

How I Inadvertently Launched Speckled

Step 1: Get the idea

Step 2: Buy the domain

Step 3: Work on the fun parts

A few months later...



Monday, June 24, 2019

Yesterday I was plotting some ideas for my next project. One is for a web app that helps you prioritize product ideas and write up specs. I purchased some domains yesterday and think I'll go with getspeckled.com.

“You will start to notice all sorts of signs pointing you towards the idea. Everything you see and touch and do will remind you of the idea. The idea will wake you up in the middle of the night and distract you from your everyday routine. The idea will not leave you alone until it has your fullest attention.

And then, in a quiet moment, it will ask, “Do you want to work with me?””

Elizabeth Gilbert, Big Magic



Corinn Pope
@corinnpoppe



So I inadvertently launched my product today...

7:25 PM · Jul 24, 2020



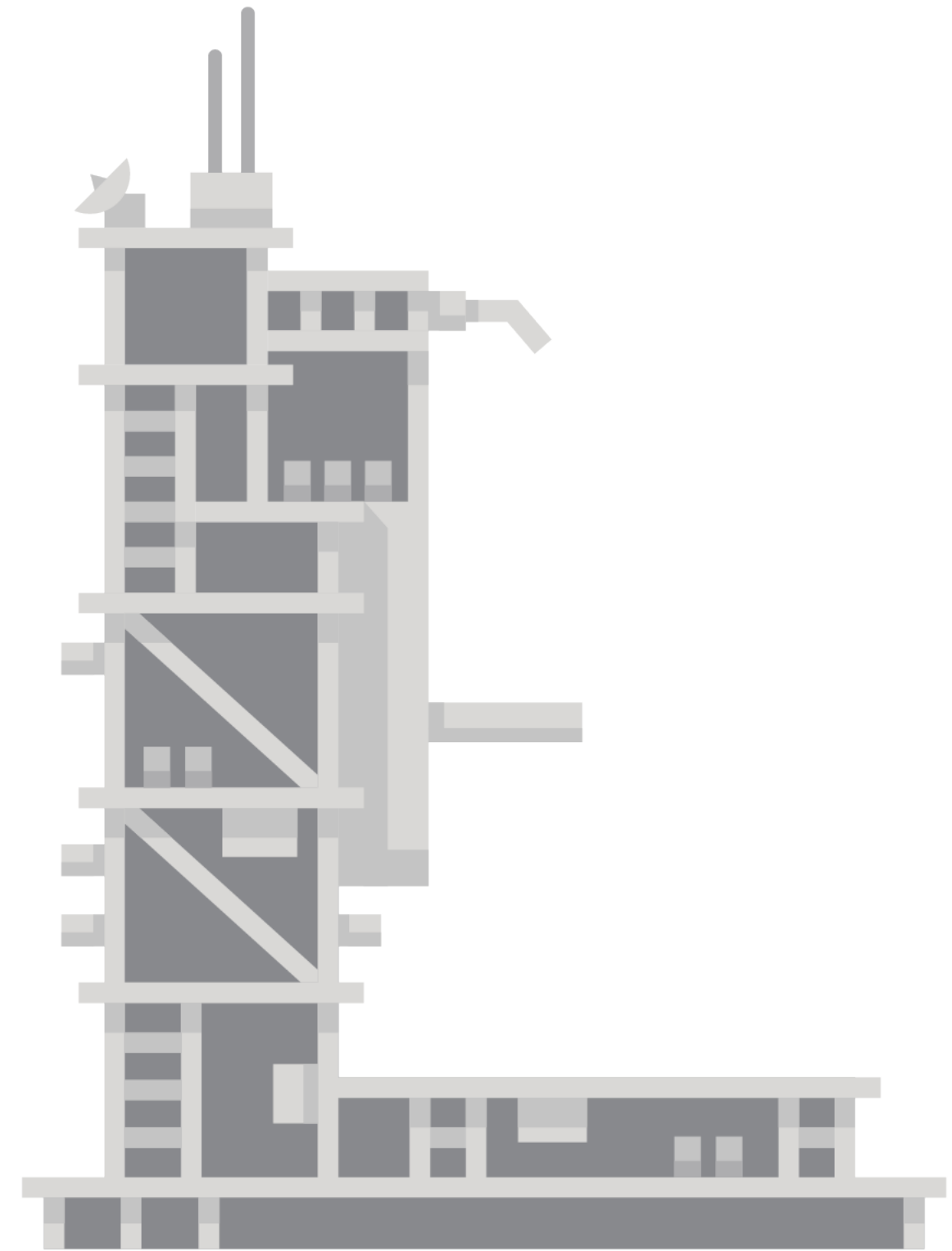
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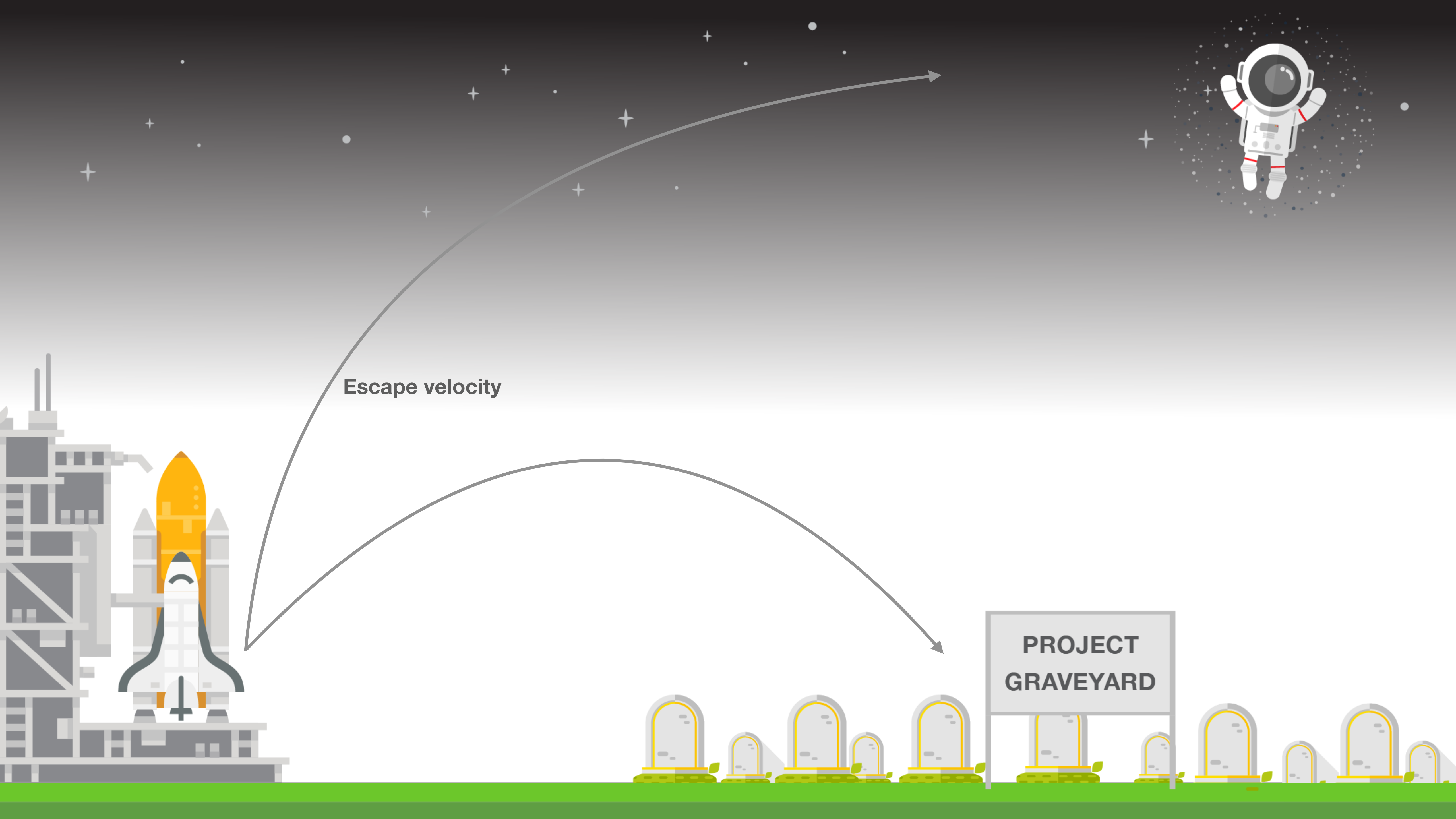


