

Product Centricity Implementation Checklist

Escaping Feature Factory Syndrome

A companion resource from Agile Meets AI, Appendix B

Use this checklist to track your progress from output-focused to outcome-focused product development. Timings are illustrative — adapt to your organization's context and capacity.

Team/Product: _____

Start Date: _____

MONTH 1: BUILD CUSTOMER UNDERSTANDING

<input type="checkbox"/>	Establish customer feedback channels (in-app, support, surveys)	Owner:
<input type="checkbox"/>	Identify 3-5 key customer personas	Owner:
<input type="checkbox"/>	Schedule and conduct first customer interviews (aim for 2+ per month)	Owner:
<input type="checkbox"/>	Set up basic analytics tracking for user behavior	Owner:
<input type="checkbox"/>	Create shared repository for customer insights	Owner:

MONTH 2: ALIGN AROUND CUSTOMER OUTCOMES

<input type="checkbox"/>	Create customer journey maps for primary personas	Owner:
<input type="checkbox"/>	Define outcome-based goals (replace feature-focused goals)	Owner:
<input type="checkbox"/>	Start bi-weekly customer insight sharing sessions	Owner:
<input type="checkbox"/>	Launch cross-functional collaboration practices	Owner:
<input type="checkbox"/>	Establish leading and lagging indicator metrics	Owner:

MONTH 3: EMBED PRODUCT PRACTICES

<input type="checkbox"/>	Establish CX roles and responsibilities (see Appendix B)	Owner:
<input type="checkbox"/>	Implement Value Proposition Canvas for key offerings	Owner:
<input type="checkbox"/>	Begin User Story Mapping practice	Owner:
<input type="checkbox"/>	Create customer-centric success metrics dashboard	Owner:
<input type="checkbox"/>	Align releases with outcome-based goals set in Month 2	Owner:

ONGOING: SUSTAIN AND EVOLVE

<input type="checkbox"/>	Regular customer feedback analysis (weekly/bi-weekly)	Owner:
<input type="checkbox"/>	Quarterly journey map updates based on new insights	Owner:
<input type="checkbox"/>	Continuous goal refinement based on learning	Owner:
<input type="checkbox"/>	Team training and development programs	Owner:
<input type="checkbox"/>	Monitor for Feature Factory red flags (see assessment)	Owner:

Progress Notes

Biggest win so far:

Biggest challenge:

Next priority:

Remember: This roadmap is a starting point, not a prescription. The goal is sustainable customer focus, not perfect execution of a plan. Start with what addresses your biggest gap in customer understanding.

From *Agile Meets AI: A Pragmatic Guide for Modern Teams* by Sheila Eckert

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