ATLASSIAN

Dogfooding 101

The workplace practice

No, it's not what you think. Questionable name aside, Dogfooding is a pretty common workplace practice where employees use their own company's products or services in their day-to-day work. And it's part of the user testing and product development cycle.

THINK OF IT THIS WAY

All good chefs taste their dishes before they leave the kitchen. It's good for quality control, and they also know what the customer is experiencing.

The origins

You hear it most in Big Tech, but all kinds of industries use dogfooding. Coined by Microsoft exec Paul Maritz in the 1980s, the term was used in an email sent to their test manager with the subject line "*Eating our own dogfood.*"

He wanted the staff to use their own products at work, and it's still a practice to this day.

Tried-and-failed rebrands

• Ice-creaming
• Drinking our own champagne