CONCEPT

Digital Product Management and Outcome-Based Product Roadmapping



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Technical depth: Practitioner · **Practical mode:** Case study

Introduction

Many organisations have moved digital services from projects to products, yet still steer them with feature lists, fixed dates and requests from whoever is most senior. Teams ship steadily while customer and business outcomes barely move. This Core Concept course equips managers to run digital products with recognised discovery, prioritisation and roadmapping methods, from product vision to measured outcomes. Participants apply each method to case material from several sectors and leave with an Outcome-Based Product Roadmap for a digital product in their own organisation.

Course Objectives

- Define a product vision, strategy and success measures linked to organisational objectives through OKRs
- Run product discovery using Jobs to Be Done interviews, opportunity solution trees and value proposition canvases
- Prioritise a backlog and roadmap with RICE, WSJF, Kano and MoSCoW and justify the trade-offs
- Build and communicate an outcome-based roadmap to executives, delivery teams and customers
- Track product performance with HEART and AARRR metrics and adjust the roadmap using experiment results
- Produce an Outcome-Based Product Roadmap for a digital product in the participant's own organisation

Target Audience

- Product managers and product owners responsible for digital products and services
- Digital service and platform managers accountable for customer-facing applications
- Business analysis and delivery managers moving into product roles
- Transformation managers shifting teams from project to product funding
- Innovation and business development managers shaping new digital propositions

Course Outline

Day 1: Digital Product Management Foundations

- Project-to-Product Operating Model Shift and Product Team Structures
- Product Manager, Product Owner and Product Marketing Roles in the Pragmatic Framework
- Digital Product Lifecycle Stages and Portfolio Positioning
- Product Vision Board and Strategy Canvas Drafting
- Current-State Product Practice Assessment Using a Product Maturity Model

Day 2: Discovery Frameworks and Product Strategy

- Double Diamond Discovery and Delivery Cycle
- Jobs to Be Done Interviews and Opportunity Solution Trees
- Lean Canvas and Value Proposition Canvas for Problem-Solution Fit
- Kano Model Analysis of Customer Needs
- North Star Metric and OKR Cascades for Product Outcomes

Day 3: Roadmapping and Prioritisation

- Now-Next-Later Outcome-Based Roadmap Construction
- RICE and WSJF Prioritisation Scoring
- MoSCoW Release Scoping and Minimum Viable Product Definition
- Product Backlog Management Under the Scrum Guide
- Roadmap Communication Formats for Executive, Delivery and Customer Audiences

Day 4: Measurement, Risk and Roadmap Failure Modes

- HEART and AARRR Product Metrics Frameworks
- Hypothesis-Driven Experimentation and A/B Test Design
- Feature Factory and Roadmap-as-Commitment Anti-Patterns
- Technical Debt and Non-Functional Requirements Against ISO/IEC 25010
- Stakeholder Conflict Resolution with Prioritisation Trade-Off Matrices

Day 5: Case Work and the Product Roadmap

- Digital Banking App Case Study: Reprioritising a Stalled Roadmap
- Public Service Portal Case Study: From Feature List to Outcomes
- Opportunity Solution Tree Build for an Own Product
- Outcome-Based Product Roadmap Drafting
- Product Review Panel and Roadmap Defence

Skills You Will Gain

- Product Discovery
- Backlog Prioritisation
- Outcome-Based Roadmapping
- Product Metrics Design
- Hypothesis Testing
- Stakeholder Alignment
- Product Strategy Formulation

Why Attend This Course

- Return with an Outcome-Based Product Roadmap and supporting opportunity solution tree, tested by peers
- Decline low-value requests with a transparent scoring method that stakeholders can follow
- Replace date-driven feature lists with roadmaps that show the problems being solved and how progress is measured
- Compare product practice with managers from banking, government, retail and technology

Conclusion

A digital product earns its budget through the outcomes it changes, not the number of features it releases. This course moves from the product operating model and role definitions, through discovery frameworks and prioritisation methods, to the metrics, experiments and anti-patterns that decide whether a roadmap delivers value. The final day turns that material into an Outcome-Based Product Roadmap that participants take back to their teams and sponsors, giving them a defensible basis for every prioritisation decision that follows.