

TEMPLATE

The Product Roadmap Reality Check

Stress-test a roadmap against outcomes, evidence and the trade-offs it's quietly making.

FORMAT

4-part template

TIME

30-45 min

WHO IT'S FOR

Product managers and founders building or defending a roadmap

USE IT WHEN

Use before sharing a roadmap with stakeholders, or when priorities start to drift.

01 Outcome

- What outcome is each roadmap item actually meant to move?
 - Is that outcome, or just an output, written down?
 - Would we notice if this item shipped and nothing changed?
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02 Evidence

- What evidence supports this item's priority?
 - Is this here because of data, or because it's loud?
 - What would have to be true for this to be wrong?
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03 Trade-off

- What is this roadmap quietly saying no to?
 - Who needs to hear that no explicitly?
 - What would we cut if timelines slipped by a month?
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04 Confidence

- How confident are we in each item, honestly?
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- Which items are guesses dressed up as plans?
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- What would move a low-confidence item to high confidence?
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This resource is deliberately lightweight. Adapt the language to your context and capture the decisions that follow.