



# Collaborative Roadmap Development

*Presentation to the SVPMA*

*Luke Hohmann*

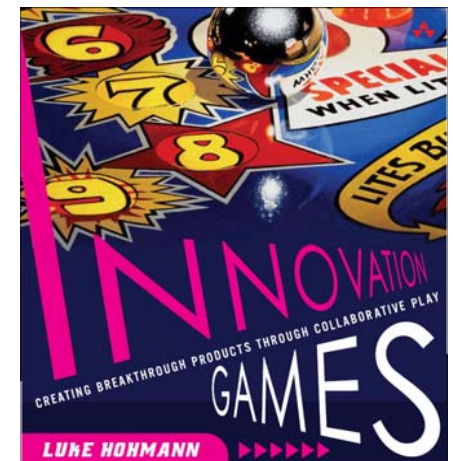
*Founder & CEO, Enthiosys, Inc.*

*Motivated from Within®*

# About Luke Hohmann



- Founder/CEO of Enthiosys
  - Agile Product Management consulting
  - Customer needs, roadmaps, business model
  - Product management mentoring and training
- Agile product guy
  - VP Bus Dev (Aladdin), VP Eng & Product Dev't (Aurigin), VP Systems Eng (EDS Fleet Services)
  - Board of Agile Alliance
- Author, speaker, blogger
  - “Innovation Games”
  - “Beyond Software Architecture”
  - “Journey of the Software Professional”
  - agile PM blog at [www.Enthiosys.com](http://www.Enthiosys.com)



