

DECISIONFLOW

Product Delivery Strategy and Integrated Roadmap

Outcomes, OKRs, release themes, dependencies, capacity, and controlled-scope governance

DELIVER PHASE | Version 1.0 | Illustrative 90-day controlled-scale program

EVIDENCE & PUBLISHING INTEGRITY

This public portfolio edition distinguishes actual evidence, assumed continuity steps, simulated case-study outcomes, targets, and recommendations. Simulated customers, commercial results, benchmarks, incidents, quotations, and later-lifecycle outcomes are illustrative and must not be interpreted as results from a live commercial product. Evidence labels are retained throughout the package to support transparent and responsible interpretation.

Document Control

Control	Definition
Document code	DEL-01
Version / status	2.0 — Final Public Portfolio Edition — Simulated Delivery Scenario
Baseline / author	14 July 2026 - Min Thu Kyaw
Lifecycle continuity	Actual MVP -> DEV-06 assumed productionization -> simulated launch -> Conditional Scale -> Deliver phase.
Delivery decision	Execute a 90-day controlled-scale program; keep collaboration, integrations, richer ingestion, and enterprise features evidence-gated.
Evidence rule	Actual, assumed, simulated, target, and recommendation statements are explicitly separated.

Actual Project Artifacts

Artifact	Reference
Low-Fidelity Prototype	View prototype
High-Fidelity Prototype	View prototype
MVP Frontend Repository	Open repository
MVP Backend Repository	Open repository

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Strategic Delivery Context

The roadmap is designed to satisfy the qualification conditions before expanding product scope. Delivery capacity is directed toward outcomes that strengthen repeated individual use, accountable AI assistance, self-service economics, and reliable controlled growth. The plan intentionally rejects a feature-count roadmap.

Roadmap rule - Every initiative must link to a qualification condition, a measurable product or operating outcome, and a release gate. Requests without evidence remain discovery items.

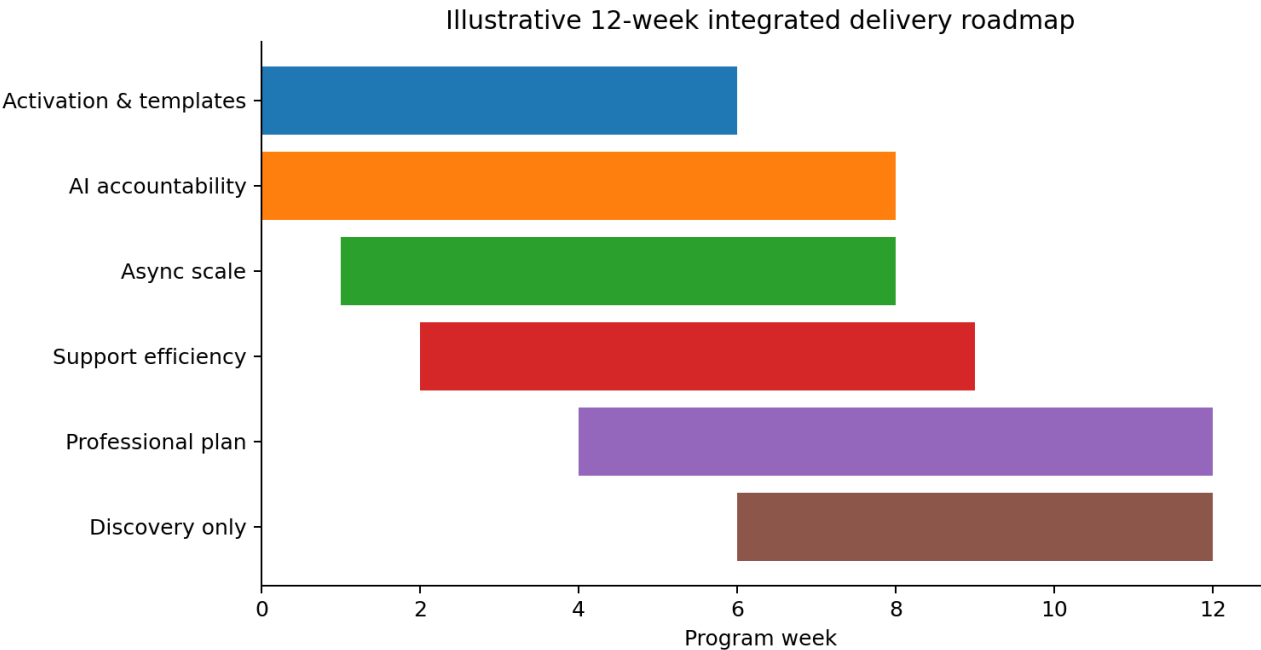
Objectives and Key Results

Objective	Key result	Baseline	Target	Simulated result
O1: Increase repeated value	Week-24 activated-user retention	49.3%	>=55%	56.4%
O1: Increase repeated value	Second decision within 14 days	61.6% by W12	>=70%	74.5%
O2: Improve AI accountability	Owner and due-date accuracy	90.1% / 87.8%	>=90% each	92.3% / 91.2%
O2: Improve AI accountability	Calibration ECE	0.12	<=0.10	0.08
O3: Improve sustainable economics	Support-adjusted contribution	47%	>=55%	58%
O3: Improve sustainable economics	Variable AI cost per finalized decision	\$0.38	<=\$0.32	\$0.29
O4: Increase controlled capacity	40-job p95 / failure rate	56s / 1.9%	<=45s / <1%	39s / 0.7%
O5: Validate Professional packaging	Paying accounts / observed payback	8 / modeled	>=15 / <=12m	15 / 9.8m

