



Product Brief: [Template]

Responsible

Project Milestones

Problem/Opportunity

Goals and Non-Goals

High-Level Stories

Leads Are Aligned

Proposed Shippables

Shippable 1:

Rollout Plan

Measuring Success

Appendix

Responsible

Approver (+ Driver until building starts): Name

Engineering Driver: Name

Design Lead: Name

Contributing: Name

Informed: All company

Project Milestones

This brief adds some light structure to our approach to help us build amazing product consistently. Modify as you like.

Please check off the milestones as you go so that anyone can quickly grok where things are.

- ☐ 1) Product fills out the brief through "Stories", sharing as 24-hour RFC with Build Planning.
- ☐ 2) Design creates 3 annotated directions, sharing as 24-Hour RFC to Engineering.
- ☐ 3) Design fleshes out winning direction while Product crafts initial Shippables.
- ☐ 4) Product leads an Engineering review where the group nails down the final 10-20% before officially kicking off.

Problem/Opportunity

Describe the problem/opportunity in a few sentences, ideally including a user JTBD. The goal is that anyone can read this and understand the problem we're trying to solve, why the problem is worth solving, and how we'll know we've solved it.

Goals and Non-Goals

What are we trying to accomplish, and what's off the table?

🌟 Goals 🌟

- Goal: Words
- Goal: Words
- Goal: Words

❌ Non-Goals ❌

- Non-Goal: Words
- Non-Goal: Words
- Non-Goal: Words

High-Level Stories

- Story

- Story
- Story
- Story
- Story

Leads Are Aligned


Please @reply the people, below, in Slack with a link to this Notion.

"I've read the above, added comments, and I'm aligned."

AI:

Brian:

Jon:

 Do not continue if leads are not aligned on the problem.

☐ Complete the following "signatures" to move on.

Proposed Shippables

Shippable chunks to help Engineers understand what we need to build.

Shippable 1:

- ☐
- ☐
- ☐

Rollout Plan

When will the project be done? Do sales materials need to be created? Will this roll out all at once, via A/B test, or other?

Measuring Success

Please link to relevant analytics dashboards or other places where results of efforts live.

Appendix

Any relevant further context



Mission Control