

Product Idea Brief

1. What is the product? (what does it do?)
2. What is the product's purpose (what problem does it solve, why is it used, how does it help)?
3. Who are the users of the product? (e.g., admin staff, Sourcemind staff, management, etc.)
4. What is the output of the product? (Deliverable of the product e.g., application, portal, website, etc.)
5. What is it integrated with? (e.g., staff emails, Teams, Atlassian, excel, OneDrive, etc.)
6. What is your MVP? (Minimum viable product, what will be the minimum functionality of the product)?
7. What are the challenges of your product?