Feature Intake Template:

Problem → Impact → Urgency → Reusability

Use this format when submitting new ideas or roadmap suggestions. It helps us understand the *why*, not just the *what,* so we can prioritise based on real need and potential value.

1. What's the problem?

What's the actual problem we're trying to solve? What's not working, or what's getting in the way for the customer?

Example: Customers can't export reports in a usable format, making it hard for them to share insights internally.

2. Why does it matter?

What's the impact of this problem on customers, on the business, or on internal teams? Be specific.

Example: This is slowing onboarding for new enterprise customers and creating manual work for Customer Success.

3. How urgent is it?

Is there a time pressure (deal at risk, renewal coming up, high-impact customer)? Or is this something we should monitor?

Example: A top 5 customer flagged this as a potential blocker for expansion next quarter.

4. What's the broader potential?

Could this feature help other customers or be reused across segments? Is it aligned to our ideal customer profile or product strategy?

Example: We've had similar asks from two other large accounts. If we solve this properly, it could unlock upsell and reduce onboarding friction.

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