

# TOP 10 QUESTIONS TO ASK BEFORE APPROVING A NEW FEATURE

1. Does this feature align with our product vision?  
  
Task: Write down your product vision in one sentence. Then, describe how this feature supports or enhances that vision. If it doesn't align, reconsider its priority.
2. What problem does this feature solve?  
  
Task: Identify the customer pain point this feature addresses. Write down the problem and explain why solving it matters to your users and business.
3. Who is this feature for?  
  
Task: Define the target user or customer segment for this feature. Write down their persona and how this feature will impact their experience.
4. How will this feature add value to our users?  
  
Task: Describe the benefit users will gain. Is it saving time, reducing effort, or improving outcomes? Write down the specific value in one sentence.
5. Does this feature have measurable success criteria?  
  
Task: Write down 2-3 metrics you'll use to measure the success of this feature (e.g., adoption rate, user retention, increased engagement).
6. What are the potential risks of implementing this feature?  
  
Task: Brainstorm 3 potential risks, such as overcomplicating the product, technical challenges, or misalignment with user needs. Write down one mitigation strategy for each risk.
7. How does this feature impact our existing product?  
  
Task: Consider how this feature fits into your product ecosystem. Write down any potential conflicts, overlaps, or dependencies it might introduce.
8. What is the ROI of this feature?  
  
Task: Estimate the return on investment by balancing the expected benefits (e.g., revenue, user satisfaction) against the required effort, cost, and time.  
  
Write down whether the ROI justifies the investment.
9. Is the team ready to build and support this feature?  
  
Task: Assess the team's capacity, skills, and resources. Write down any gaps in readiness and how you'll address them before approving the feature.
10. What happens if we don't build this feature?  
  
Task: Imagine not implementing this feature. Write down the potential consequences for your users, market positioning, and business goals.

## Final Checklist:

Question	Yes/No	Follow-Up Action
Does this feature align with our vision?		Revisit vision alignment
Does it solve a clear customer problem?		Refine the problem it addresses
Is the target audience well-defined?		Define or research the target users
Does it add measurable value?		Clarify success metrics
Are risks identified and mitigated?		Plan risk mitigation strategies
Does it fit within our current product?		Reassess product ecosystem fit
Is the ROI worth the effort?		Adjust expectations or scope
Are we ready to build and support it?		Identify gaps and address them