

QUICK WINS VS FIRST VALUE



QUICK WINS

- Morsels of value
- Delivered in days or weeks
- Meaningful for users
- Deliver emotional impact
- Keep customers engaged, before product deployed

Examples:

Changing mindsets, concepts, contexts; setting up initial workflow.

FIRST VALUE

- Measurable
- Not full ROI
- Related to product deployment
- Important internal metric

Examples:

Specific product feature usage, % active users, meaningful deployment



DONNA WEBER