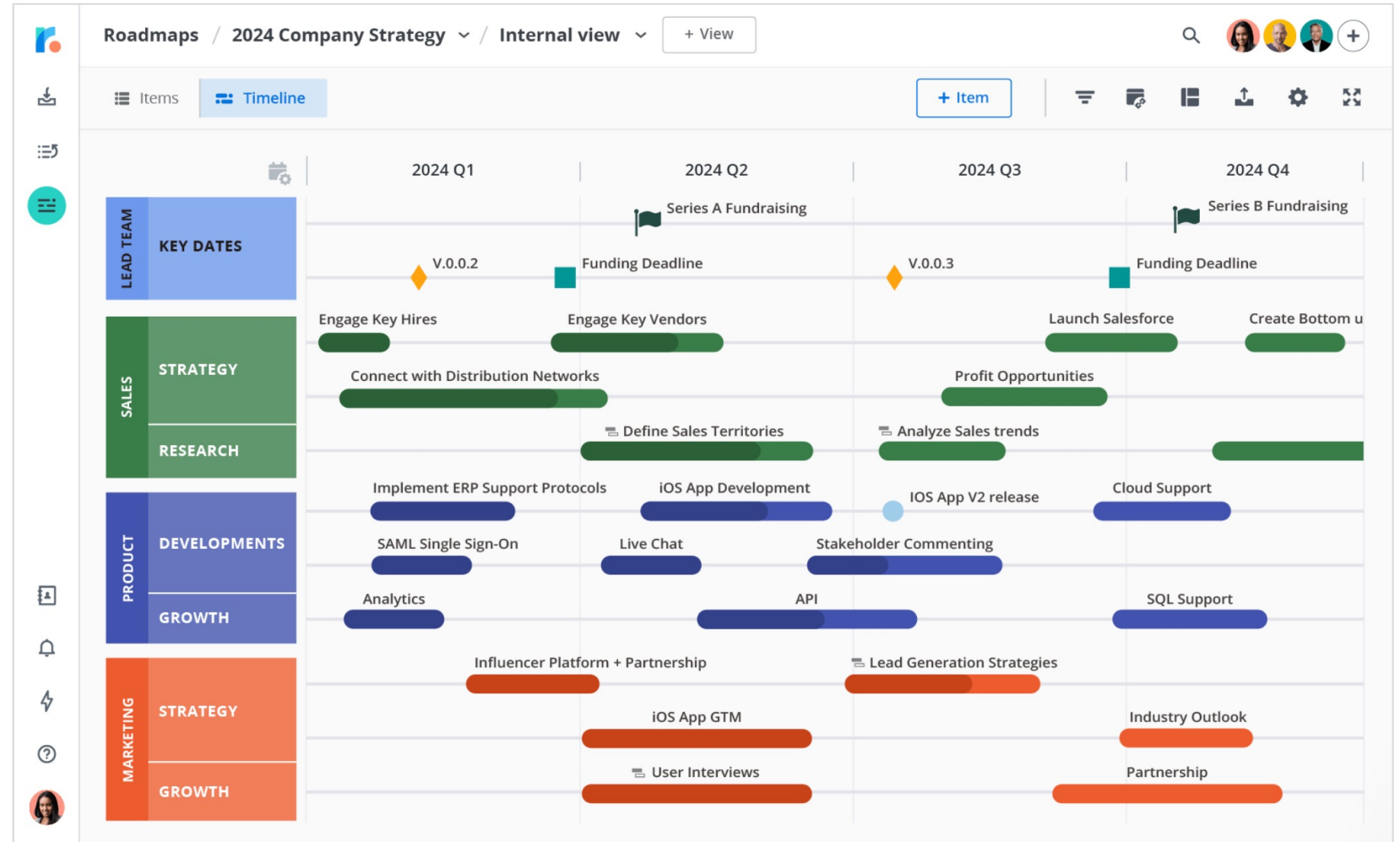


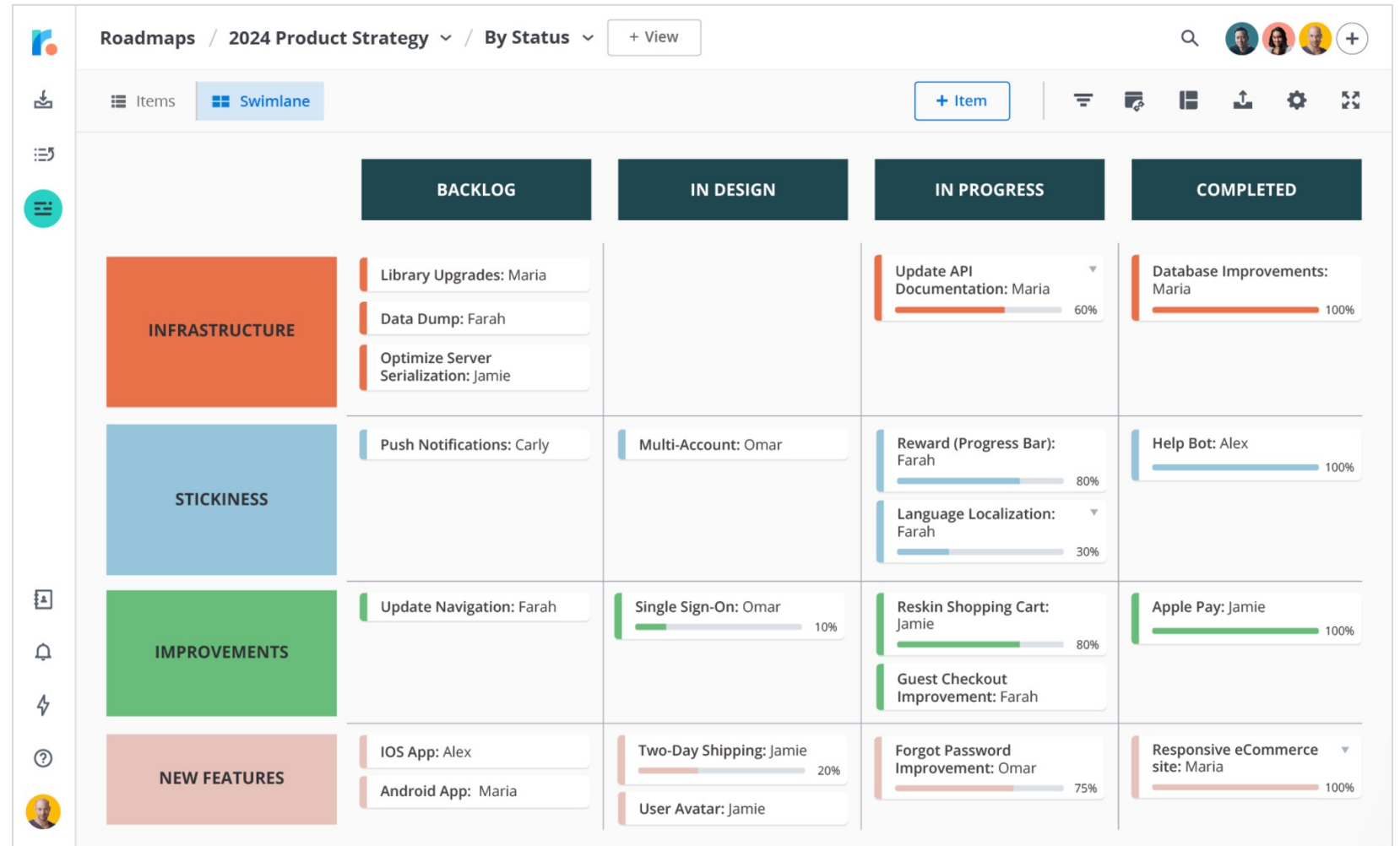
Timeline Product Roadmap

- Key dates to ensure executive alignment
- Sales timeline to inform of customer critical development delivery dates
- Product development timeline for product readiness availability
- Marketing timeline for Go-to-market availability



