SaaS Product Strategy Checklist

This checklist is divided into logical phases to help you transition from initial research to full-scale execution.

Step 1: Market Research and Foundation

- [ ] **Identify your Ideal Customer Profile (ICP)** by documenting specific company sizes, industries, and technical requirements.

- [ ] **Conduct 15 qualitative interviews** with target users to uncover the "Jobs to be Done" and specific workflow friction points.

- [ ] **Analyze three direct competitors** using a SWOT matrix to find gaps in their current feature sets or pricing models.

- [ ] **Draft a one-sentence Product Vision** that clearly defines the long-term objective your team is working toward.

Step 2: Value Definition and Growth Motion

- [ ] **Perform a strategy self-assessment** to determine if your product's time-to-value favors a Product-Led or Sales-Led growth motion.

- [ ] **Write your Unique Value Proposition (UVP)** using a jargon-free formula that highlights the specific outcome for the user.

- [ ] **Define your core pricing structure** by selecting between tiered pricing or usage-based billing based on user value perception.

- [ ] **Identify your North Star metric** to serve as the single most important indicator of product value delivery and user success.

Step 3: Prioritization and Roadmap Development

- [ ] **Score your entire feature backlog** using the RICE method to prioritize high-impact initiatives over low-value tasks.

- [ ] **Apply the MoSCoW framework** to your current development cycle to separate non-negotiable "Must-haves" from secondary additions.

- [ ] **Build a 12-month visual roadmap** that aligns every planned feature release with your overarching SaaS product strategy.

- [ ] **Verify global tax and legal compliance** for your target markets to ensure your international expansion is not hindered by billing localizations.

Step 4: Tracking and Iteration

- [ ] **Set up a real-time data dashboard** to monitor essential metrics like Monthly Recurring Revenue (MRR) and Customer Acquisition Cost (CAC).

- [ ] **Implement user feedback loops** through surveys or in-app tools to capture qualitative data after every major feature release.

- [ ] **Schedule a recurring quarterly review** to evaluate market trends and adjust your strategic roadmap based on verifiable user behavior.