# Product Brief Template

# What Are We Solving For?

*Give the high-level reasoning for this proposal. What is the problem or opportunity we’re pursuing? Who is this for? What segments or personas are impacted?*

# Why Does It Matter?

*Why is this initiative big enough to matter to Customers? What data or studies do we have to support this?*

# What Does Success Look Like?

*What is the primary metric you’ll use to gauge success of this initiative? What is the target lift/impact to this metric, over what time period?*

*What are the secondary metric(s) of success?*

# Background

*Include any necessary background research here, including* ***data analysis, industry research, competitor analysis, quantitative or qualitative customer insights,*** *etc.*

# Known Constraints

*Where applicable, lay out any constraints that must be taken into account when designing a solution. These constraints may related to usability (i.e. accessibility), time (seasonality), technology (platform capabilities or site performance), legal, and business guardrails.*

# Solution Proposal

*Given the opportunity, the background, and the constraints, what are we proposing? List bullet points or insert sketches that describe the solution at a high level. If this initiative is successful, what will get better for the customers?*

# Risks & Assumptions

*What must we assume to be true in order for this initiative to be successful? What developments could cause this initiative to be unsuccessful? Risks include fraud/abuse potential, security…*

# Target Customers

## Market

*Detail the specific regions & countries which the Product Development Team needs to build a solution for? Where we can lean into opportunities? Where do we need to mitigate emergent risks?*

## Audience Segments

*List the unique customer audiences this solution needs to address uniquely.*

# User Experience

## User Flows

*What screens, touch points or experiences that are being considered as part of this initiative? There may be several - and these may cross boundaries of products, experiences and user states.*

# High Level Use Cases

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Name** | **Description** | **PDT or Squad** | **Dependency?** | **Priority** | **Open Questions,  Notes & Discussions** |
|  | *Give this use case a name.*  *e.g. Order Lifecycle Management* | *Describe the use case: the Who/What/Where of work required.*  ***Note****: this is not a user story. User stories are much more detailed / granular views of use cases. They represent the requirements & definition of done.* | *Name the Product Development team or squad if you know who will work on this use case.* | *If this use case has a dependency, list the use case # on which it depends.* | MUST HAVE  SHOULD HAVE  COULD HAVE  WON'T HAVE | *Important things team members should know / things you're working to figure out.* |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |

# Rollout Approach

*How will we execute this rollout? Big-bang or gradual scale-up? A/B test or launch-and-measure?*

*Will the rollout happen in every market at once, or will markets ramp up one by one?*

*Be inclusive of other key Product Development Team members in having this discussion, in particular Data Analysts, Data Science and Business Ops, along with Developers.*

*Provide a comprehensive view into the Pros/Cons, what can/cannot be answered as a result, and reasoning behind the decision being made for the rollout approach.*

# Measuring Success

*If A/B testing, describe the variants being tested, traffic allocations to each variant, and the KPIs being measured in the experiment.*

*Describe the desired cadence of performance readouts and align with Analytics to ensure it’s covered.*

*As with the Rollout Approach section, please be sure to socialize this plan with your partners in Analytics, Data Science and Business Operations.*