

# Project Definition Workshop

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## Project Definition Guidelines

The goal of this workshop is to brainstorm with stakeholders in order to:

- Define the problem we're solving.
- Establish success criteria for the project.

We will not be defining how we're solving the problem in this work shop.

## Attendees

- Product team
- Stakeholders

## Agenda

- Project Summary
- What do we think we are solving?
- Who are the stakeholders?
- What is the project schedule?
- Who will be doing the work?

## Business Needs

## Project Definition Workshop

- What business needs are driving this project?
- If successful, what's the impact on the business?
- What's the revenue model for the project?
- What measurable impact will improving the product have?

## User Needs

- Who are our users for this solution?
- What are their primary needs?
- What do we know about them?
- What don't we know about them?
- What assumptions about them need validating?

## Goals

- How do we know if we are successful?

## Next Steps

- This information will be distilled into a project brief.