**1. What problem is Project Synergize designed to solve?**

**Problem:**  
Enterprise product teams working remotely often struggle with **fragmented workflows, poor communication, and inefficient task tracking** across different tools.

**Why this matters:**  
With Teams as a core collaboration platform, these orgs need a **seamless way to manage product work inside Teams**, rather than toggling between apps (Jira, Confluence, spreadsheets, email, etc.).

**TL;DR:** Synergize solves the "too many tools, not enough synergy" problem in enterprise product orgs operating remotely.

**2. What are the specific needs and pain points of the target audience?**

**Target Audience:**

* Large enterprise organizations
* Remote or hybrid teams
* Product teams with complex stakeholder needs
* Teams already using **Microsoft Teams**

**Key Pain Points:**

* 🔄 Context switching between PM tools and Teams
* 📉 Lack of visibility into tasks and status updates across teams
* 🤐 Communication gaps with stakeholders (PM <> Design <> Eng <> Exec)
* 🧩 Poor integration between tools slows down decision-making
* 📊 Inconsistent reporting and scattered data

These teams want to move faster, make better product decisions, and reduce the tool overload that kills momentum.

**3. What are the key features and functionalities?**

While the brief doesn’t list detailed features yet, we can infer the following **core functionality** from the goals:

**Must-Have Features (assumed from context):**

* ✅ **Task management** inside Teams (create, assign, track product tasks)
* ✅ **Real-time collaboration** (comments, mentions, shared workspaces)
* ✅ **Integrated reporting dashboards** (progress, blockers, milestones)
* ✅ **Automated updates/reminders** inside channels
* ✅ **Sync with external tools** (Jira, Azure DevOps, etc.)

Let me know if you want to draft a PRD or feature list for these — happy to help.

**4. How does Project Synergize deliver value to SMB HR processes?**

Actually — this is a mismatch. The brief doesn’t mention SMBs or HR processes — **Project Synergize is designed for large enterprise product teams**, not SMBs, and not HR teams.

So to clarify:

**Project Synergize is not built for HR teams or SMBs.**  
It’s a B2B product focused on **enterprise-level product management teams** using **Microsoft Teams**.

If you saw something that mentioned HR/SMBs elsewhere, it might be from a different document or context. We should stay focused on **enterprise product teams** as the target.

**Recap: What You Need to Do Now**

You’re tasked with:

1. **Understanding the current product management workflows** inside large orgs.
2. **Identifying their pain points around using Teams and other tools.**
3. **Picking the right research methods** to get these insights quickly and cheaply.
4. **Using that data to inform features + value prop for Project Synergize.**