

Buy a Feature



Prioritize features and create consensus on the result.

Which feature will entice customers to purchase your product? Which feature will cause customers to upgrade? Product planners endlessly debate these and other kinds of questions. Choosing the right set of features to add to a release often marks the difference between short-term failure or long-term success. The Buy a Feature game improves the quality of this decision by asking your customers to help you make it.¹

Playing the Game

Create a list of potential features and provide each with a price. Customers buy features that they want in the next release of your product using play money you give them. Make certain that some features are priced high enough that no one customer can buy them. Encourage customers to pool their money to buy especially important and/or expensive features. This will help motivate negotiations between customers as to which features are most important.¹

Roles

Feature Retailer	Facilitates the game and encourages buyers to collaborate by pooling their resources to achieve common objectives.
Buyer	Select the highest value features by purchasing the features in which they have the greatest interest. Negotiate with other buyers to purchase features of common interest.
Observer	Observe the purchasing process noting the dynamics of the buyers as a group and how joint purchasing decisions are made.

Example Position Statement and User Stories

For	All Caring Pet Owners
Who	<ul style="list-style-type: none"> • Travel away from home • And want the ultimate pampered day care for their pets
PoodlePalace	Provides loving short and long term care
That	<ul style="list-style-type: none"> • Is tailored to your specific needs • Makes your pets feel like they are on vacation too
Unlike	Ordinary boarders
PoodlePalace	<ul style="list-style-type: none"> • Offers individualized suites • Provides owner with 24x7 webcam access • Guarantees your pets' complete satisfaction

¹ Luke Hofmann: [Innovation Games - Creating Breakthrough Products Through Collaborative Play](#)



Name	User Story	Benefit	Size in Story Points	Purchase Price	Player 1 Bid	Player 2 Bid	...	Total Bid
Make Reservation	As a pet owner I want to reserve a PoodlePalace Suite so that FiFi will have the ultimate doggie day care experience.	Reserved Space	5	\$75				
Meal Preference	As a pet owner I want to specify a meal/treat preference so that FiFi has her usual food.	Usual Food	1	\$15				
Web Camera	As a pet owner I want to view FiFi via a web camera so that I can see how happy and active she is.	Increased owner comfort	8	\$120				
Pooch Profile	As a pet owner I want to create a Pooch Profile so that I don't have to keep repeating my preferences.	Ease of use	3	\$45				
Online Payment	As a pet owner I want to pay on-line for FiFi's stay at PoodlePalace so that her accommodation is guaranteed.	Ease of payment	5	\$75				
Confirm Reservation	As a reservationist I want to send a confirmation to FiFi's owners so that they be assured of their reservation for FiFi.	Confirmed space	2	\$30				
Space Availability	As a reservationist I want to the availability of an accommodation so that I don't accept multiple reservations for the same date.	Increased accuracy	8	\$120				
Medical Treatment	As a pet handler I want to be reminded when to administer any medicines for FiFi so that she receives the proper treatments.	Health and well being	5	\$75				
Special Needs	As a pet handler I want to review any special needs for FiFi so that I know how to care for her.	Improved care	3	\$45				
Temperament	As a pet handler I want to know which other dogs FiFi plays well with so that she has a safe environment.	Safety	3	\$45				
Activity Schedule	As a pet handler I want to create a schedule of activities for FiFi so that she is well attended.	Increased "guest" satisfaction	5	\$75				
Feedback	As the owner of PoodlePalace I want to collect feedback from pet owners so that I know how to improve my services.	Improved Service	8	\$120				
Historic Data	As the owner of PoodlePalace I want to review historical data so that I know which services are most commonly used.	Increased business	13	\$195				
Virtual Tour	As the owner of PoodlePalace I want to offer a virtual tour of my facilities so that potential customers are attracted to my business.	Attract new business	13	\$195				