# Platform as a product: treating developers as customers

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Internal platforms fail most often because nobody uses them. Treating the platform as a product, with customers, a roadmap and feedback, is the usual remedy.

**TL;DR The short version**

- Internal platforms fail most often because nobody uses them.
- Treat the platform as a product: a named owner, regular talks with users and a roadmap built on their problems.
- Workarounds and repeated support questions are warning signs that the platform is not meeting needs.

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## What changes

- You talk to your users regularly.
- You have a roadmap based on their problems.
- You measure adoption and satisfaction.
- You support and document what you build.

## Product habits

- A named owner for the platform.
- A short list of problems it will solve, and a longer list it will not.
- Release notes and a way to ask for help.
- The courage to retire features nobody uses.

## Warning signs

- Teams build workarounds instead of using it.
- Support questions about the same things repeat.
- Adoption only happens because it was mandated.

Related credential: Agile Delivery Practitioner. Explore the exam facts and syllabus.

## Sources and further reading

1. CNCF Platforms White Paper. tag-app-delivery.cncf.io/whitepapers/platforms/.

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