core set of features that enable the MVP. Feel free to start with an existing backlog or create features from scratch.

MVP 1	MVP 2	MVP 3	MVP 4
Feature	Feature	Feature	Feature
Feature	Feature	Feature	Feature
Feature	Feature	Feature	Feature
Feature	Feature	Feature	Feature
Feature	Feature	Feature	Feature

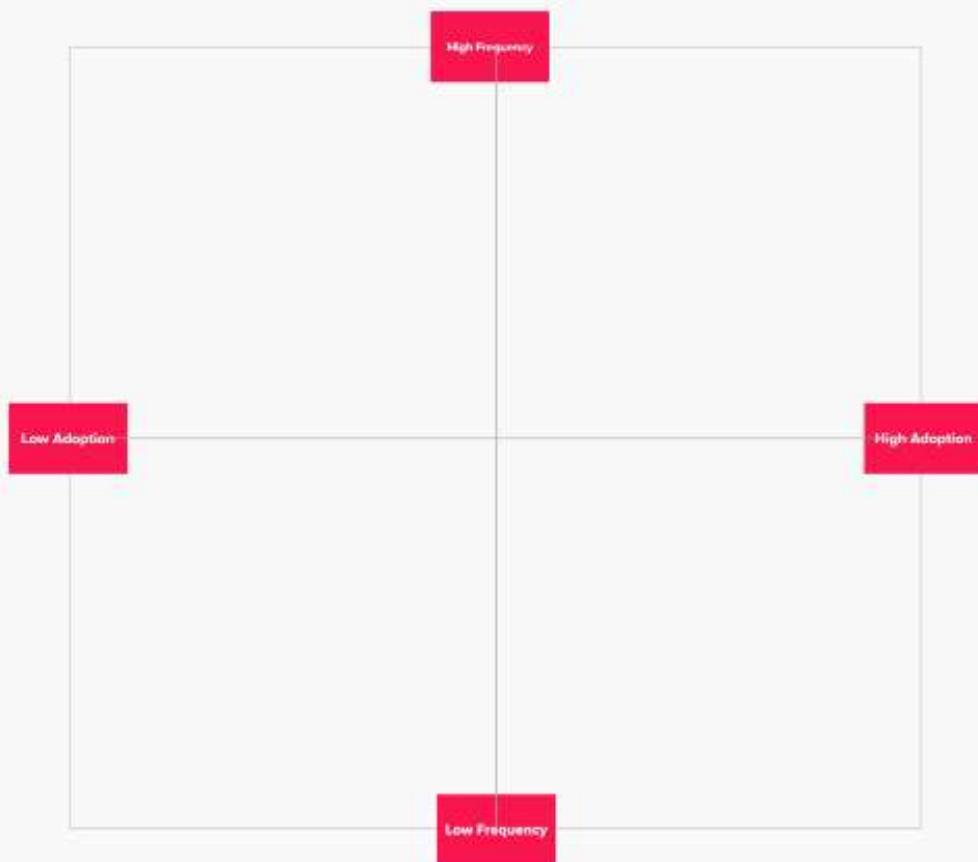


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4B FEATURE AUDIT

🕒 [30 MINS]

Using data and analytics for the existing product, plot each feature on this 2x2 to clarify which features are used frequently and which are adopted across multiple user groups. Incorporate the success metrics from step two as a guidepost for evaluation and prioritization.



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4C ACTION PLAN

🕒 [30 MINS]

For the features prioritized in step two that are candidates to improve, collaborate on an action plan to determine how best to improve and reimagine each feature by value, frequency, and adoption.

Value Improvements

High performing features that we can make even better.



Frequency Improvements

Features that are relevant for a specific job, but have potential to be used on a broader basis.

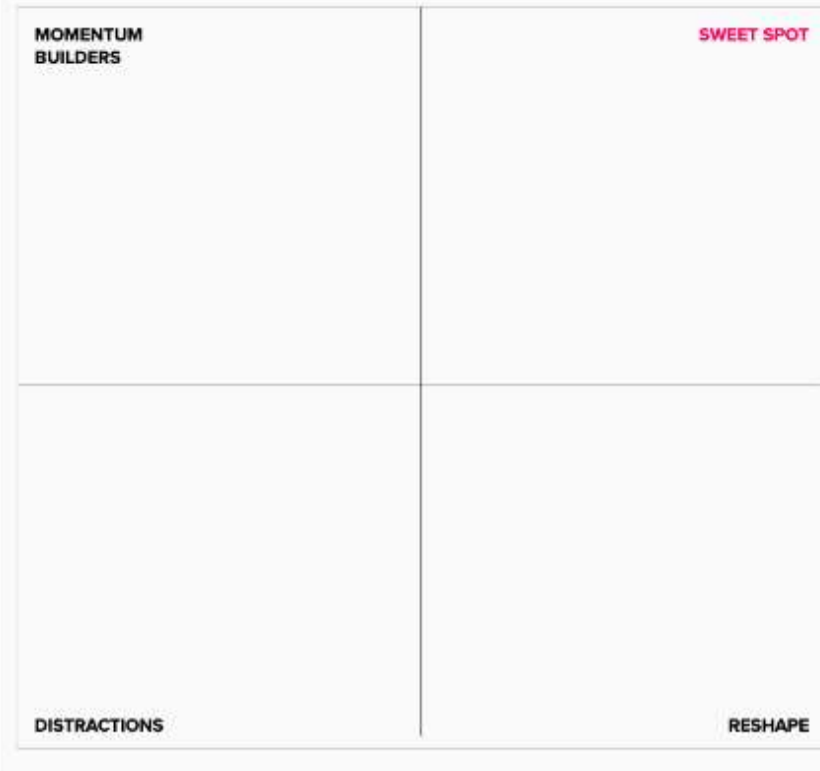


Adoption Improvements

Features that are relevant for the majority of user groups, but are only being used by a minority.



Effort vs Impact



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PRODUCT RELEASE TIMELINE

KEY  Minimum Lovable Product  Minimum Marketable Product  Ongoing Releases

This section of the roadmap encompasses the prioritized features your product will ship over time.*

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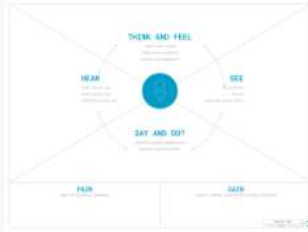
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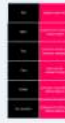
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Transfer final thoughts to the roadmap product story

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01 30 MIN
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Hvernig er heimurinn að breytast?

Eða landslagið?



.or!go.

Industry Forces

What assumptions are you making about your competitors, and how will you reach your customers?



How does this impact our roadmap?
Ideate opportunities to evolve:



Market Forces

What assumptions are you making about your partners, resources, and activities?



How does this impact our roadmap?
Ideate opportunities to evolve:



Key Trends

What assumptions are you making about the conditions your customer considers?



How does this impact our roadmap?
Ideate opportunities to evolve:



Macroeconomic Forces

What assumptions are you making about your ability to generate revenue and pay for the costs to run your business?



How does this impact our roadmap?
Ideate opportunities to evolve:



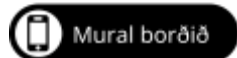
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M U R A L

Template Certified by Product School



Building Resilience Into
Your Product Roadmap



Betri tækni
bætir lífið.

