

A **feature brief** is a document that outlines the experience that a feature will deliver.

#amUX

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Feature briefs provide **clarity**
and direction to stakeholders,
early in the development cycle.

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Name

What will your end-users call this new feature or experience?

Tweet

In less than 140 characters - how will you promote OR how will your end-users talk about this?

Most exciting flow

From discovery to benefit, tell the most exciting flow as a story.

MVP

What bare minimum elements are required to deliver this feature or experience?

Measurable

How will you measure the success?

Benefits

What are the benefits to the end-user?

(optional) Resources

Visuals, research, any other notes that might support the strategy.

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Write from end-user's POV.
Share early, with everyone.
Break down siloes around CX.

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