

Why and Why Not Questions for Product Managers about Data, Actions, Revenue & Communication

• Data

- Is every piece of data we are asking our user needed for us?
- Is the data needed now or sometime in the future?
- Can the data we are asking be acquired from somewhere else with user permission?
- If so, what are our impediments & concerns?
- How the “usage data” can benefit the user vs the company?

• Revenue/Fee

- Can the point of sale be moved? If so, what are pros & cons?
- Else can be the payee instead of the user?
- Can the Fees be collected with a different “criteria”?

• Action/Task

- Can the need for this User action be avoided?
- Can this User action be done in any other way w focus on reducing user friction?
- Is the User getting a tangible benefit for this action/task or the company benefitting?

• Communication

- How good is Feedback loop for us to learn about User reaction/input while in product.
- What communication to User will help enhance their experience/satisfaction?