Testing product goals

For product goals to have value, they must be well defined, narrow in scope, and achievable. After your team has articulated the goals for a particular project, put them through the rigor of the following test. If they do not meet all of the criteria listed below, try refining the goals together, until the entire team has a common and clear understanding of what success would look like.

Time: 30 minutes
Participants: All team members
Materials: Flipchart and/or whiteboard, dry-erase marker

Write goal statement here:

_____

_____

_____

If you answer "yes" to any of the following questions, more work is needed:

yes   no

◯   ◯   Is the benefit too large or too vague, (such as "achieve world peace")? Can it be split into smaller goals?

◯   ◯   Could you have more clarity around who the user is?

◯   ◯   Can you state the desired user behavior more specifically?

◯   ◯   Can the benefit be more easily achieved by other means?

◯   ◯   Are there dependencies outside the team's control that affect progess?

◯   ◯   Are you unable to definitively measure success or progress toward this goal?