See Corinn Pope's other Tweets

What is the difference between a project that actually launches and one that crash lands in your side project graveyard?

Momentum

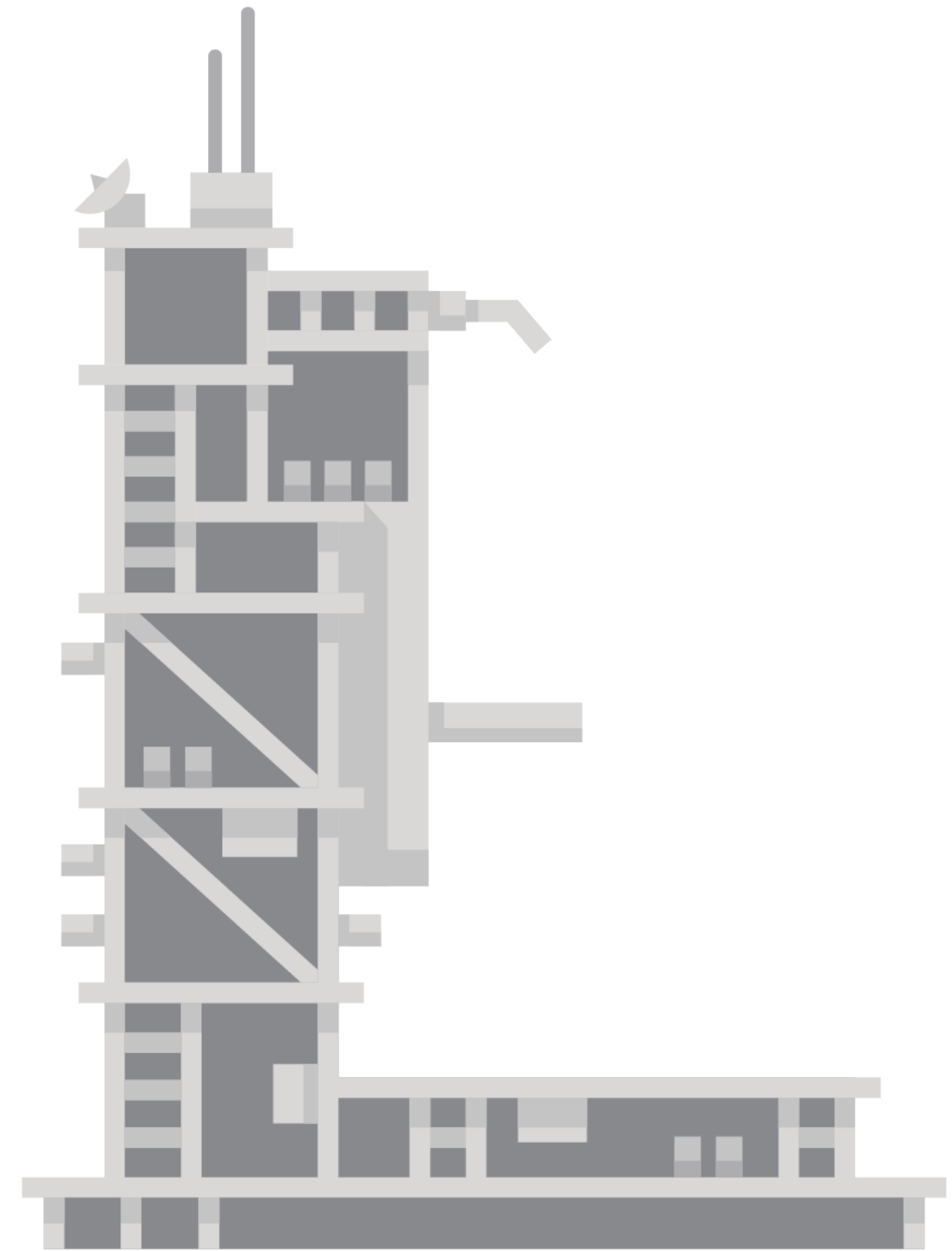




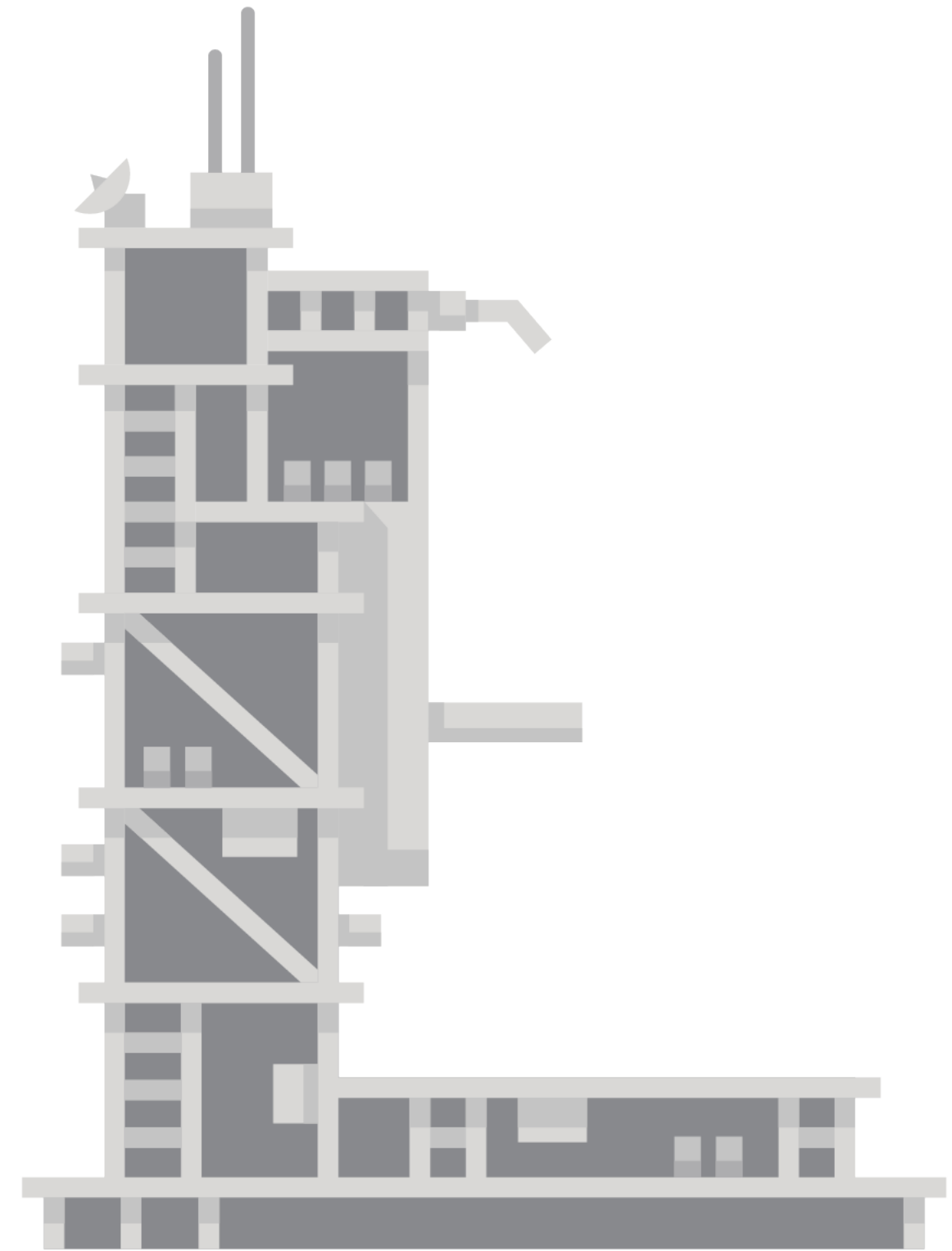
Escape velocity

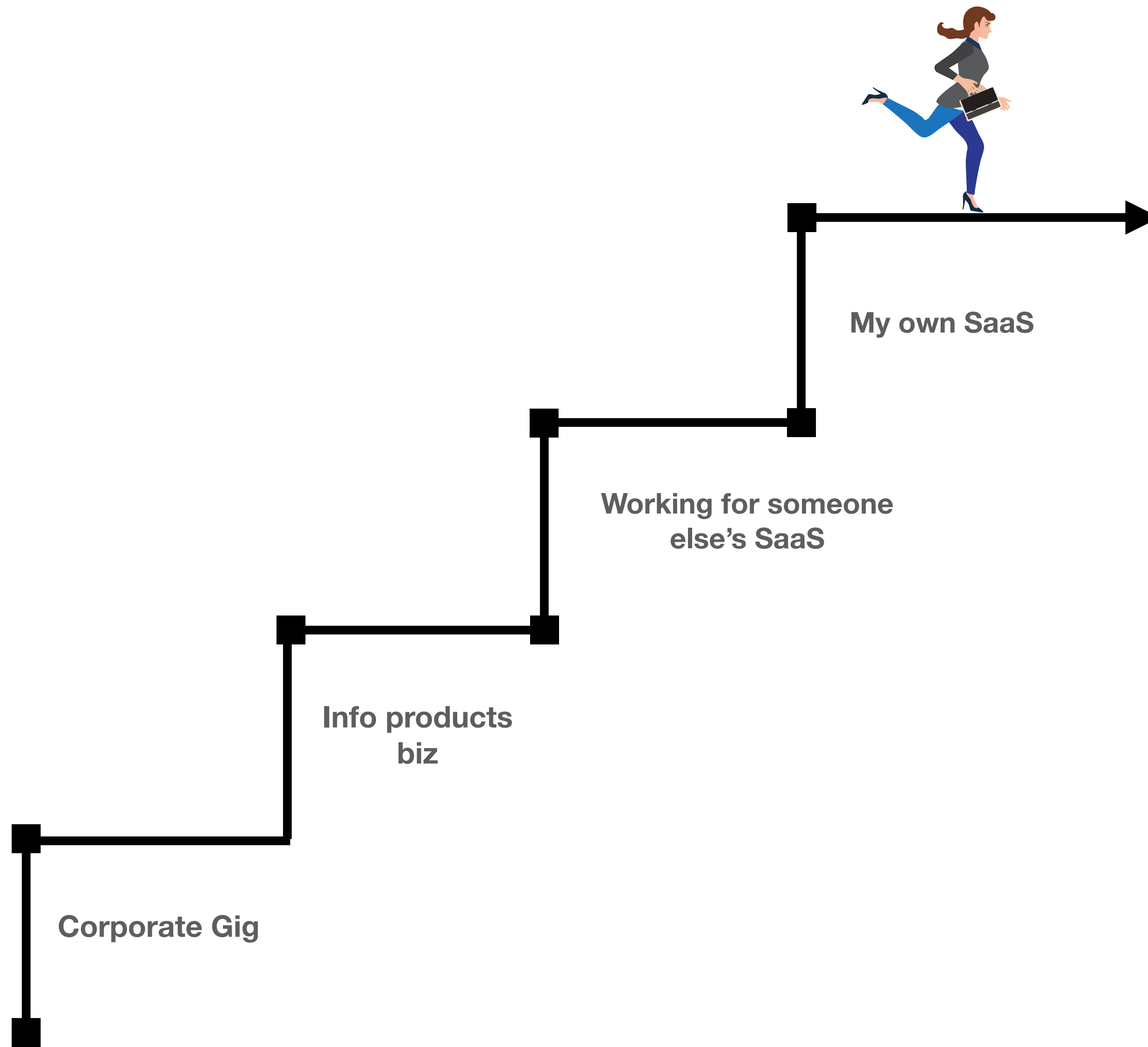
PROJECT
GRAVEYARD

Building Your Base



Confidence & Skills





Community, support & mentorship

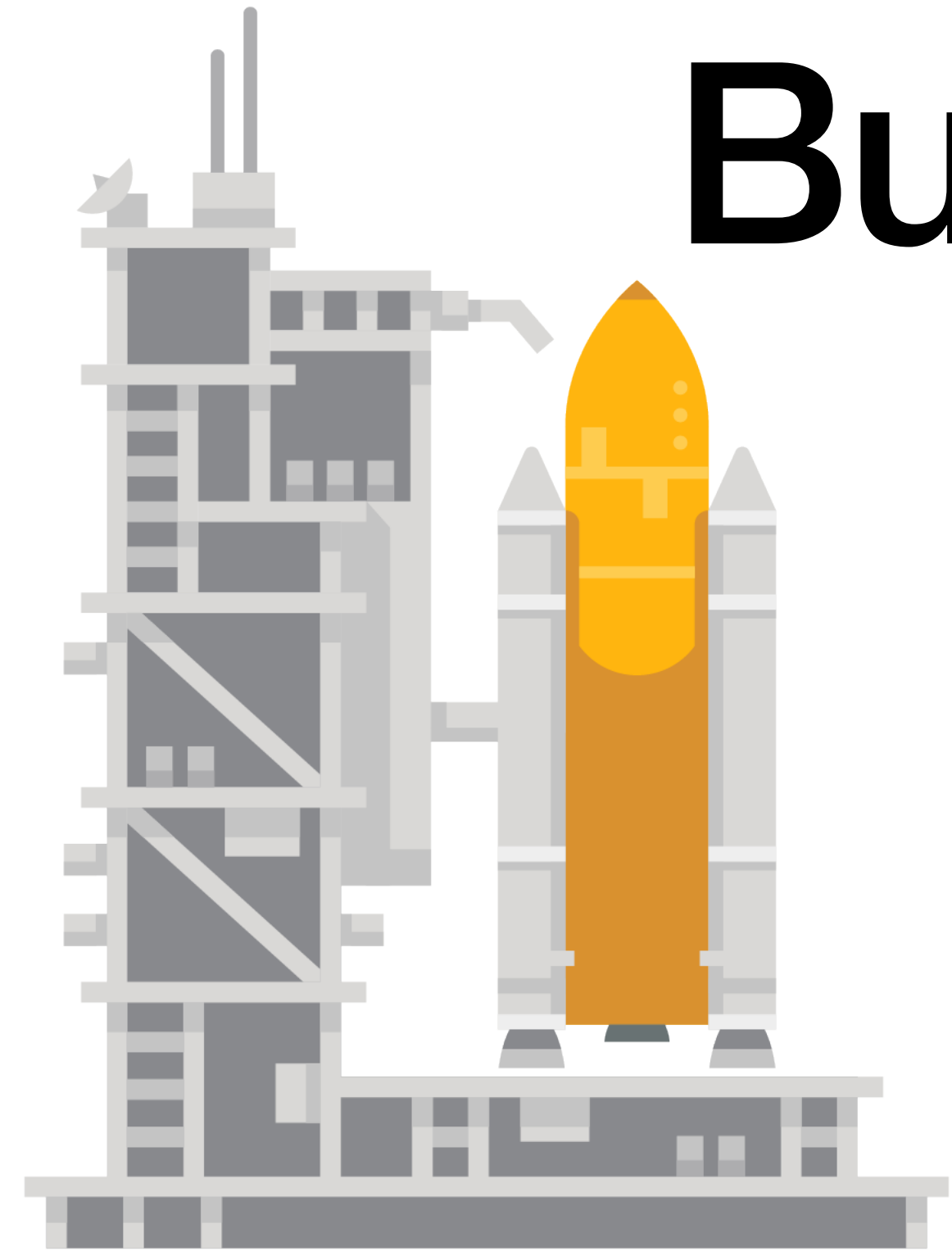
Find a community

Join a mastermind

Get a mentor

Realize not everyone is going to understand what you're trying to do

Building Your Momentum



Your Idea

Are people talking about this problem when you're not around?

Are people already buying similar things?

Do you want to hang out with the kind of people who have this problem?

Are you the right person to work on this idea?

Marketing as you go

Commonly dished out advice. Also commonly ignored.

Marketing can make you squirm

If you're stuck, try the reverse press release technique