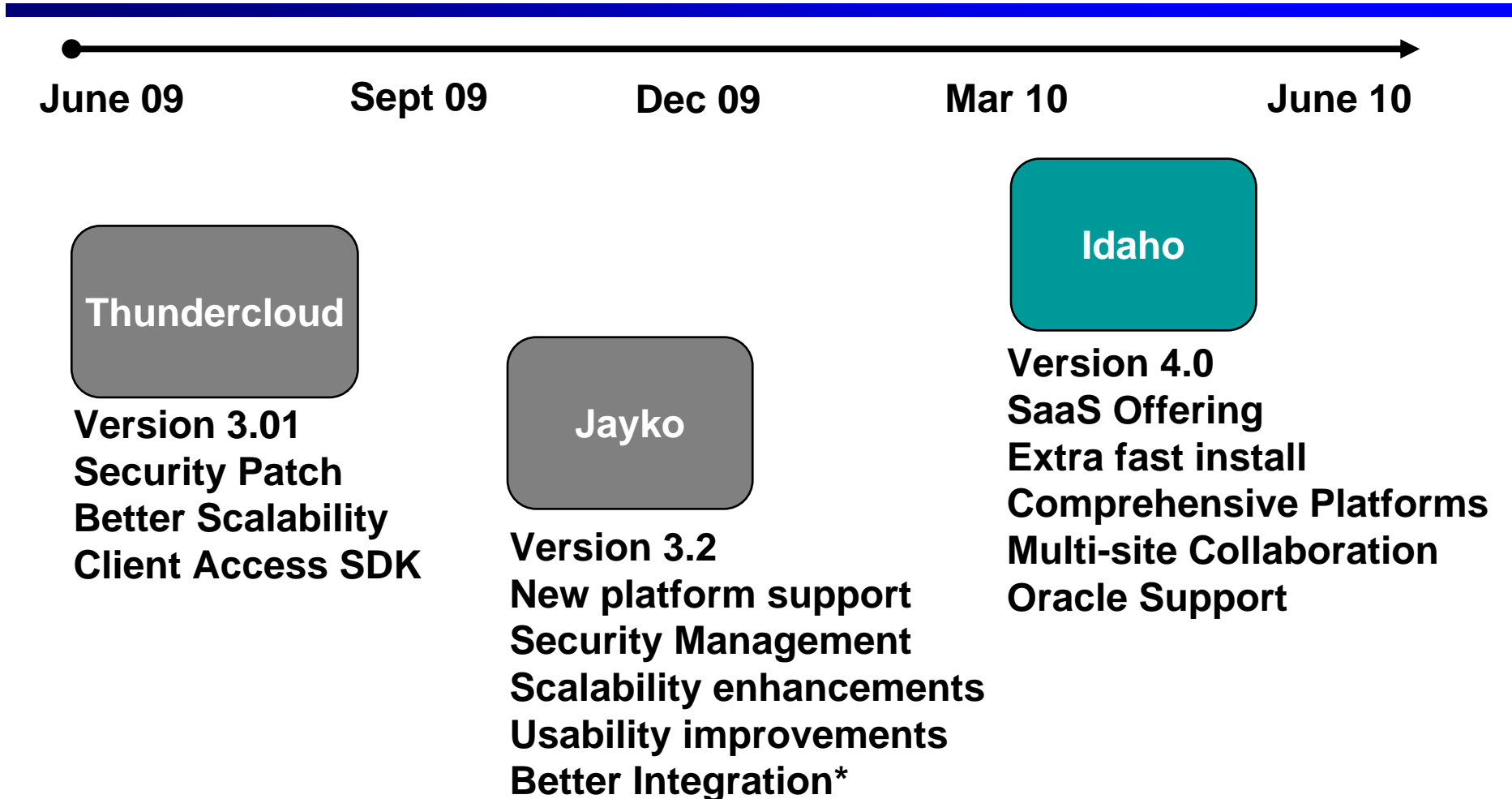
# Let's Think About Roadmaps

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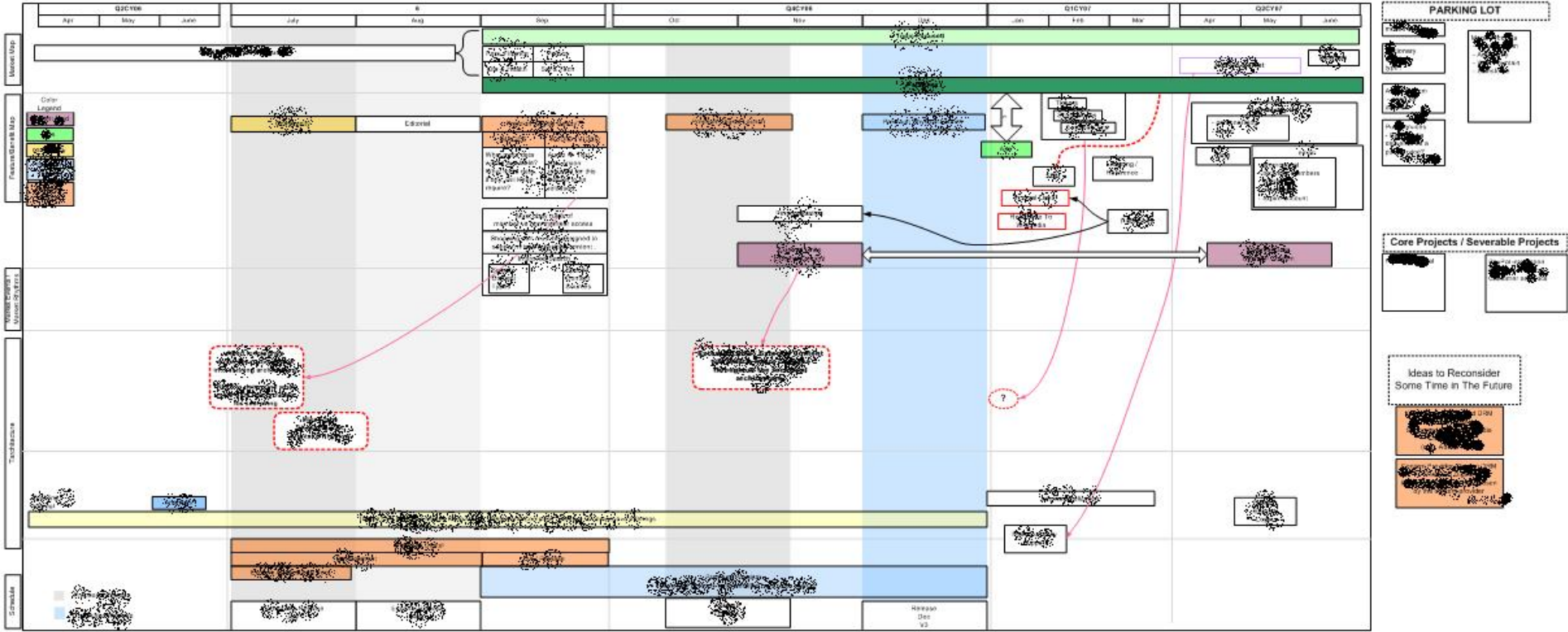


- Reflect on your current roadmap.
- What does it look like?
- What questions does it answer?
- How was it created?

