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- Question asked by [Donna Mitchell](#)
- [Ideas](#)
- 5 replies
- 3 years ago

Where do your best feature ideas for your product come from?

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5 Replies



[Ron Yang](#)

Senior Director of PM/UX, Aha! -- the world's #1 product roadmap and marketing planning software
3 years ago

Product improvements keep your team energized and your customers happy. But that great idea is not going to fall in your lap. You have to know where to look for it.

I have been a part of five early stage companies and have launched hundreds of releases over the past 15 years. That means I have seen my fair share of good ideas (and a few bad ones too).

Your best ideas come from many places. Here are a few of them:

Seek out new information (OUTSIDE YOUR ORG)

The biggest ideas are likely to be found outside your organization, or at least the data that leads you to the next big feature idea. Update your competitive analysis, conduct a fresh round of customer interviews, read the latest industry reports and trends.

Find the hidden treasure (IN DATA)

You have a lot of data at your fingertips and it likely hides a hidden treasure just waiting to be found. Dig into customer success reports, analyze where your users are spending their time (and where they're not), and figure out what makes your super-users unique.

Revisit the cutting room floor (PRIOR WORK)

Lots of feature ideas get vetted and we decide not to move forward for one reason or another. Some of my best ideas have come from taking past feature explorations that were cut and reimagining how they could be used to solve new problems.

Even the most thorough analysis doesn't guarantee you're going to capture lightning in a bottle with your next big feature. But you can give yourself the best chance for success by gathering new information from outside the organization, reexamining the data you already have access to, and taking a look at past failures with a different lens.

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[Namrata Datta](#)

Coach, SAFe Program Consultant, CSPO

3 years ago

Ideathon: My favorite and I have found very successful with my teams, sitting and ideating with your team in a workshop, ask them to think like a user and then see what we are missing, creating few more user persona, looking at competitive market and see what we can pick. Your team is also one if given time and environment can give wonderful ideas. As I say a good developer knows for sure where are the bugs only give him time and explain user journey...

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[Namrata Datta](#)

Coach, SAFe Program Consultant, CSPO

3 years ago

Excellent compilation

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[James Harper](#)

project manager

3 years ago

Ideation is a structured process that can be done alone or in a group, over a period of time (rather than in one sitting). It is more focused than brainstorming, often guided by a known need or a pre-set requirement. Visual aids are important for the structured process, as they help to create a storymap or a mindmap which then enables in-depth development of the idea. In other words – seeing it through and crafting an actual form from the idea.

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[Jairus Streight](#)
Product & Developement @ The Number Creative
3 years ago

Internal necessity !

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