Press release

Speckled makes product decisions easy

Product managers can now collect feature requests, prioritize, and build a roadmap that helps them achieve their goals.

Speckled is a product management tool that helps product managers figure out what to build next.

Product managers are constantly bombarded with ideas for new features. However, not every new feature will make it onto your roadmap. So how do you prioritize in a way that balances the needs of your customers, your stakeholders, and still makes sure you're delivering a delightful experience?

Speckled helps you intake feature requests, add them to your prioritization list for sorting and analysis, and guides you in building a roadmap based on what is best for your own goals. Customize the info you need for new ideas, tweak and perfect your prioritization criteria, and drag and drop items onto your roadmap. When you're done, share it with your team for feedback or share it through a private URL to your stakeholders.

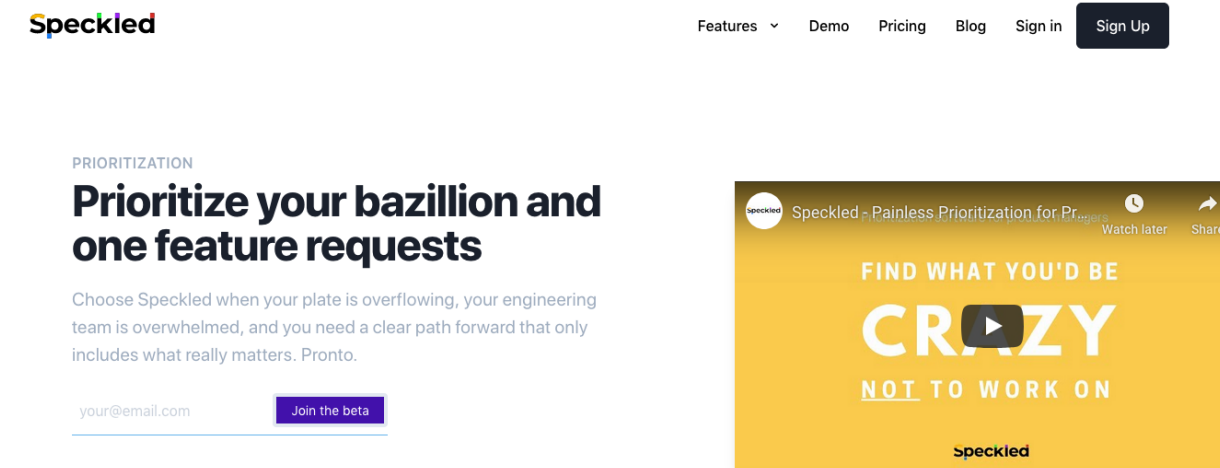
"We used to agonize over what to build next. Speckled has made that decision crystal clear. We can move much faster with much more certainty." ~Customer A

Getting setup is as easy as signing up, adding your current items via csv, and watching your roadmap come together. Pricing starts at just \$19/month. Every plan includes unlimited users.

"Speckled helped me find some items in my priority list I didn't realize could have such a great impact. Without it, our product would be no where near as sticky as it is now" ~Customer B

To sign up, head to getspeckled.com.

Landing page with email capture



"It's in the backlog!"

Now if only you had a dollar every time you said that...

As a PM, you're constantly **bombarded with customer feature requests**, demands from the marketing and sales teams, "cool" new ideas, bug reports, and the dreaded "the CEO wants this right away" type requests.