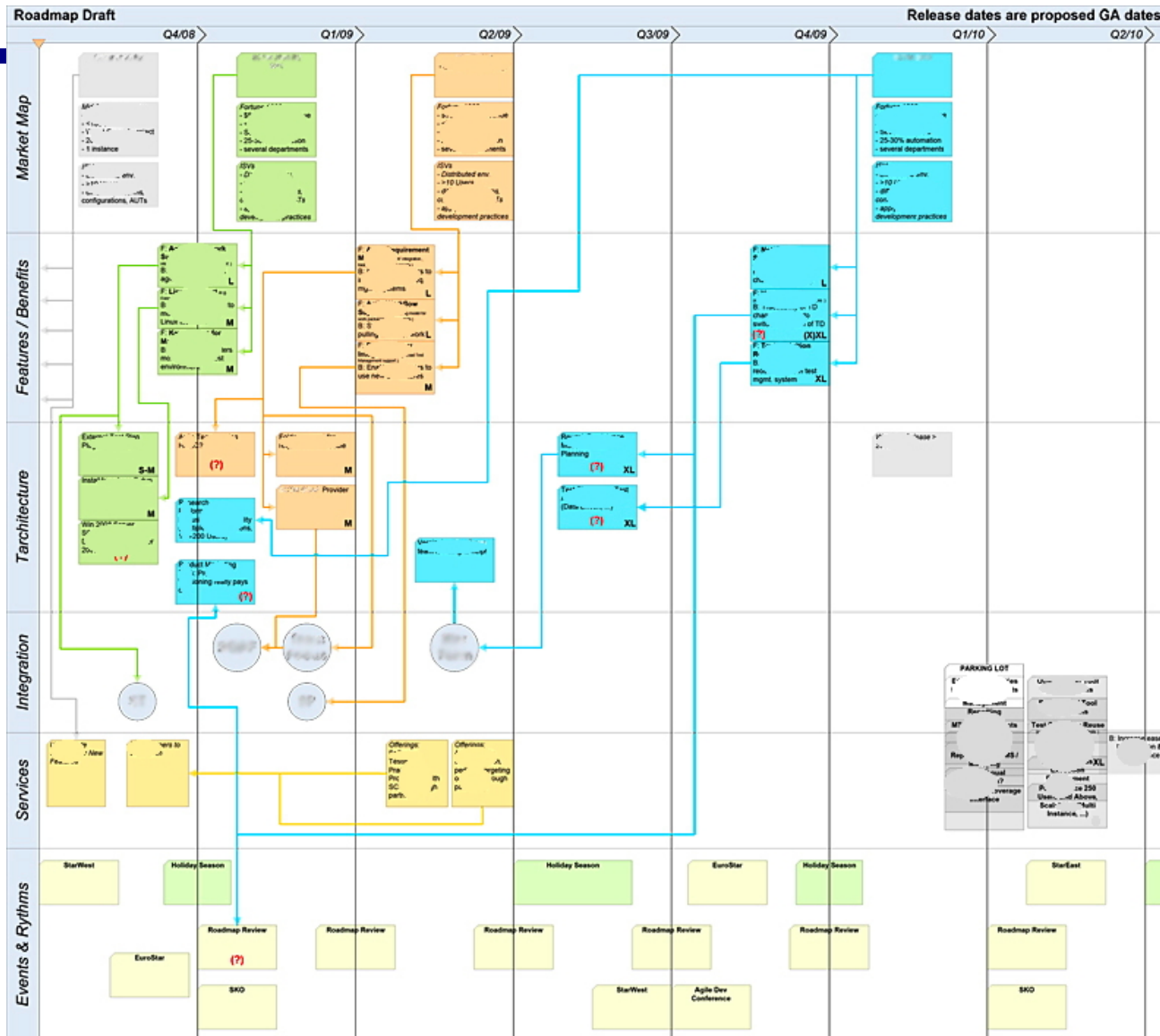
# Does It Look Like This?



