**Experience Design**

[PROJECT NAME] EXPERIENCE BRIEF

**Owners**: [PM/PD/PXT], [PMM] [Doc team member]

**Started:** **Jul 29, 2021**

**Last updated:** **Jul 29, 2021**

[Pluralsight Product Glossary of Terms](https://docs.google.com/document/d/1vGkbWPsnT9IuovspHdQOE4xHPNaeDhEdDrIwaxzmAaI/edit?usp=sharing)

**Background**

*Describe what the project is about, what is its context and supporting information?*

**What is the outcome we are hoping to achieve?**

*This is the problem statement, our strategic initiative, our objective, or our aspirational outcome. It may change as we discover more about what our customers value.*

**What is the problem we are trying to solve?**

*Summarize facts. Describe the assumptions you’ll need to test. Why is this valuable for the user and the business? Examples could be “*[*jobs to be done*](https://medium.com/@zbigniewgecis/8-things-to-use-in-jobs-to-be-done-framework-for-product-development-4ae7c6f3c30b)*” or the theory of value to both the user and the business.*

**How does this connect to our strategy?**

*Explain how this initiative enables the BU, Org. and Company 2022 Mission, Vision & Strategy. Link to these strategies.*

**What is your hypothesis?**

*Explain the attributes and hypotheses of what must be true to reach the outcomes listed above. What are the strategic principles? Include any secondary or tertiary hypotheses.*

**What do we already know?**

*Use this section to list various data points and sources that provide solid information about a user's current experience.*

**How will we measure success?**

*Use this section to show how we’ll measure impact. Think about experience, design and value metrics.*

**Who is the intended audience?**

*Use this section to list the intended audience and their primary needs.*

**What is the behavior we want to drive?**

*Use this section to describe the user's current behaviors and how you intend to change those behaviors for their benefit.*

**What is in scope?**

*Describe what definitely needs to be worked on and why.*

**What might be in scope**

**What’s not in scope**

**What trade offs are you willing to make?**

*Use this section to show how we’ll balance constraints and scope in order to create the “best” solutions that takes consideration of the future growth of your product.*

Pre-Alpha Release

**Release Summary**

*Create release documentation with the Documentation team to describe how the solution works in production. A pre-release document should be created as an artifact for every release.*

**Go To Market Plan**

*Explain the plan for communicating the release and launch of the outcome. What is the narrative and what channels will be used for distribution?*

This is empty until you’ve collaborated with your Product Marketing partner.

# Appendix

**Key Stakeholders & Dependencies**

*Key team members and their roles, in Recommending, Agreeing, Performing, providing Input and Decision making?*

**Resources**

*Add links to google drive folders, research findings reports, synthesis documents, sketches, prototypes, and other supporting documents*

**Meeting Notes**

*Add links to any notes from stakeholder meetings, ensure action items are captured and assigned clearly in the notes*

**Custom Interviews**

*Does your project require customer interviews? List out the customers you’ve spoken to in your Customer interviews.*

**Research Candidates**

| **Name** | **Title** |
| --- | --- |
| [EXAMPLE] Nathan Drake | {EXAMPLE} VP |
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