Meanwhile, **your engineering team is overworked** from shipping all those "game changing" features that never quite work out to be so.

Oh, and you still need to **hit your own OKRs**.

You can't say yes to everything. So, how do you figure out what to work on next? **You prioritize.**

INTRODUCING SPECKLED Painlessly Prioritize Every Request, Idea, and Bug

Not everything can (or should) make it onto your roadmap. Speckled is prioritization software that helps you make sense of what should make the cut and what can wait.

Value Based Decisions

Customer delight. Stakeholder happiness. Retention. Profit. Impact. Sustainability. Growth. Market needs. Competitor squashing. Internal efficiency.

Whatever it is that you value, you can score ideas on it in Speckled.

Custom Evaluation Criteria

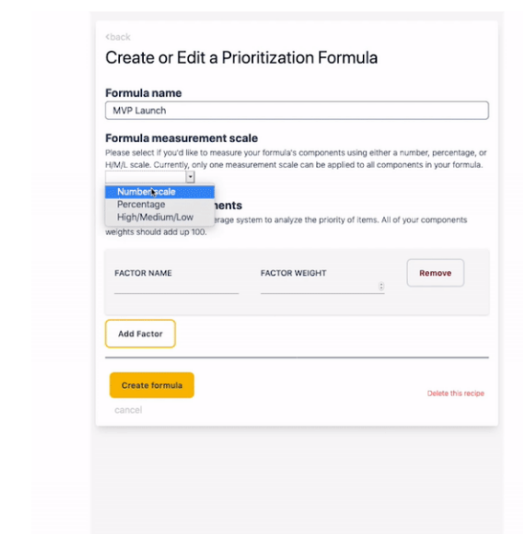
No matter what you value at the moment or in the future, you can score your list against it.

Custom Formulas

Tweak, balance, and perfect your prioritization scores with your own custom formulas.

Common Frameworks

Prefer a simple RICE prioritization framework? Speckled includes RICE as an option to prioritize your list with.



Email list!

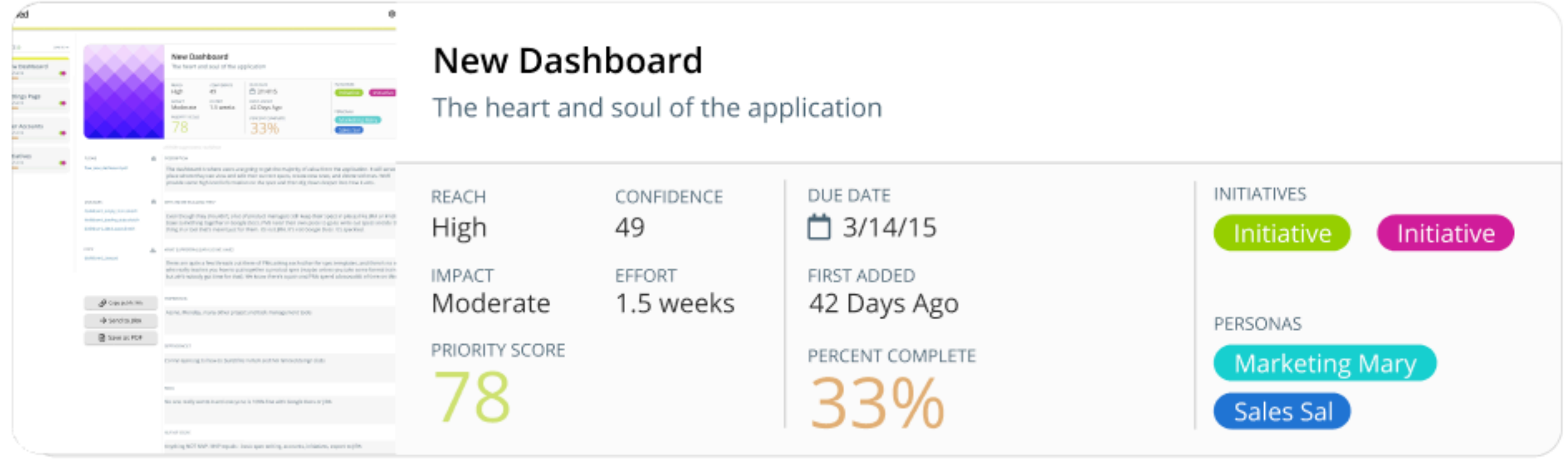
Building the darn thing

It's going to take longer than you think it will

Keep it simple

Cut features rather than add them

- MY SPECS + SORT BY ▼
- 74 **New Dashboard**
3/14/15
33%
 - 74 **Settings Page**
3/14/15
33%
 - 74 **User Accounts**
3/14/15
33%
 - 74 **Initiatives**
3/14/15
33%



New Dashboard
The heart and soul of the application

REACH: High | CONFIDENCE: 49 | DUE DATE: 3/14/15
 IMPACT: Moderate | EFFORT: 1.5 weeks | FIRST ADDED: 42 Days Ago
 PRIORITY SCORE: 78 | PERCENT COMPLETE: 33%

INITIATIVES: Initiative, Initiative
 PERSONAS: Marketing Mary, Sales Sal

all fields support basic markdown

FLows

[flow_new_dashboard.pdf](#)

DESCRIPTION

The dashboard is where users are going to get the majority of value from the application. It will serve as a place where they can view and edit their current specs, create new ones, and delete old ones. We'll provide some high level information on the spec and then dig down deeper into how it acts.

MOCKUPS / WIREFRAMES

[dashboard_empty_state.sketch](#)
[dashboard_loading_state.sketch](#)
[dashboard_ideal_state.sketch](#)

WHY ARE WE BUILDING THIS?

