

7 ways to build a 2025 product roadmap **people love**

1

Focus on outcomes, not features

Instead of listing features, define outcomes that will impact the customer positively. Communicating the “why” is more inspiring and easier for stakeholders to rally behind.

Don't surprise people

When cross-functional teams are involved in the roadmap creation process, they're more likely to feel ownership and commit to the plan.

2

Be responsible and realistic with timelines

People will make decisions based on your roadmap. Consider their needs and balance ambition with realism to be sure you don't let them down.



3

Consider variants for different audiences

Your development team, executives, GTM teams and customers may all benefit from different versions of your roadmap with different levels of detail.



4

Stay flexible and iterative

Build your roadmap with agility in mind. New trends or feedback may shift priorities, and people appreciate when a company is responsive and willing to evolve.

Use a consistent format

There's no one right way to visualize your roadmap, but the one thing that is bound to confuse people is if you use a different format every time.

5

6

Make sure everyone has access to the roadmap

And finally, don't forget the basics! Make sure that everyone can easily find the roadmap, and checks it regularly.



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