

## *Forget Feature Requests*

### **Let your customers remind you what's important**

Customers want everything under the sun. They'll avalanche you with feature requests. Just check out our product forums; The feature request category always trumps the others by a wide margin.

We'll hear about "this little extra feature" or "this can't be hard" or "wouldn't it be easy to add this" or "it should take just a few seconds to put it in" or "if you added this I'd pay twice as much" and so on.

Of course we don't fault people for making requests. We encourage it and we want to hear what they have to say. Most everything we add to our products starts out as a customer request.

But, as we mentioned before, your first response should be a no. So what do you do with all these requests that pour in? Where do you store them? **How do you manage them? You don't. Just read them and then throw them away.**

Yup, read them, throw them away, and forget them. It sounds blasphemous but the ones that are important will keep bubbling up anyway. Those are the only ones you need to remember. Those are the truly essential ones. Don't worry about tracking and saving each request that comes in. Let your customers be your memory. If it's really worth remembering, they'll remind you until you can't forget.

How did we come to this conclusion? When we first launched Basecamp we tracked every major feature request on a Basecamp to-do list. When a request was repeated by someone else we'd update the list with an extra hash mark (II or III or IIII, etc). We figured that one day we'd review this list and start working from the most requested features on down.

But the truth is we never looked at it again. We already knew what needed to be done next because our customers constantly reminded us by making the same requests over and over again. There was no need for a list or lots of analysis because it was all happening in real time. You can't forget what's important when you are reminded of it every day.

And one more thing: Just because x number of people request something, doesn't mean you *have* to include it. Sometimes it's better to just say no and maintain your vision for the product.



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