

The Importance of a Furniture Products Roadmap

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Abstract

Products comes in many shapes and forms. It could be a physical object or a service. To develop new products a road map is a vital component to insure the product success, as it makes it clear for the developer and stakeholders to know how to get from one point to the other through the product development life cycle. There are essential components for the roadmap such as Business objectives, Timeframe, Themes and disclaimer. Market research is the corner stone that provides the essential data that outline the characteristics of a product. There are many types of roadmaps each of that type focuses on a certain aspect of the surrounding elements regarding the product. Theme based roadmap; you create it when you are grouping most important features that will be displayed in the future releases. Timed release based on releasing the product with new feature on a schedule. Golden feature roadmap focuses on one important feature in each release, market and strategy roadmap shows what markets you will purse. Visionary roadmap shows how to fit current and future industry trends to product releases. Matrix product roadmaps allow communicating various detail, features, markets, technologies, competitor's products on a time scale. Roadmap as a process consist of certain inputs and outputs. There are two types of road map internal and external, the internal can communicate product visions through the organizational and secure required resources and budget while the external focuses on giving business collaborators a high level over view of the product development plan.

Keywords”

Product, Strategy, Life Cycle, Marketing, RoadMap