# Does It Look This?



# Or This?



# Who Was Involved?





# Can We Make It Fun?





# Enough Already – Let's PLAY



- 
- What benefits do you want from the SVPMA?
  - What speakers would you find interesting?
  - What topics would you find interesting?
  - What companies do you want to hear from?



# Background on Innovation Games® for Customer Understanding

*Innovation Games® Are Serious  
Management Tools That Create High-Output  
Low-Cost Organizational Performance*

*Motivated from Within®*

# What Are Innovation Games®



Innovation Games® are **serious games** that solve a wide range of product strategy and management problems across the market lifecycle.

They can be played:

- **with customers**
- in-person or online
- within or across organizational units
- in single or multi-game formats



# Organizing Innovation Games®



... then consider these games

These questions exist across the product-market lifecycle.

To understand...

	Product Box	Buy a Feature	Me and My Shadow	Give Them A Hot Tub	Remember The Future	20/20 Vision	Speed Boat	Spider Web	Show And Tell	Start Your Day	The Apprentice	Prune The Product Tree
Customer Needs	■	■	■	■	■							
Requirements	■	■				■	■					
Product Usage								■	■	■	■	
Future Products		■			■	■						■

# What Makes Innovation Games® Unique?

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- Game playing provides a relaxed less rigid environment for participants prove to enhance high-quality actionable ideas.
- Each game leverages cognitive psychology and organizational behavior research in unique ways.
- Games utilize verbal, written, visual and non-verbal forms of communication thereby providing greater volumes of richer, more nuanced information.
- Some games provide wonderful player generated artwork which can be retained and shared with others.

# Innovation Game: *Prune the Product Tree*



## **Goal:**

**Develop ideas for new products and services.**

- Draw a graphic image of a tree to represent growth of the product/service.
- Add your current project portfolio / product roadmap as leaves and apples.
- 5 to 8 invited stakeholders are asked to shape the “growth” of your offering.
- Captures very rich information about perceptions of the future, timing of new concepts, and balance among delivered offerings

## *In-person*

- Provides rich opportunity for “new” ideas

## *Online*

- Captures data for sophisticated analysis of preferences



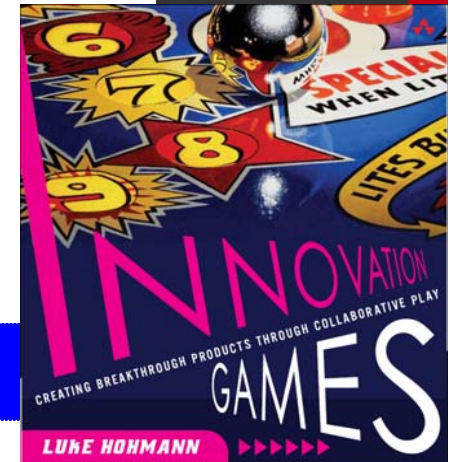
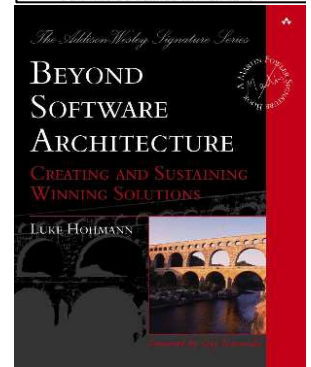
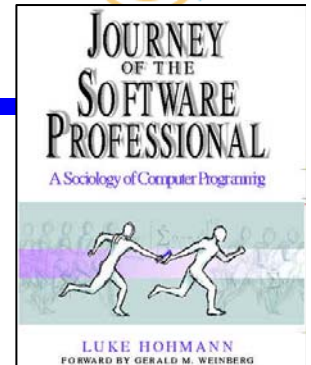
# Prune the Product Tree In Person



# Thank You !!!



Luke Hohmann  
Founder & CEO  
Enthiosys, Inc.  
615 National Ave., Ste 220  
Mountain View, CA 94043  
cell: (408) 529-0319  
www.enthiosys.com  
[lhohmann@enthiosys.com](mailto:lhohmann@enthiosys.com)



***Innovation Through Understanding®***

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