



PM Series III: Breaking the Mold in PM

SUBTRACTION
IN
PRODUCT FEATURES



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1

Feature Fatigue to Feature Zen

Why: In the race to add more, products often lose their essence.

What: Courageously cut down to what truly matters.

How: Challenge every feature. Ask if it is essential. If not, axe it.

Result: A cleaner, more focused product.



2

Kill Your Darlings

Why: Emotional attachment to features can blindside product vision.

What: Be ready to remove even beloved features ruthlessly.

How: Remove popular features that don't align with long-term vision.

Result: Short-term loss for a long-term gain. Position uniquely in the market.



3

Subtraction as Innovation

Why: Innovation isn't always about adding; it can also be about subtracting.

What: Use subtraction as a tool for innovation.

How: Focus on simplifying existing features. Make them more efficient and intuitive.

Result: Potential surge in user engagement and satisfaction.



**KEEP CHALLENGING,
KEEP INNOVATING!**

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