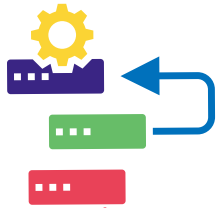


FEATURE REQUEST BOARD CHECKLIST



BACKLOG:

The backlog column should consist of every inbound feature request in no particular order or ordered by the date received. When inputting these requests, it's important to rate the estimated importance to the user based on the original request.

ESTIMATE:

The estimate column should contain feature requests that have been estimated in terms of the complexity and/or cost. For example, a developer may estimate the complexity and a project manager may convert that into a cost.

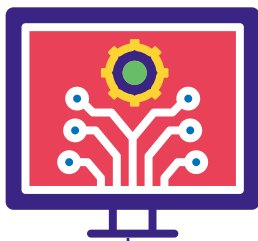


READY:

The ready column should contain feature requests that have been approved by the product manager for development. Product managers should also be sure to regularly ensure that the column is ordered by importance.

DEVELOPMENT:

The development column should contain feature requests that are active in the current sprint. These requests are pulled from the top of the ready column as time and development resources permit.



MARKETING:

The marketing column should contain feature requests that are being incorporated into a marketing campaign. Marketers might send emails or schedule social media posts while informing the users that originally requested the feature.

ARCHIVED:

The archived column should contain feature requests that have been developed and marketed. The requests in this column can be periodically deleted since these tasks have been completed.

