Product and technical road map

What does the app DO?

Begin by understanding the problem you want to solve and what you are building.

— What need or problem does the app address?
— How does your app meet that need or solve that problem?
— If something else exists that attempts to do the same, how is your app different or better?

Who is the app for?

"Make up pretend users and design for them"

This is your first step into thinking about user experience (UX).

Let's look at examples of a <u>user persona</u>.

Nerdy Nina

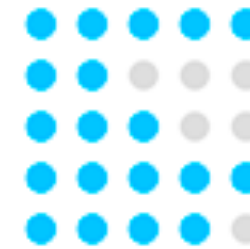"The book is way better than the movie!"

DEMOGRAPHICS

Age:	25
Location:	Sao Paulo, Brazil
Education:	Software Engineer
Job:	Q/A at Indie Game Company
Family:	Lives with her boyfriend

TECH

Internet
Social Networks
Messaging
Games
Online Shopping

GOALS

• Discovering new books / authors to read
• Finding unique stories
• Cataloging book collection

FRUSTRATIONS

• Keeping track of different series
• Forgetting a book launch date
• Finding space for more books

READING HABITS

• Fast pace reader
• Never lends books
• Likes hardcovers and boxed collections
• Pre-order books to get them first
• Reads eBooks, but prefer physical copies
• Always finishes a book
• Loves binge reading and re-reading

FAVORITE BOOKS

American Gods
Neil Gaiman

Harry Potter
J.K. Rowling

Ready Player One

User Persona: Newbie Nick

Demographics	Affluent Age: 60+ Married / Unmarried Male / Female
Background	Nick isn't particularly experienced with technology and views buying things online as troublesome. He first purchased something online a few years ago as a birthday present for his grandchild and is still an occasional user. Nick spends around 100k a year but very little of this is spent online.
Needs	An intuitive user interface with clear instructions and little clutter.
Goals	Stress-free experience
Frustrations	Cryptic icons, busy user interfaces, lack of instructions
Perceptions	Believes ecommerce is an okay place to buy presents but isn't viable for fashion, food, home furnishings and other regular purchases.
Motivation	Avoid stressful technology, personal interactions over time in front of a computer.

Identify your users

Understand your user so that you can make good decisions about what to spend time on.

Who are your users, and what do they need and want?

Identify Features

Features are aspects of your app's functionality. Each feature is a description of one thing that your app does.

1. List the features of the application that you want to build. Go for quantity here, everything you can think of.
2. Rank on a scale of 1-5 (1 is least and 5 is most) for each of the bullets below Each team member does this separately and privately.
- `- Importance to the user`
- `- Importance to the dev team`
- `- Difficulty of implementing (time and effort)`

3. Share how you each ranked the features and discuss.

Define MVP

Put each feature of your application into one of these categories

1. **Essential features**
   ☝️ *This is MVP*
2. **Nice-to-haves**
   Non-essential but will do these if there is time
3. **Stretch goals**
   We have no idea how to do these but want to try

Discuss Implementation at a High Level

**What are the technical pieces
that will go into building this app? You might not
know, and that is ok. Make your best guess and note
where research is required.**

- Explore different technical options for building something
- What are possible ways this could be done?
- What constraints are you managing?

Discuss Implementation in More Detail

Decide on the tools, technologies, and strategies you will use.

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- What do you already know how to do? Use your experience.
- What experience can you gain doing this?
- Will you need to learn something new?
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Discuss Challenges Ahead

Identify unknowns and make a plan to address them.

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- What are the things you just don't know right now?
- What will have to be done to fill in those gaps?
- What things are you more confident about? What are you less confident about?
```

Scope the Project

Think about the time you have and what you can and can't do in that time.

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- How long will it take to build this?
- Do you have any constraints in team members' schedules?
- What will take the most time? How will you handle this?
```

Your task today is to answer the questions in this deck as a team

It may include thinking, conversations, free-writing, sketches, research, writing code, and getting feedback.

Once you are clear on the nature of your app and the features you want to build, you can begin defining tasks.