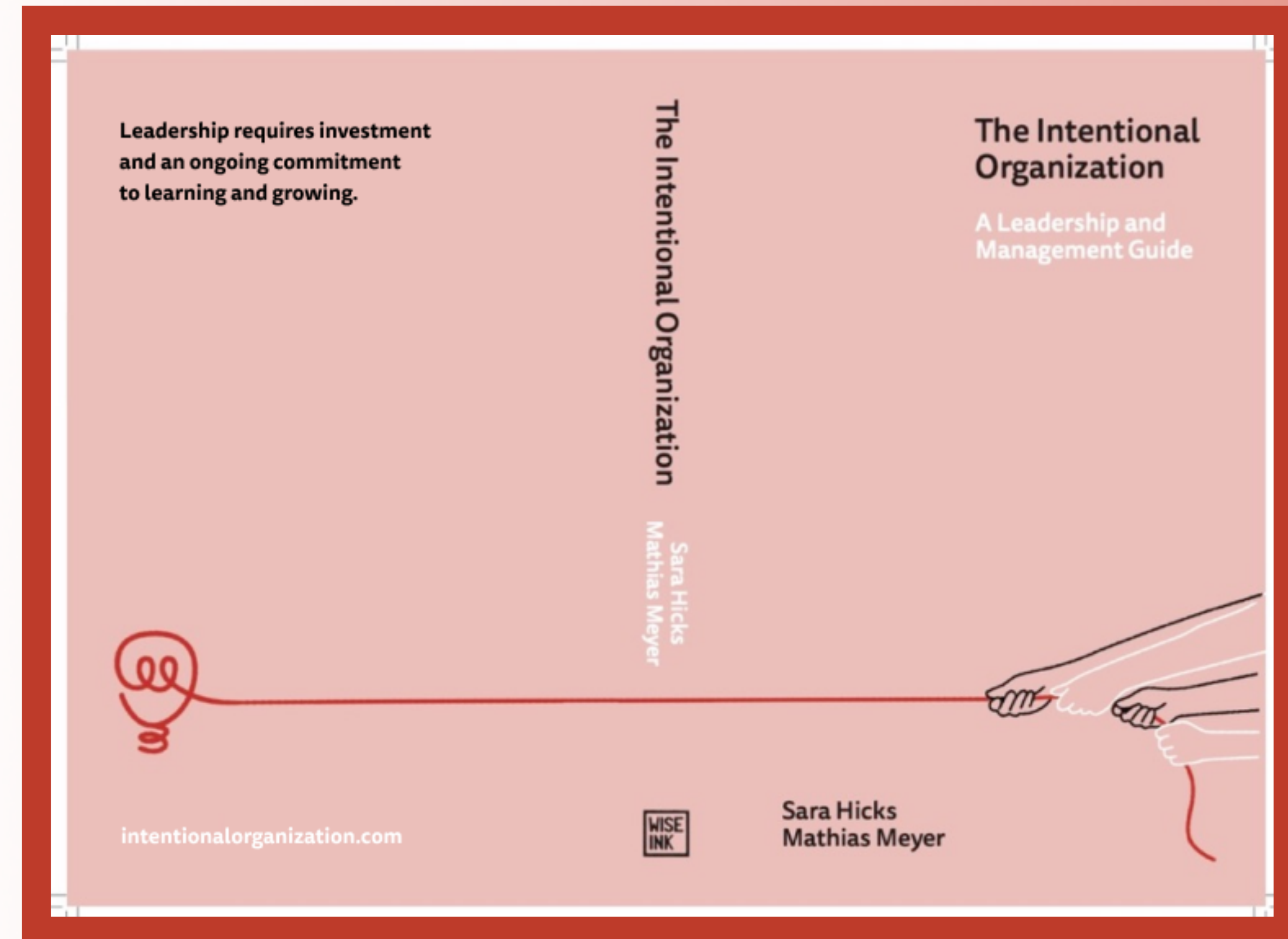


Hello!

