



Value Based Outline

Transitioning from features and output to impact and outcome.



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About Me



- Former journalist.
- Lean-Agile Product Manager operating in Stockholm, Sweden.
- Content Modelist.
- Miro Community Group Leader.

How it All Started



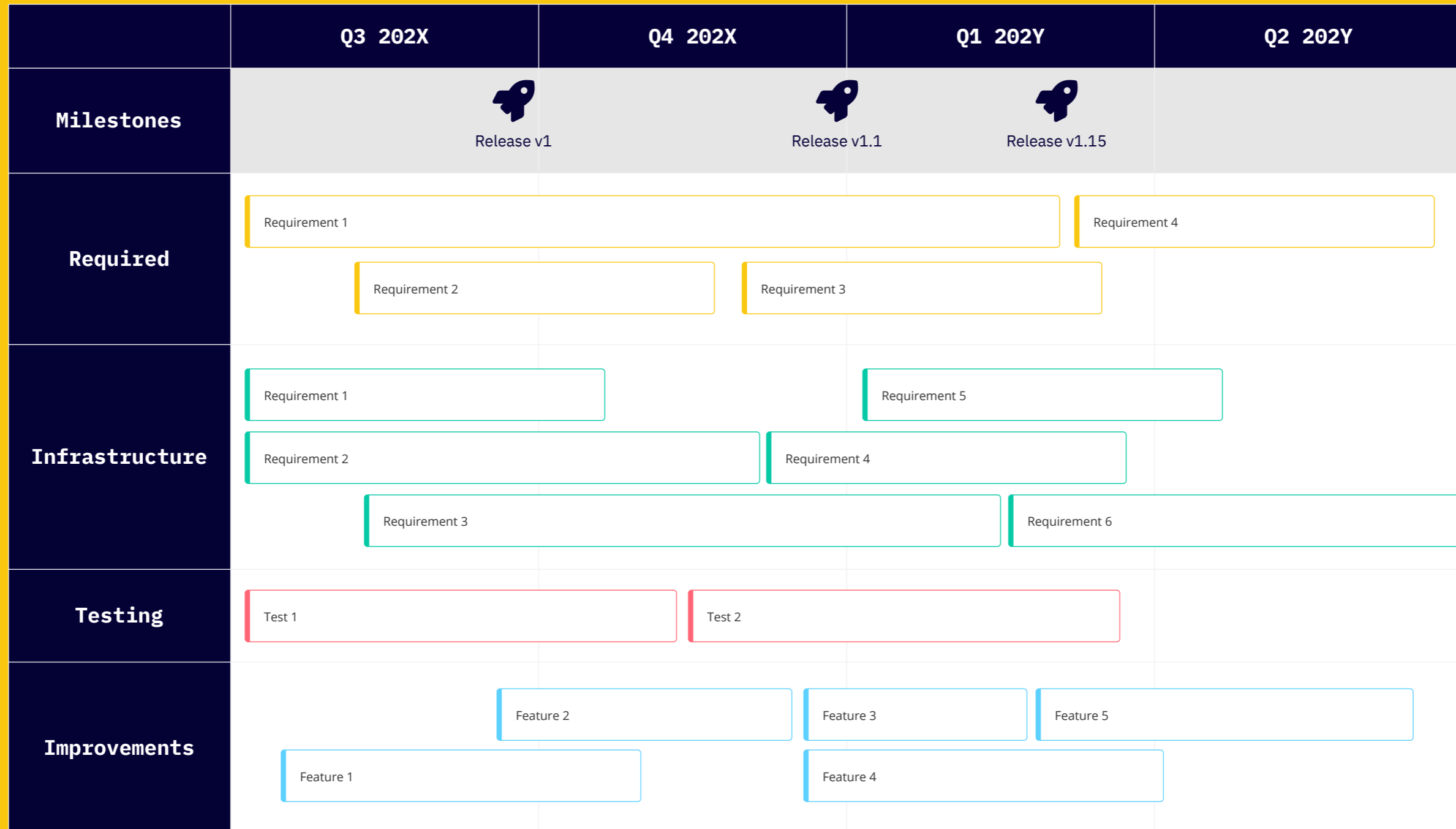
"OK boss!"

"Roadmaps suck.
Henrik, make
something better!"



