

Rapid Feature Development Plan

1. Identify & Scope (½ day)

- Pick one user pain or friction point.
- Define success: “User can do X without Y frustration.”
- Write a one-line spec: problem → desired outcome → metric.

2. Design (½–1 day)

- Sketch flows or low-fidelity wireframes (Figma or whiteboard).
- Validate with one user or teammate — ask “Does this solve the problem?”

3. Build (1–2 days)

- Implement only the happy path first.
- Use feature flags or branches to isolate work.
- Keep UI rough; focus on functionality.

4. Test & Refine (1 day)

- Run quick internal test + 2–3 real users.
- Log friction points and time-to-completion.
- Fix bugs and simplify anything confusing.

5. Ship & Measure (½ day)

- Release behind a toggle or limited rollout.
- Track one leading metric (usage, completion, drop-off).
- Note feedback → feed next cycle.