Product Management - Feature Kickoff - 05/09/17

What to do when planning to launch a new software feature.

- [ ] Define relevance in roadmap & make sure it's the next important thing to work on - Get initial input from stakeholders (Support, Sales, Marketing)

- [ ] Usage-Check: Who in the customer base has recently used the current feature (regularly)?

- [ ] Status Quo check: - Screen-Share with customers & ask: - Show me how you use it? - What do you expect from feature XY? - What is missing? - Have they used any other tool?

- [ ] Competitors - Look for best practices & things to avoid

- [ ] Conceptualise feature-options with minor tweaks to the existing market standards

- [ ] Impact / Technical difficulty analysis of solution options

- [ ] Define MVP - What is the 20% part of the feature that brings 80% of the value?

- [ ] Pitch concept & MVP to stakeholders (Support, Sales, Marketing)

- [ ] Build wireframes & Mockups - Test (Invision or click-dummy)

- [ ] Test wireframes / click dummies internally

- [ ] Implement feedback in mockups / test dummies

- [ ] Submit concept to UI-Design team

- [ ] Approve / adjust UI-Design Team's HD mockups

- [ ] Submit user story and HD Mockups in next sprint planning

- [ ] Follow up and stay in the loop in the dev process

- [ ] QA & Testing

- [ ] Adjustments based on QA & Testing

- [ ] Final QA

- [ ] Launch feature & announce in Customer mailing / social media announcement / video tutorial

- [ ] Quantitative KPI: Feature usage before & after launch of new version

- [ ] Qualitative KPI: Send satisfaction survey to all "regular" users of the feature after time frame x