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I had a few spare moments the other day so I decided to ask around what other departments thought a feature *is*. Here are the responses I got:

- Marketing - A feature is what we need to increase market share.
- Sales - A feature is what we promised the customer to close the sale.
- Business Development - No idea what a feature is but we're sure we can partner with someone to find out.
- QA - If we can't auto test it, it's a bug.
- Development - That's not a bug, that's an undocumented feature.
- Support - A feature is a rope given to customers to hang themselves with.
- Services - A feature is one more thing to customize.
- The CFO - A feature is a reason to increase the price of the product.
- The VC - A feature is a barrier to entry that you set up to prevent competition from entering the market.

So I finally went to ask a customer and this was their reply:

- Customer - The feature IS what I asked for but NOT what I really wanted.