



White paper

Sales said they needed it

A checklist for implementing new product features

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Scoutwest, Inc.

Sales said they needed it

Sometimes features get added to a product without much analysis of their fitness. Somebody important will ask for a feature, and the next thing you know it's in the product! "Gee, sales said they needed it, so I added it." This is certainly a no-hassle streamlined approach, but it might cause a little trouble in the long run if your product directives are ignored. At the risk of adding unnecessary bureaucracy to your operation, you might consider creating a checklist of questions to ask of each newly proposed feature. Over time you'll amass hundreds of wonderful feature requests for your product. The timing and other criteria for making it into the product is delicate. Here is the list I use to determine if a feature makes it in. Notice that many of the items are customer related, not technology related. Your list may be quite different.

- Have we talked to an actual customer about this request?
- Have we heard this request at least once before?
- Does it fit the overall product vision?
- Do we believe we'll be able to sell this?
- Is there a strong customer demand?
- Does it fit the timeline, vision, and priority for next release?
- Will this have strategic or immediate tactical value?
- Are there any foundational steps that should be taken first?
- Have we researched it from all angles?
- Is the engineering plan simple?
- Are we biting off more than we can chew?
- Will the change confuse current customers?
- Does it require any exotic technologies to produce?

About Us

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