Even though they shouldn't, a lot of product managers still keep their specs in places like JIRA or kinda bake something together in Google Docs. PMs need their own place to go to write out specs and do their thing in a tool that's meant just for them. It's not JIRA. It's not Google Docs. It's speckled.

COPY

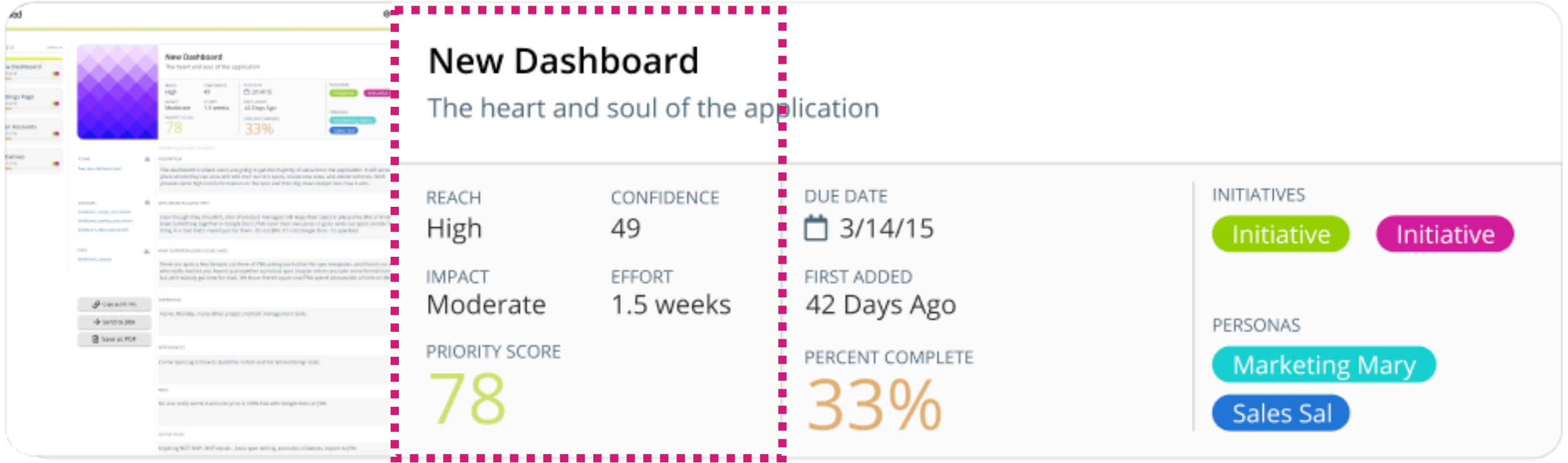
[dashboard_copy.txt](#)

WHAT SUPPORTING DATA DO WE HAVE?

There are quite a few threads out there of PMs asking each other for spec templates, and there's no one who really teaches you how to put together a product spec (maybe unless you take some formal training, but ain't nobody got time for that). We know there's a pain and PMs spend a looooooottt of time on this.

INSPIRATION

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INSPIRATION

Where momentum goes to die

It's easy to get stuck in the last 10%

If you hear yourself saying these things, it's time to start thinking about launching

- I need to build this one last thing...
- I'm waiting for x....
- I still need to learn y...
- But Z isn't perfect yet...



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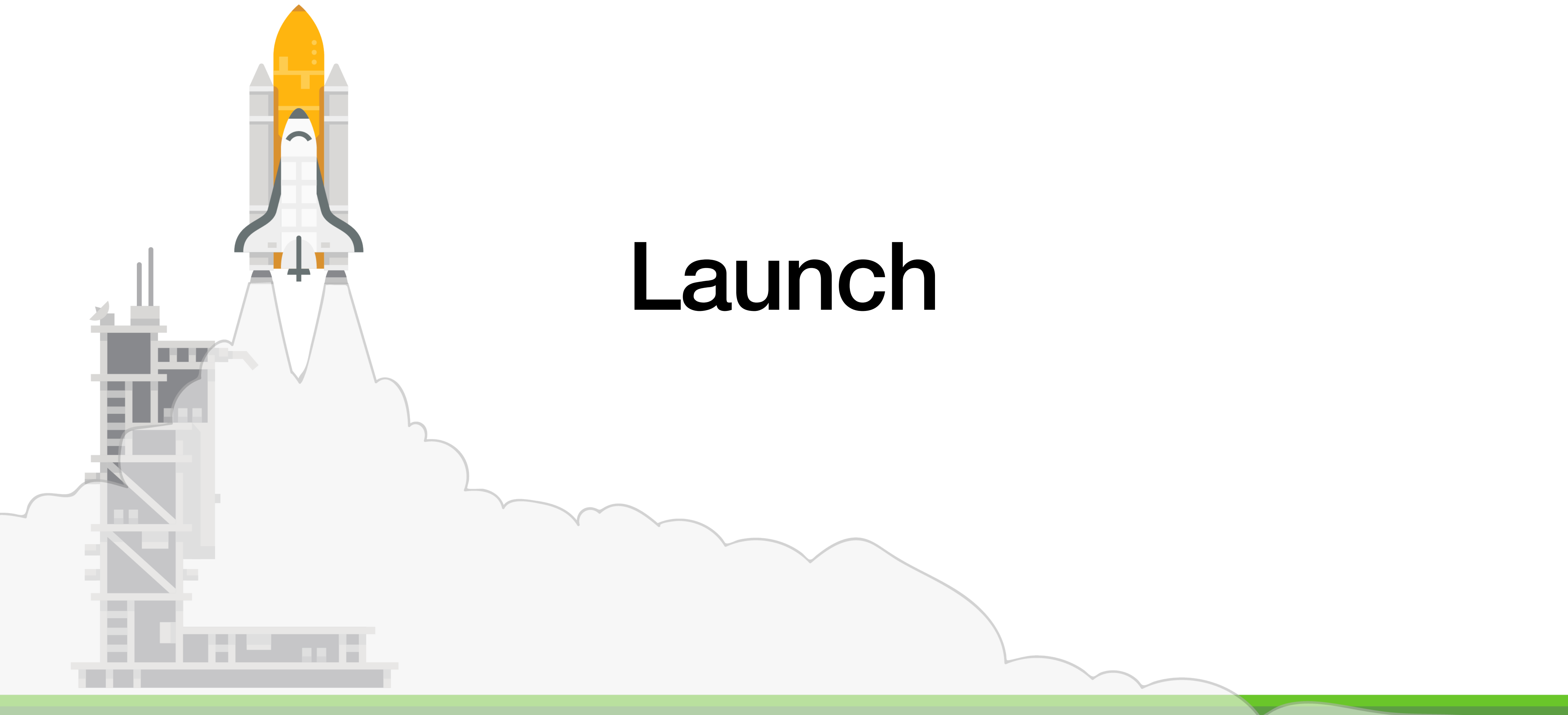
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Launch



