

So, you want to start dogfooding?

Dogfooding can offer a safe environment for honest feedback, and can get your teams engaged in your own products.

But, dogfooding alone \neq product testing. Like all practices, dogfooding works best with parameters. So, take these considerations into account:

- 1 Limit the scope.** Ask at what point should new product developments be exposed to non-product teams?
- 2 Have a clear feedback loops.** Employees are often more accessible (and forgiving) when it comes to feedback.
- 3 Have diverse testers** who are representative of your customer or audience, and be cautious if everyone on your team has a similar lens.

