

SAMPLE FEATURE REQUEST QUESTIONNAIRE



Can you tell us a little more about the problem that this feature will solve?

Try to understand the underlying problem that the customer is facing rather than the feature that they are trying to propose. Is the problem already solvable with another feature? Is there a workaround that they can use?

How much does this problem impact your life?

Try to determine the severity of the problem in terms of its impact on their day-to-day work. Is the lack of a solution debilitating or is it a “nice-to-have” option?

How do you currently solve the problem without this feature request?

Try to understand how urgent the feature is to their happiness and productivity. If there is a workaround that they already use, how severe is the problem? Or, if there’s no workaround, do your competitors offer a solution?

Does this problem affect anyone else in your organization?

Try to understand the impact of the problem on various customer types. Does the problem impact them directly or are they being asked for something from someone else in their organization? How does that relate to purchasing decisions?

Can you elaborate on how the feature would work in your mind?

Try to understand their thinking behind a solution. Is there a better way to solve it? How much have they thought through the solution?

Do you have any other feedback you’d like to share?

Use the opportunity to ask for any other customer feedback that you may be able to use to validate the rest of your product roadmap.