**Recurring Revenue Product Design**

**Checklist**

Certain product design decisions can make a product less renewable or suitable for a subscription model, leading to high churn rates.

Here are some examples:

1. **Little additional value over time:** A lot of service organizations used to a project-based environment are wired to try and show maximal value as soon as possible. But if a product delivers most of its value upfront without ongoing additions or enhancements, customers may feel they no longer need to renew after they extract the initial value. This is common in software or content services where the newest features or content are highly touted at sign-up but do not evolve significantly over time.
2. **Complex user interface:** If your product has a steep learning curve and a complex user interface, it will be hard to drive user adoption and customers will churn because they are not using it.
3. **Limited usage data:** Without data on who, how and when a product is being used it is hard to understand the usage patterns that lead to renewal or churn.
4. **Insufficient updates**: If underlying base data is part of the product such as regulatory laws, standards or market conditions, but the product does not update its information swiftly enough, it can lead to outdated advice. If customers find the product’s underlying data unreliable they will not renew.
5. **Lack of modularity or upgradability:** If a product is designed as a monolithic unit without the ability to upgrade to new features, it becomes difficult to extend its lifespan through upgrades or new enhancements. This can lead to customers abandoning the subscription when the product cannot grow with their evolving needs.

#