**What is the Problem With
Traditional Roadmaps?**

The Traditional Roadmap



It's the output,
stupid!



... and lack of hypotheses and data.

Output

VS

Outcome

The tangible or intangible things that someone produces.

- Completed workshops
- Marketing emails sent
- Products delivered
- Features developed

The "step changes" which need to occur to achieve a long term goal.

- Increased satisfaction
- Higher CRs/CTRs
- Ease of use
- Brand loyalty/engagement

The 3 Key Components

1. Focus on outcome with rundowns
2. Hypothesis-driven product discovery
3. OKRs (Objectives & Key Results)

Rundown

Basis for hypotheses

Basis for impact analysis

OKRs

- Increase satisfaction by X%
- Increase CR by X%
- Increase completion rates by X% (ease of use)
- Decrease bounce rates (engagement/loyalty)

Discovery

- Painpoints
- Needs
- Ideas
- Insights

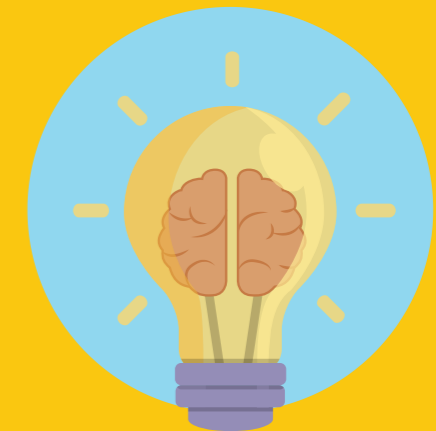
Outcome

What are we trying to achieve?



Hypotheses

How do we believe it can be achieved?

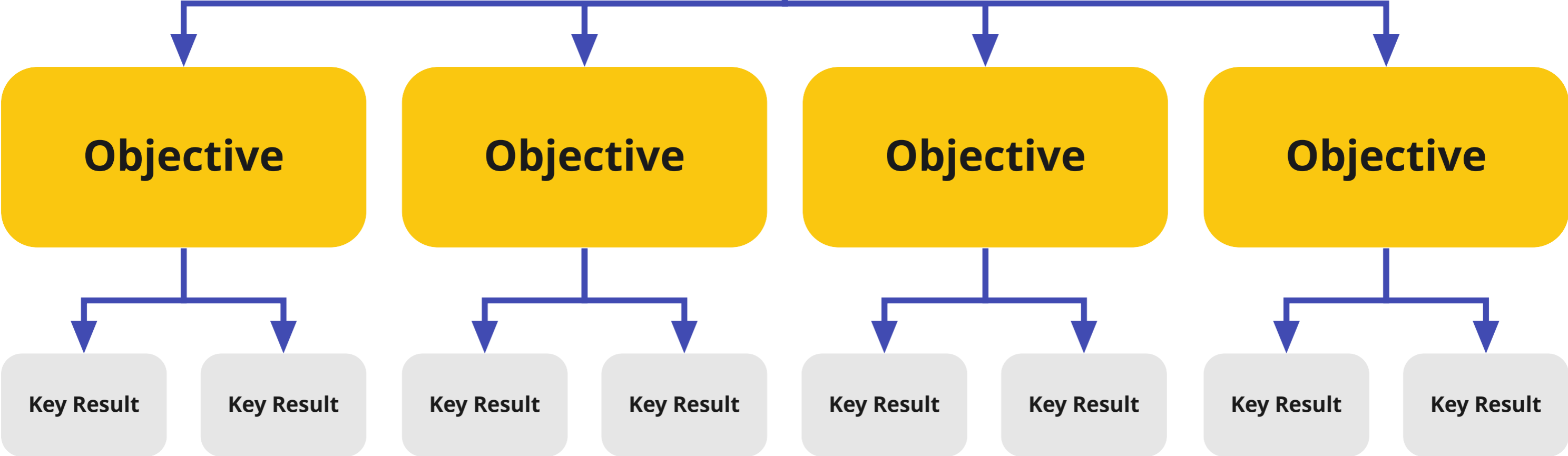


OKRs

How do we validate (or invalidate) our hypotheses?