- Sara Hicks
  - Founding partner & coach @ The Intentional Organization
  - Former CPO @ Inuit Mailchimp
  - Founder & former CEO, Reaction Commerce (sold to Mailchimp)
  - 25+ years as product leader
- The Intentional Organization
  - Coaching, Workshops, Retreats, Offsites
  - Book! ZOMG! 🤪 Coming early 2025!



<https://intentionalorganization.com>

It's story time



שֵׁנָה (צִי)





The feature roadmap is a lie

# The feature roadmap



Q1	Q2	Q3	Q4
			
			
			

1. We think we know what work needs to be done to solve a business or customer problem.





2. We think we know how long it will take to complete the work.



3. We think we know how many people we'll need for that amount of time.





*Journal*



The focus becomes about  
process instead of outcomes

# Hypothesis Roadmaps

1. Focused on outcomes and not outputs. We are clear on what the success metric is and the objective it is connected to.



2. We admit that we have hypotheses about what we think will work.





3. We try different solutions to achieve our goal instead of overpromising that one perfect feature will get it right on the first try.

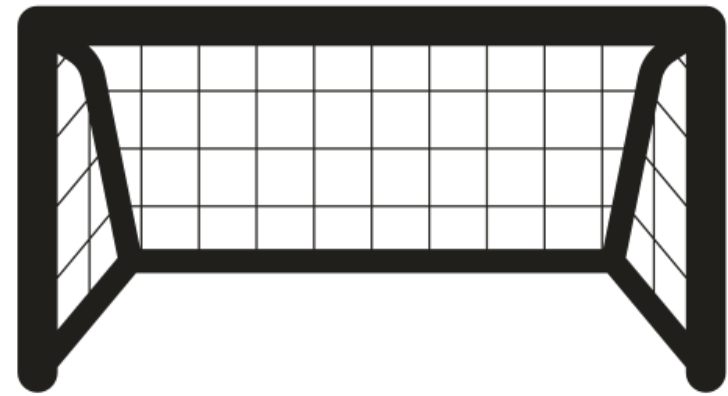


# The hypothesis roadmap

Q1	Q2	Q3	Q4
<b>Hypothesis 1</b> Objective X, Goal Y Confidence X%		<b>Hypothesis 4</b> Objective X, Goal Y Confidence X%	<b>Hypothesis 6</b> Objective X, Goal Y Confidence X%
	<b>Hypothesis 3</b> Objective X, Goal Y Confidence X%		<b>Hypothesis 7</b> Objective X, Goal Y Confidence X%
<b>Hypothesis 2</b> Objective X, Goal Y Confidence X%		<b>Hypothesis 5</b> Objective X, Goal Y Confidence X%	

No roadmap approach is perfect

It's example time



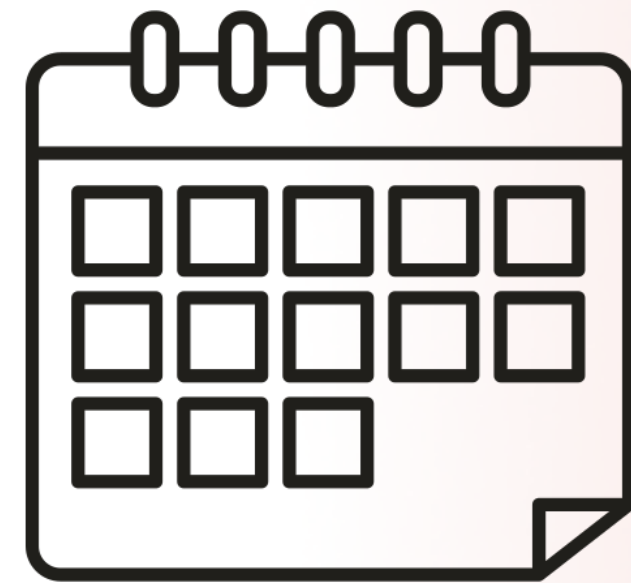
# Company objective:

