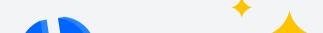


So, you want to start dogfooding?

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

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

- 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.



of your customer or audience, and be cautious if everyone on your team has a similar lens.

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