

Post-Mortem Competitor Feature Response

A retrospective held after releasing a feature response to a key competitor's launch.

Keep Doing

- Cross-functional marketing and tech alignment check-ins
- Customer success feedback tag systems

Less Of

- Scope creep during emergency feature releases
- Duplicate bug reports across teams

More Of

- Prototyping core UI variations early
- Customer research interviews on rival features

Stop Doing

- Rushing code without QA review under competitor pressure
- Relying on assumptions about rival pricing strategies

Start Doing

- Monitoring rival public changelogs weekly
- Pre-sprint competitive gaps audit