LAUNCH ROADMAP

StyleSignal

Roadmap & Rollout Plan

From problem validation to full rollout in 6 months
Now / Next / Later product roadmap

Owner: Jahnvi Raichura · jahnviraichura.com
Portfolio case study. All figures are illustrative sample data; no employer information is used.

1. Delivery timeline

StyleSignal moved from problem validation to rollout across all collection teams in six months, with a go/no-go gate at each major step.

Workstream	M1	M2	M3	M4	M5	M6
Discovery & problem validation						
Gate 1: problem validated						
PRD & scoring rules						
Gate 2: PRD approved						
MVP build (weekly PLM export)						
Pilot: 1 collection team						
Gate 3: pilot go						
Training & tracker retirement						
Gate 4: roll out to all teams						

Dark cells mark go/no-go gates.

2. Go/no-go gates

Gate	Month	Decision	Criteria to pass	Approver
1	M1	Problem validated	Baseline audit complete; 8+ interviews confirm late discovery as top pain	Director, Planning
2	M2	PRD and rules approved	Scoring rules reviewed with 5+ merchandisers; data feed confirmed	Product & Planning leads
3	M4	Start pilot	MVP scores match manual check on 20 sample styles	Director, Planning
4	M6	Roll out to all teams	Pilot: on-time % up, 80%+ weekly use, no critical data issues	VP, Merchandising

3. Product roadmap

Horizon	Theme	Scope	Why now
Now · v1 (launched)	Readiness + risk	8 milestones with owners; explained score and action; season dashboard; weekly PLM export	Core value: early warning and one shared view
Next · v1.1	Fewer surprises	Monday alerts by email and Teams; "what if" view for wave changes; vendor scorecards	Top pilot requests; moves from viewing to acting
Later · v2	Connected	Daily two-way PLM sync; supplier milestone portal; scoring that learns from past seasons	Needs IT integration and a full season of history

4. Rollout plan

1. **Pilot (M4–M5):** Fall Workwear team uses StyleSignal for every line review; Fall Knits team stays on Excel as the control group.
2. **Train (M5):** 45-minute sessions per team, plus a one-page guide to the scoring rules.
3. **Switch over (M6):** retire the three Excel trackers team by team, with one week of running both.
4. **Embed (M6+):** weekly line reviews run live from the StyleSignal action list.

5. RACI

Activity	Product (Jahnvi)	Merchandising	Planning	Tech design / Sourcing	IT / Data
Scoring rules	A / R	C	C	C	I
Weekly PLM export	A	I	I	I	R
Milestone updates	I	C	R	R	I
Pilot measurement	A / R	C	C	I	C
Rollout & training	A / R	R	C	I	I

R = Responsible, A = Accountable, C = Consulted, I = Informed.

6. Risk log

Risk	Impact	Owner	Response
Low adoption after pilot	High	Product	Retire Excel trackers; run line reviews from the tool
Data errors in PLM export	Medium	IT / Data	Import checks; missing-date flag on each style
Request to add an AI prediction model	Medium	Product	Keep explained rules for v1; revisit with season history in v2