Product Brief Template

Doc Status: Not ready for feedback

Product Brief

What problem are you solving and why?

// TODO: What is the problem you're solving, or opportunities you're pursuing? What kind of customer are you targeting? What insights are you operating on? Why do you think we'd do this better than the competition?
Link to customer conversations or research that help clarify the problem, and try to articulate this in less than 250 words.

What are you thinking of building?

// TODO: In short, describe the feature/product you're trying to build, ideally with an illustrative user journey. We know the execution can and will change, so focus on giving a sense of what could be built that will elicit a reaction from people. If you truly don't know what you're building, describe the solution at the highest level possible.

Why might you *not* build this?

// TODO: What might be potentially controversial about what you're building? Imagine a Figmate pushing back on this; why might that be? (Examples: maybe you're trading off a bit of community good will for a business goal; maybe you're adding a new primitive or item to the IA that could complicate the experience; maybe you're prioritizing one audience over another.) What are some risks? What are you most scared of?

What does success look like?

// TODO: What metrics are you trying to move, and what are the desired outcomes? (If you're unsure of metrics, what would you minimally want to qualitatively observe?)

Table provided as a reference — you can use or remove it.

Goal	Measured by	Target	Rationale
What is the overall objective?	*What metric(s) track it?*	*What are our "target values"?*	*Why?*

What's next?

Roughly, how big of an effort do you think this project will be?	X weeks/months/quarters of work for Y people
Roughly, what timeline are you targeting for a public GA?	Blank
What upcoming milestones will help you build confidence in this idea?	Jan 27, 2025 : Meet with XYZ to align on the feasibility of doing this thing

What parts of the product do you think would / could be affected?	...
Ready to get some eyes on your idea?	*f* ⧉ Copy recipients

Brief reviewed & read by:

Reviewer	Are you aligned?	How should you be involved?	Feedback / comments
There are no rows in this table			

Add suggested reviewers directly to the table above if you already know who should be involved; otherwise, people will add themselves as reviewers once your draft is circulated.   ✕