# Example checklist for defining product features

A product feature is simply a benefit that you will deliver to end users. Feature definition is all about accuracy, transparency, and communication. You have to include the key information necessary for the team to understand who your user is, how the feature will address their problem, and how the team will work together to build the feature. Focus on the "why," "what," and "when" to streamline the process and help the team align around the big picture:

**🗹 Goals and initiatives**   
Align the feature with your company and product strategy. You can do this in Aha! Roadmaps by linking the feature to your goals and initiatives.

**🗹 Score**   
Create a scorecard to rank each feature based on the criteria that matter most, such as sales potential or customer retention.

**🗹 Description**

Briefly explain what the user needs to accomplish and how the feature helps them do this. For example: *As a [type of user], I want to achieve X so that I can do Y.*

**🗹 User challenge**   
Address the pain point the user is experiencing and how the feature alleviates this pain. For example: *The user is struggling to X, and the feature addresses this challenge by Y.*

**🗹 Benefit**   
While a feature describes functionality, a benefit refers to the value that a user will gain from using that functionality. So define the value that the feature will bring to the user.

**🗹 Persona**   
Create user personas to capture who your customers are, then link each feature to a persona so the team can visualize who you are actually trying to help.

**🗹 Requirements**   
Capture the specific requirements needed to build the feature — this helps the engineering team understand how to implement the feature.

**🗹 Visuals**   
Create a wireframe or sketch of the desired user experience, then collaborate with the UX team to make a mockup of what the feature will look like.

**🗹 Estimate**   
Determine the resources involved in building and supporting the feature. You will likely want to figure out effort, cost, and team capacity.

**🗹 Timing**   
Assign dates so everyone knows when you will deliver the feature. If your feature is part of a larger release, you will also need to keep a separate release date in mind.

## Define features, create requirements, and build product roadmaps in one tool — try [Aha! Roadmaps](https://www.aha.io/trial) free for 30 days.