

Bad idea: Specials / Customer specific Product (features)

A **special** is when a company gets a big check from a prospective customer or partner with the condition that you build into your product exactly what they say. Specials should always be kindly rejected. First of all it's extremely difficult for the customer to know what he needs until he sees it; second, customers don't know what's possible; and third, customers don't often interact with each other in order to identify common themes. It's **uclear that features from the special are the best things to focus on right now**. By pursuing these special features now, what important work on your roadmap are you delaying? The needs of the many outweigh the needs of the few or the one

Source: First Book on the [The Old Page](#) list