Maintain Your Momentum

Maintain Momentum

Get comfortable receiving feedback, talking to customers

Iterate!

Use your own product

Keep executing on your vision

Step 0: Build your base

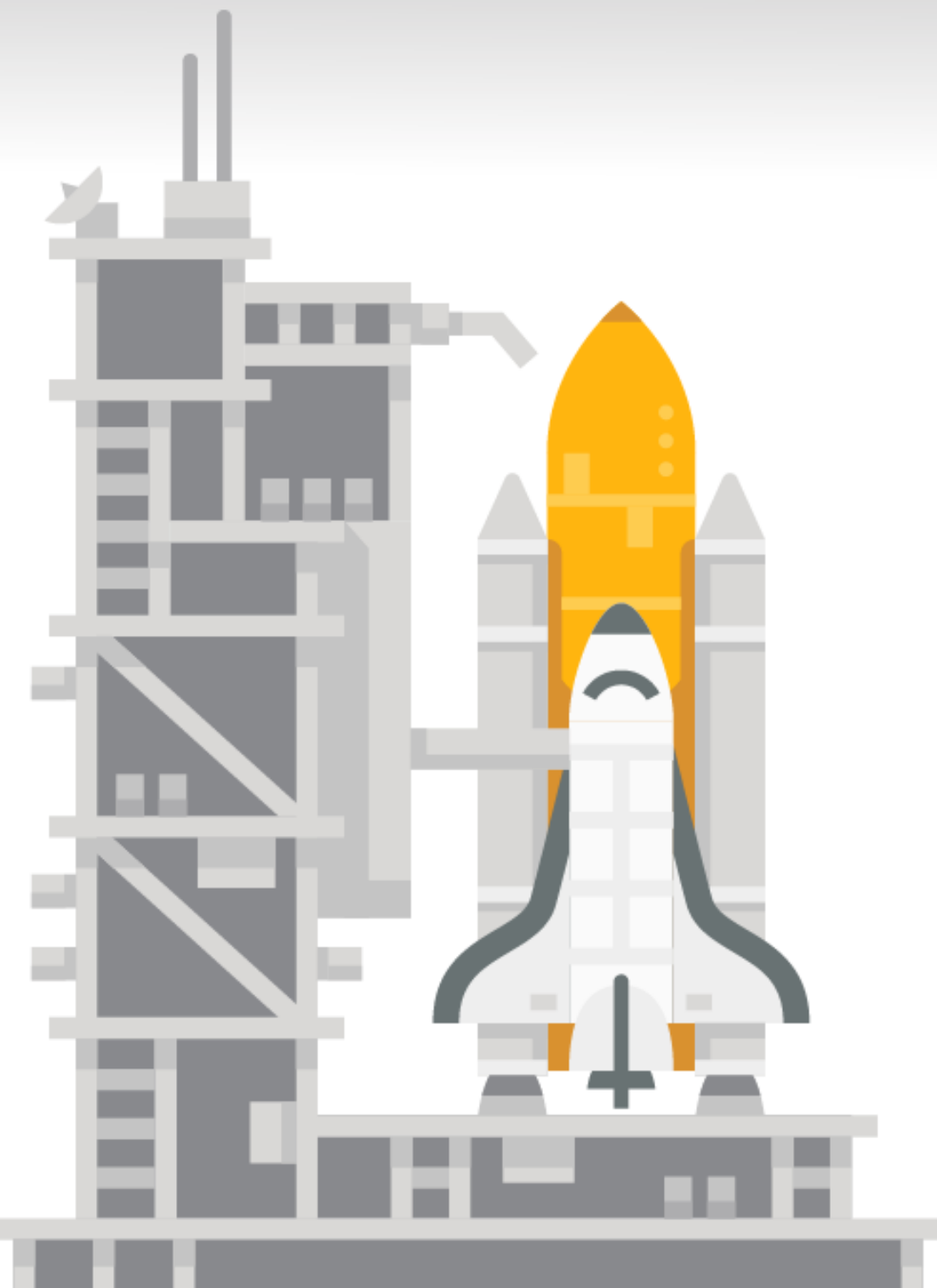
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Step 3: Work on the fun & not fun parts

Step 4: Build your momentum

Step 5: ???



**PROJECT
GRAVEYARD**