



A feature list still leaves the story unfinished

Six questions for the next release meeting

Based on launch reviews and product handoffs

THE MEETING

The release notes were accurate

The team could name every feature. Nobody could describe what a user would finish differently on Monday.

That gap usually points to product work, not copy work.

QUESTION 01

What task is the user trying to finish?

Name the task in the user's words. If the sentence begins with the feature name, try again.

Weak: New workflow builder

Clear: Turn a support request into an assigned task

QUESTION 02

Where did the old path break?

Show the moment that created extra work, confusion, or abandonment. A real screen or user sentence beats a category label.



The useful evidence is often one step before churn

The tab switch. The copied field. The question nobody answered.

Can the new path be seen?

START

What does the user already have?

ACTION

What changed in the workflow?

RESULT

What can they finish without help?

FINAL REVIEW

Could someone unfamiliar explain the change?

- ☐ I can name the user task.
- ☐ I can point to the old break.
- ☐ I can show the new path.
- ☐ I have proof beyond a feature claim.

Save this for the next release meeting.