Increase customer activation by 10%



**Hypothesis:**

New onboarding experience



# 3 tips for communicating dates & deadlines

# 1. Share the hypothesis

3 tips  
for communicating  
dates & deadlines



1. Share the hypothesis
2. State the objective & the goal + confidence level & context

3 tips  
for communicating  
dates & deadlines

1. Share the hypothesis
2. State the objective & the goal  
(+ confidence level & context)
3. Estimate a target date range  
(+ confidence level & context)

3 tips  
for communicating  
dates & deadlines

# Back to example



## **Company objective:**

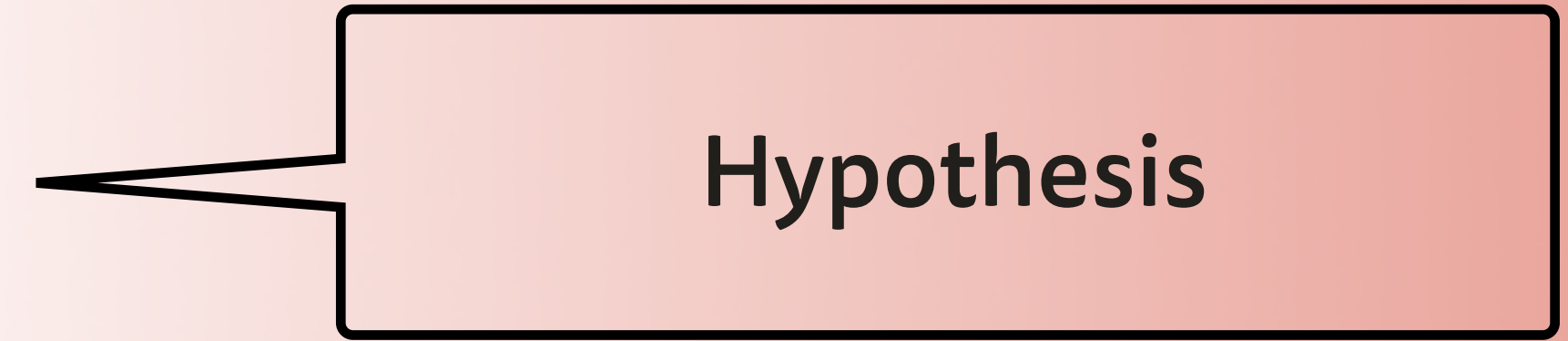
Increase customer activation by 10%



## **Hypothesis:**

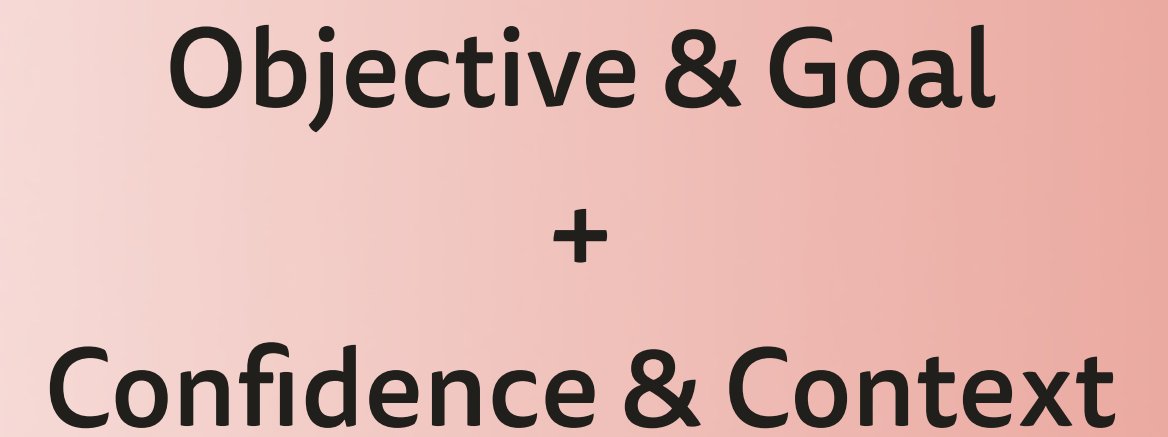
New onboarding experience

1. Our hypothesis is that onboarding will improve customer acquisition.
  - We also evaluated a free trial and reducing base tier features, but our testing showed onboarding to have highest increase in conversions.



2. The company objective is to improve customer acquisition by 10%. Our goal for onboarding is 6%.

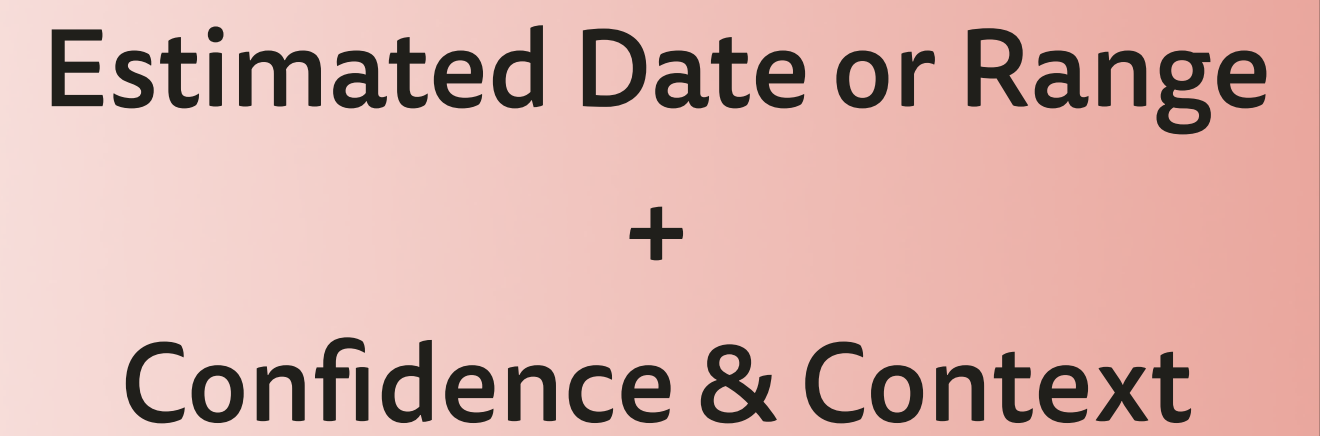
- Our confidence to hit this goal is 60%.
- Here's why: Our prototype saw a 8% conversion increase.



**Objective & Goal**  
**+**  
**Confidence & Context**

### 3. We estimate 8-12 weeks.

- Our confidence to hit this range is 20%.
- Here's why: We're finalizing scope now.



**Estimated Date or Range  
+  
Confidence & Context**

1. Our hypothesis is that onboarding will improve customer acquisition.
  - We also evaluated a free trial and reducing base tier features, but our testing showed onboarding to have highest increase in conversions.

Hypothesis

2. The company objective is to improve customer acquisition by 10%. Our goal for onboarding is 6%.
  - Our confidence to hit this goal is 60%.
  - Here's why: Our prototype saw a 8% conversion increase.

Objective & Goal  
+  
Confidence & Context

3. We estimate 8-12 weeks.
  - Our confidence to hit this range is 20%.
  - Here's why: We're finalizing scope now.

Estimated Date or Range  
+  
Confidence & Context

## 3 tips for communicating dates & deadlines

1. Share the hypothesis
2. State the objective & the goal  
(+ confidence level & context)
3. Estimate a target date range  
(+ confidence level & context)



Additional tips, templates, and examples on how to communicate dates and deadlines



Thank you!