Outcome



Comparison

Traditional roadmap

- Focus on output and delivery
- Feature-driven design & development
- Sync-and-report meetings across the organization

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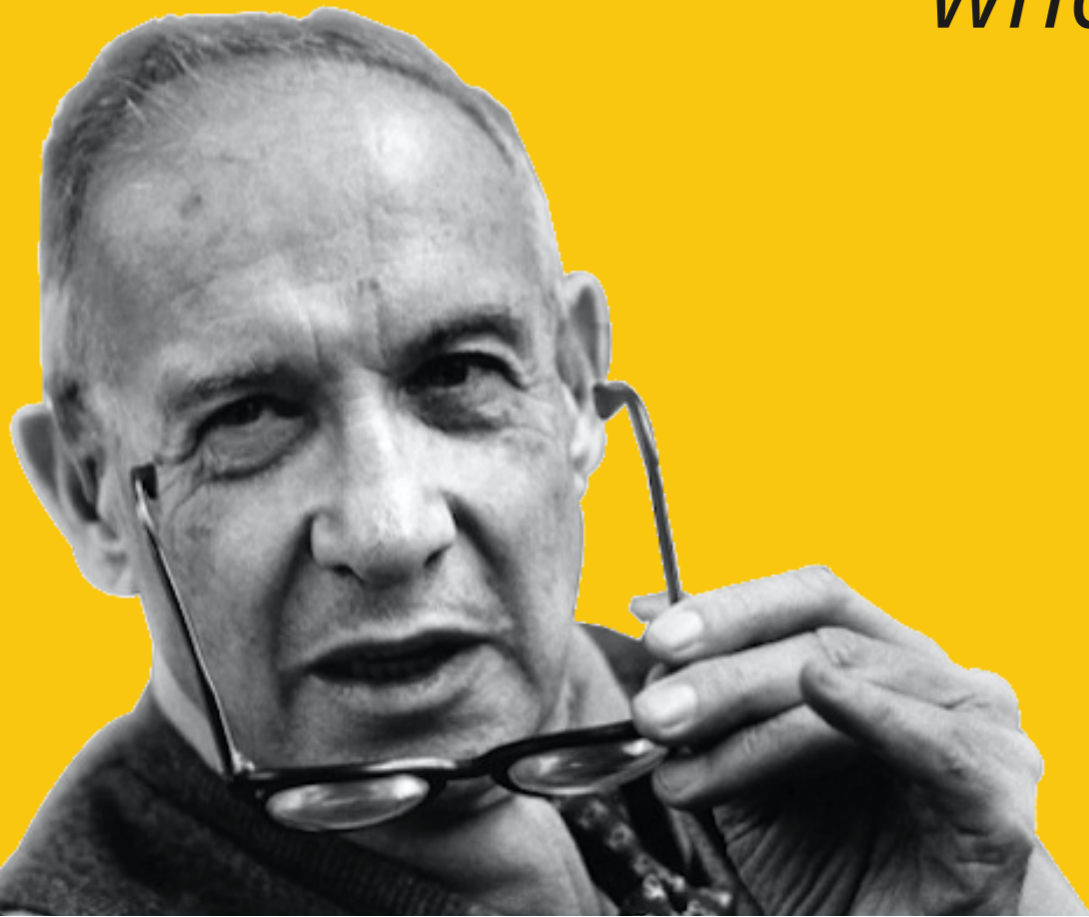
- Focus on outcome and impact
- Hypothesis-driven design & development
- High level of transparency and collaboration

Feel the flow!

"There is surely nothing quite so useless as doing with great efficiency what should not be done at all."

– Peter Drucker

Since traditional roadmaps revolve around output, they prioritize *resource efficiency* over *flow efficiency*. The Value Based Outline corrects that.



Why Omit the Word "Roadmap"?

Because psychology matters!

The traditional roadmaps, in both waterfall and agile setups, are more often than not treated as static blueprints. They might be subject to *change*, but they rarely *evolve*; the features are either finished or delayed. With an *outline*, the name itself implies that this is a living document.

Quick Recap

1. Traditional roadmaps **focus too much on features and output**, they **rarely evolve**, and they are often **treated as static blueprints**.
2. Traditional roadmaps **lack components for data** and followups.
3. Traditional roadmaps prioritize **resource efficiency**.



The VBO aims to fix all this!