

Action Guide

357: 5 steps for prioritizing product features

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Application Questions

1. What challenges have you faced when prioritizing features?
2. Are you clear on your business goals?
3. Who are your most important customers? Which customer segments are important?



Actions to Take

What to Do Now

- Make sure you understand your business goals. Talk to your leadership if you are unsure.
- Identify your most important customers and customer segments you're interested in.

What to Do Soon

- Discuss your development budget and assign percentages to new features, strategic features, and tech debt. Remember to spend your devs wisely.
- Share your feature list with stakeholders, presenting data and customer feedback to support your choices.