

# Start, Stop, or Grow: A Decision Framework for SaaS Product Management



## Start, Stop, or Grow?: A Data-informed Approach To Academic Program Evaluation And Management

by Robert Gray Atkins

★★★★★ 5 out of 5

Language : English  
File size : 6705 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 168 pages  
Lending : Enabled



As a SaaS product manager, you are constantly faced with decisions about which features to build, which to discontinue, and which to enhance. With so many options available, it can be difficult to know where to start. That's where the Start, Stop, or Grow framework comes in.

### What is the Start, Stop, or Grow framework?

The Start, Stop, or Grow framework is a simple but powerful tool that can help you make better decisions about your SaaS product. The framework is based on the idea that there are three main types of actions you can take with any feature:

- Start: Develop and launch the feature.

- Stop: Discontinue the feature.
- Grow: Enhance or improve the feature.

The framework is a simple way to visualize the different options you have for each feature, and to make decisions about which actions to take.

## **How to use the Start, Stop, or Grow framework**

To use the Start, Stop, or Grow framework, follow these steps:

1. **Identify the features that you are considering.** This could be a list of new features that you are thinking about developing, or a list of existing features that you are considering discontinuing.
2. **For each feature, ask yourself the following questions:**
  - What is the value of this feature to our customers?
  - How much effort will it take to develop or enhance this feature?
  - What is the potential impact of this feature on our business?
3. **Based on your answers to these questions, decide whether to start, stop, or grow each feature.**

## **Benefits of using the Start, Stop, or Grow framework**

The Start, Stop, or Grow framework can help you make better decisions about your SaaS product in a number of ways:

- **It forces you to think strategically about your product.** When you use the framework, you are forced to consider the value, effort, and

impact of each feature. This helps you to make decisions that are aligned with your overall product strategy.

- **It helps you to prioritize your work.** The framework helps you to identify the features that are most important to your customers and your business. This allows you to focus your time and resources on the features that will have the greatest impact.
- **It helps you to avoid wasting time and money on features that are not valuable.** By using the framework, you can identify the features that are not worth investing in. This helps you to avoid wasting time and money on features that will not benefit your customers or your business.

The Start, Stop, or Grow framework is a powerful tool that can help you make better decisions about your SaaS product. By following the steps outlined in this article, you can use the framework to identify the features that are most valuable to your customers and your business, and to prioritize your work accordingly. This will help you to develop a more successful SaaS product.



## Start, Stop, or Grow?: A Data-informed Approach To Academic Program Evaluation And Management

by Robert Gray Atkins

★★★★★ 5 out of 5

Language : English  
 File size : 6705 KB  
 Text-to-Speech : Enabled  
 Screen Reader : Supported  
 Enhanced typesetting : Enabled  
 Word Wise : Enabled  
 Print length : 168 pages  
 Lending : Enabled

