

1. Problem clarity

- We can clearly define the core customer problem we are solving
- We understand why this problem matters to our target customers
- We have evidence that this problem exists (feedback, usage, demand)
- We are focused on solving a specific problem, not multiple competing ones

Notes:

2. Product-market fit signals

- Customers are actively using the product
- We are seeing repeat usage or engagement
- Retention is stable or improving over time
- Customers can clearly describe the value of the product

Notes:

3. Product prioritisation

- We prioritise based on customer value and business impact
- We focus on a small number of high-impact initiatives
- We understand the expected outcome of each product decision
- We avoid building features without clear evidence of demand

Notes:

4. Product and commercial alignment

- Product decisions are informed by customer feedback from sales/marketing
- Commercial teams understand the product and its value clearly
- Product roadmap aligns with business growth priorities
- Feedback flows consistently between product and commercial teams

Notes:

5. Product vs growth balance

- We understand whether product or growth is our current constraint
- We are investing in the area that will drive the most impact
- We are not scaling growth before product value is proven
- We regularly reassess where investment should be focused

Notes:

6. Metrics and decision-making

- We track a small number of meaningful product metrics
- Metrics reflect real customer behaviour (not vanity metrics)
- We use data to inform product decisions
- We understand the difference between leading and lagging indicators

Notes:

7. Readiness to scale

- The product delivers consistent value across customers
- Demand is becoming more predictable and repeatable
- The product can support increased usage or demand
- We have clarity on how product investment supports growth

Notes:

Final reflection - Before making your next product decision, ask:
Will this meaningfully improve customer value or business performance?

If the answer is unclear, more focus is needed.

If the answer is yes, you are likely prioritising effectively.

