



VENTANA RESEARCH

Product Roadmapping Workshop

About the Workshop

Ventana Research offers a market and customer-tailored Product Roadmapping Workshop across all of our expertise and topic areas. Our workshop consists of a thorough and collaborative review of the product vision and plans to ensure they are best communicated and presented to reach their ultimate value with customers and buyers.



Alignment

Is the product roadmap effectively prioritized to industry and customer themes that are essential to success?



Relevance

Does the roadmap reflect the product innovation and inside-out and outside-in perspective for the critical personas and use cases?



Impact

Does the roadmap represent the value of the product experience and is it compelling and truly differentiated to maximize the market potential?

The Results of a Workshop

Ventana Research's subject matter expert, with decades of experience working with leading world-class product teams, will assess and prioritize potential product initiatives and planned innovations in a clearly communicated roadmap tailored to the needs of your internal and external audiences. The workshop will ensure the best possible roadmap that will have relevance to your buyers and customers with the most compelling impact.

Deliverables

- Optimized market and persona-focused product roadmap.
 - Creation of customized workshop materials.
 - Preparation and follow up fine-tuning sessions.
- A full-day workshop leading and collaborating with your team.

Benefits

- Optimized roadmap that will lead to the highest market and customer impact.
 - Reduced time and resources to develop compelling product roadmaps.
 - Increased time to achieving maximum value from product investments.