What frequency range on output is required? all the way to 6 GHZ?
Should board have 1 or 2 RF outputs?
How fussy on RFOUT about trace impedance, balance, shielding?
Should RFOUT use Balun or just one side to SMA?
Should board use SMA or some other RF connector?
Should this board be 0.032 thick or made from Rogers material? (make 50 ohm traces narrower)
Should board be more than two layers?  Layou with Bottom ground plane, top fill, and 0402 caps looks fairly good.
What Ref options, onboard TCXO, VCTCXO? What frequency and stability?
External REF? Selectable intern/extern? Externaly lockable?
What TCXO frequency?
What VCC/VDD pins require lowest noise?
Can regulators be different noise levels on different pins to save $?
On Eval Kit, why is VCC_PLL used for VCC_CP and VCC_DIG? Isn't charge pump noise sensitive?
Do loop filter components need to be larger than 0402? eval board allowed up to 1206.
Should loop filter components need to be user changeable?
How does eval kit get away with one set or loop filter Rs and Cs?
How should loop filter components be distributed between CP side and TUNE side (to minimize pickup)
What connector layout for board, what enclosure?
  – All on one edge, (Ref, OutA OutB, USB–C, 12V, LEDs)
  – Front and back for sliding into extruded enclosure
  – Top entry, for placing on lid
  – Random, board sits in a larger enclosure
How to control settings,
  – commercial MAX2870 software?
  – dip switches?
  – USB serial port command line interface
Powered from 12V or USB–C 5V?
Is it ok to route of status and control to MCU?  Lock Det, etc.
What test points on board?
  – same as Eval Kit?
  – MUX_OUT to SMA like eval?,
  – 0.025 posts for scope clips?