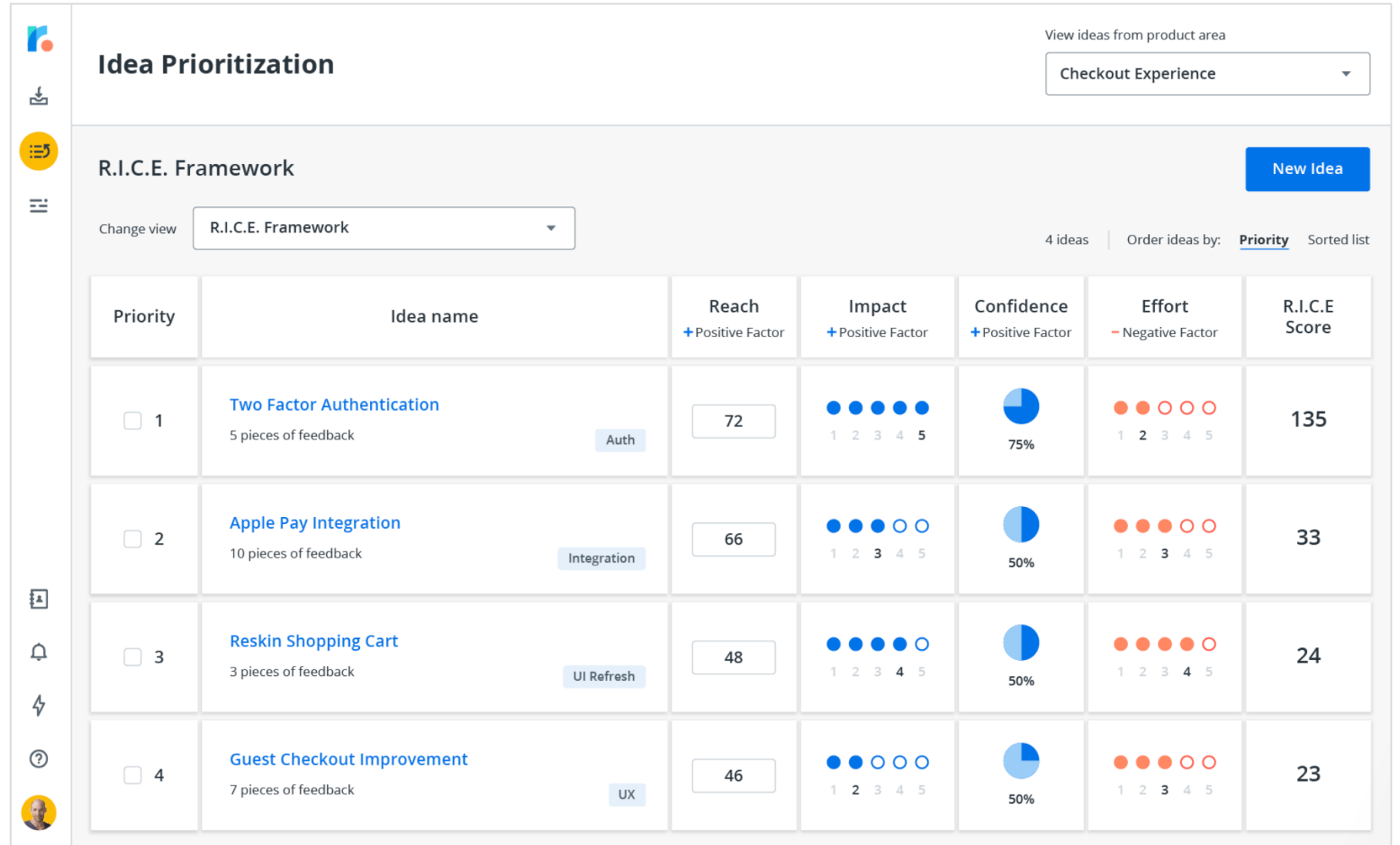
Swim Lane Product Roadmap

- Jira integration for epics and stories
- Sprint-level visibility for development items
- Owner accountability for epics and stories



Product Backlog

- Product prioritization maintained for roadmap planning
- Items prioritized based on score from business cases
- Basic t-shirt sizing of development level of effort, impact, and scale maintained



The interface is titled "Idea Prioritization" and shows a list of four ideas. Each idea is represented by a row in a table. The columns are: Priority, Idea name, Reach, Impact, Confidence, Effort, and R.I.C.E. Score. The ideas are: Two Factor Authentication (Priority 1, Score 135), Apple Pay Integration (Priority 2, Score 33), Reskin Shopping Cart (Priority 3, Score 24), and Guest Checkout Improvement (Priority 4, Score 23). Each row includes a checkbox, a link to the idea, feedback count, category tag, and visual indicators for Reach, Impact, Confidence, and Effort.

Idea Prioritization

View ideas from product area: Checkout Experience

R.I.C.E. Framework

Change view: R.I.C.E. Framework

4 ideas | Order ideas by: **Priority** | Sorted list

Priority	Idea name	Reach + Positive Factor	Impact + Positive Factor	Confidence + Positive Factor	Effort - Negative Factor	R.I.C.E. Score
☐ 1	Two Factor Authentication 5 pieces of feedback Auth	72	● ● ● ● ● 1 2 3 4 5	75% 75%	● ● ● ● ● 1 2 3 4 5	135
☐ 2	Apple Pay Integration 10 pieces of feedback Integration	66	● ● ● ● ○ 1 2 3 4 5	50% 50%	● ● ● ● ● 1 2 3 4 5	33
☐ 3	Reskin Shopping Cart 3 pieces of feedback UI Refresh	48	● ● ● ● ○ 1 2 3 4 5	50% 50%	● ● ● ● ● 1 2 3 4 5	24
☐ 4	Guest Checkout Improvement 7 pieces of feedback UX	46	● ● ● ● ○ 1 2 3 4 5	50% 50%	● ● ● ● ● 1 2 3 4 5	23