

Product Centricity Red Flags

Are You Slipping Back into Feature Factory Thinking?

A companion resource from Agile Meets AI, Appendix B

Even teams committed to customer-centricity can drift back toward feature factory patterns. Use this assessment quarterly to catch warning signs early.

Team: _____ Date: _____

Warning Sign	Rarely	Sometimes	Often
"FEATURE = DONE" MINDSET			
We celebrate delivery dates rather than customer outcomes			
We celebrate delivery dates rather than customer outcomes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Success is measured by features shipped, not value delivered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Done" means deployed, not "customers are using it successfully."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INSIDE-OUT THINKING			
Decisions are based on internal convenience, not customer value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Roadmaps are driven by stakeholder requests, not customer needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We build what's easy rather than what customers need most	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ASSUMPTION-DRIVEN DEVELOPMENT			
We build features without validating customer needs first	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product decisions happen in conference rooms, not with customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We rarely talk directly to customers before building	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
METRICS THEATER			
We track vanity metrics that don't connect to customer success	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Velocity and story points matter more than customer outcomes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We can't answer the question "How did this feature help customers?"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SILOED DECISION-MAKING			
Product decisions are made without cross-functional input	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer insights don't reach the people building the product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teams work in isolation without shared customer understanding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Interpretation

Count your "Often" responses:

0-2: Healthy — Continue current practices, monitor quarterly

3-5: Warning — Address the highest-scoring category this month

6-9: At Risk — Prioritize customer-centricity practices immediately

10+: Critical — You're operating as a Feature Factory; restart with Month 1 activities

Highest-risk category: _____

One action we'll take this week: _____

Key Insight: Feature Factory patterns often emerge gradually under pressure. Regular assessment catches drift before it becomes entrenched. The antidote is always the same: get closer to customers.

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

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