

Roadmap Matrix

Channel:	Foundation Launch	Evolution 9-12 Months	Enrichment 18+ Months Post Launch	METRIC
Business Requirements	Conduct Stakeholder Interviews			
Editorial Tools (CMS Implementation)		Obtain Feedback on Editorial Tools and Refine.		
System Integration			Explore Potential New System Integration Points	
Content Experience (e.g. Website Development)		Review Search Statistics and Adjust Engine Tuning and SEO Strategy.		
Content Delivery (Lifecycles)	Define Content Types			
Taxonomy & Metadata		Adjust Taxonomy/Metadata Based on Analytics.		
Governance			Ensure that all Business Units Leverage governance group.	