Prioritization Logic

Priority factor	Weight	Decision question
Qualification-gate impact	30%	Does the initiative close a documented scale condition?
Customer outcome	25%	Does it improve time-to-value, repeated use, or durable decision quality?
Security risk reduction	20%	Does it reduce unsupported output, unsafe processing, or data risk?
Economic leverage	15%	Does it reduce AI, support, or operational cost or improve paid conversion?
Team confidence	10%	Is the problem understood and the dependency path credible?
Initiative	Weighted rationale	Decision
Using decision templates	Retention signal plus seven interview requests; low architecture risk.	Deliver
AI/data confirmation and evaluation	Direct failed AI gate and customer correction theme.	Deliver
Asynchronous AI processing	Direct failed load gate and duplicate-submission risk.	Deliver
Service onboarding	Direct contribution-margin condition.	Deliver
Professional billing and packaging	Qualified value signal; narrow commercial test.	Deliver
AI/webhook prototype	Integration demand exists, but causal value is unproven.	Discovery experiment
AI workspaces	Potential expansion value but no product evidence or operating model.	Do not build
OCX import	Requested by a minority; not the qualification bottleneck.	Post-delivery discovery

Integrated Roadmap



Integrated delivery roadmap

Program stage	Weeks	Primary outcome	Decision gate
Stage 1: Stabilize and instrument	1-3	Metric contracts, template foundation, queue architecture, evaluation fixtures.	No release until metric and rollback contracts pass.
Stage 2: Improve value and accountability	4-6	Second-decision journey, owner/date confirmation, confidence copy, self-service onboarding.	Release 1.1 gates.
Stage 3: Improve scale and economics	7-9	Async jobs, model routing, diagnostics, billing and lifecycle messaging.	Release 1.2 gates.
Stage 4: Qualify and review	10-12	Load, AI regression, cohort, commercial, restore, provider and security evidence.	Delivery review and investment decision.

Release Definitions

Release	Theme	Included scope	Explicitly excluded
v1.1	Activation and Trust	Decision templates, example-based onboarding, second-decision prompts, owner/date confirmation, confidence explanation, evaluation updates.	Collaboration, integrations, richer ingestion.
v1.2	Scale and Economics	Async AI jobs, idempotency, model routing, provider health, self-service diagnostics, Professional billing, lifecycle messaging.	Enterprise administration, SSO, workspace roles.
v1.2.1	Operational hardening	Load fixes, alert tuning, restore runbook, model rollback rehearsal, documentation and support knowledge base.	New market-facing capability.

Capacity and Dependencies

Role / capacity assumption	Illustrative allocation	Critical dependency
Product Manager	1.0 FTE	Evidence contracts, decisions, roadmap and release acceptance.
Frontend engineer	1.0 FTE	Onboarding, templates, status, billing and customer-health UI.
Backend / AI engineer	1.5 FTE	Queue, model routing, evaluations, provenance and API changes.
Platform / DevOps	0.5 FTE	Observability, scaling, backup, deployment and security controls.
Product designer	0.4 FTE	Task flows, confidence communication, self-service design.

Role / capacity assumption	Illustrative allocation	Critical dependency
QA / test ownership	0.5 FTE	E2E, regression, load, migration and release evidence.
Customer success / support	0.4 FTE	Onboarding experiments, health scoring and knowledge base.
Dependency	Risk	Control
AI provider APIs	Latency, model changes, quota, pricing.	Provider health, pinned versions, budget alerts, fallback and rollback.
Billing provider	Webhook failure or incorrect access state.	Idempotent events, reconciliation and manual recovery.
Analytics contracts	Metric drift creates false decisions.	Event schema, denominator tests and release-level validation.
Queue / database	Duplicate or lost AI jobs.	Idempotency keys, state transitions, retries and dead-letter review.
Customer sample	Small or role-biased commercial evidence.	Capped claims and second-channel cohort.

Scope and Change Control

1. A change request must identify the customer evidence, qualification condition, expected metric movement, security impact, dependency cost, and stop condition.
2. Any request that introduces multi-user data access, new source parsing, external system writes, or enterprise administration requires a separate threat, privacy, and release review.
3. Release scope may contract when a gate fails; it may not expand merely because planned work finishes early.
4. Discovery prototypes may be tested without becoming launch commitments.
5. Metrics may not be redefined after results are known without publishing the old and new definitions and their impact.

Roadmap Exit Criteria

Exit dimension	Required evidence
Customer	Second controlled cohort meets retention gate and retains value in the intended beachhead.
AI	Regression suite passes; owner/date and calibration conditions pass; no high-severity unsupported output.
Business	Support-adjusted contribution $\geq 55\%$, at least 15 paying accounts, and observed payback ≤ 12 months.
Technical	40-job load gate, restore, provider game day, migration and rollback tests pass.
Security	No open critical or high finding and all new data flows have approved handling.
Scope	No unsupported collaboration, integration, richer-ingestion, or enterprise claim enters release copy.

Evidence discipline: replace all simulated delivery values with observed, reproducible results before presenting them as actual product performance.