*To use this template, first make a copy by* [*clicking here*](https://docs.google.com/document/d/1541V32QgSwyCFWxtiMIThn-6n-2s7fVWztEWVa970uo/copy)*. Template by* [*Lenny Rachitsky*](https://www.lennyrachitsky.com/)*. For advice on using the template,* [*read this post*](https://uxdesign.cc/how-to-solve-problems-6bf14222e424?sk=7d60d49dd3f7feb571b108e2ca515824)*.*

[Project Title]

**Description: What is it?**

...

**Problem: What problem is this solving?**

...

**Why: How do we know this is a real problem and worth solving?**

…

**Success: How do we know if we’ve solved this problem?**

...

**Audience: Who are we building for?**

...

**What: Roughly, what does this look like in the product?**

...

**How: What is the experiment plan?**

...

**When: When does it ship and what are the milestones?**

…