

How to kill an unused feature

Let's face it, your beloved feature is used by less than 1%. It's time to **let it go**

Why should you delete features?

- 1 It helps you clarify your product's value proposition
- 2 It reduces the direct costs of building your product (e.g tech debt)
- 3 It reduces the indirect costs as well (e.g. user confusion leading to less adoption)

The Usual Suspects



Settings

Configuration pages usually hide a lot of garbage features



Legacy Customers

Things we've built to close a major deal and were never adopted



Advanced Actions

Think about advanced filters, sorting and annotating capabilities

The checklist to remove the feature

- Deeply segment the users who are currently using the feature
- If the feature includes user data, develop ways to export or move the user's content
- Communicate in advance multiple times
- Provide clear documentation (internal and external) to customer facing teams
- Remember to celebrate 🎉
Sometimes, removing a feature adds more value than building new capabilities

"Maybe we should give it another shot?"

We all feel like we are "one step away" from getting the feature widely adopted. If you decide to improve it set a clear target for improvement.

Here's my framework for when to continue iterating and when to stop

0%-40% of our target

"Let's stop"

40%-70% of our target

"Let's iterate"

70%+ of our target

"Yes! Keep it"