

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

Our game will be a simulation based on the Position Statement and Users Stories below. Each group will have a Feature Retailer, a number of Buyers, and at least one Observer. Each buyer will receive some amount of (play) money with which to purchase features, but multiple Buyers will have to collaborate to buy the higher value features by pooling their funds. Each group will have funds to purchase less than half of the features on the list, so the objective is to identify the most valuable features to include in the first release of the product.

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				