**[DOC TEMPLATE TITLE]**

Author | Date

***Context****: Provide as much contextual information as necessary to frame up the problem/hypothesis you are presenting herein. Anyone at the company should be able to pick up this document and understand what you are recommending.*

**Description: What is it?**

*Describe what you are solving/pitching in 2-3 sentences.*

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

*Describe the problem we are trying to solve in 1-2 sentences. I should be able to read this alone and communicate the value/risks to someone else.* *This should be heavily focused on end users / customers.*

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

*Why does this matter to our customers and business?*

*What evidence or insights do you have to support this?* *(Qualitative and/or quantitative)*

**Hypothesis: What do we believe will happen?**

*Describe what we believe will happen in 1-2 sentences.*

**Assumptions: What things must be true for the above hypothesis to be validated?**

*Answer these kinds of questions for example:*

* *What must be true about the customer?*
* *What must be true about the problem?*
* *What must be true about the solution?*

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

1. *Describe high-level goals, in priority order*
2. *Include measurable (metrics) and immeasurable (feelings) goals*
3. *Keep it short and sweet*

**Non-goals: What are we not going to do?**

1. *List explicit areas we do not plan to address*
2. *Explain why they are not goals*
3. *These are as important and clarifying as the goals*

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

* + - 1. *Who is directly impacted by this change?*
      2. *Who is indirectly impacted by this change?*
      3. *Don’t forget the follow the data…*

**What: Roughly, what do you think you want to do in the product?**

*What is your proposed/hypothesized solution (include rough sketches when possible)*

**Risk: What are the biggest risks/unknowns -- both in the problem and in the proposed solution**

*Describe, along with how you propose we mitigate these risks*

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

*How do we plan to verify this is worth investing in?*

**Who: Brief list of involved parties**

Product:  
Business:

Design:

Eng:

Other:

**Milestones**

*Key dates for progress with this project, to be decided amongst stakeholder post doc review*

**FAQs**

*FAQs contain “appendix” information that didn’t qualify for your main doc, but somebody might want to know about*