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

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