**Elevator Pitch:**

1. *For…* (the users affected *e.g. customer interacting employees*)
2. *Who/That…* (describe what need the feature addresses *e.g. handle customer enquiries*)
3. *The …* (feature name *e.g. customer profile*)
4. *Is a …* (brief description *e.g. summary of all the key information about the customer*)
5. *That …* (what the feature does *e.g.* *provides a single place to quickly familiarize the user with the customer’s history and needs*)
6. *Unlike the…* (current state/principal competing alternatives *e.g. disparate transaction-oriented systems siloed by line of business and brand*)
7. *This feature …* (main benefit/selling point *e.g. empowers CIEs to efficiently elevate the customer by allowing them to focus on needs-based conversations instead of navigating various systems to find the information they need)*

**Actor Definition:**

|  |  |
| --- | --- |
| **Name** | **Description** |
|  |  |
|  |  |

**Success Criteria**

*<List they key business benefits to be achieved by this feature and how they’ll be measured>*

|  |  |
| --- | --- |
| **Objective** | **Metric** |
| *<e.g. increase efficiency>* | *<e.g. Average Handle Time>* |
|  |  |
|  |  |
|  |  |

**Scope Inclusions**

* *<List the key scope inclusions of this feature>*

**Scope Exclusions**

* *<List the key scope exclusions of this feature>*

**Assumptions**

* *<List all assumptions associated with this feature>*

**Dependencies**

* *<List all dependencies associated with this feature>*

**Future Considerations**

* *<List any relevant future-features that need to be taken into account when designing this feature>*

**UX Concept**

* *<Document the conceptual UX and any relevant notes or callouts>, if applicable*

**Journey Map/Process Flow**

* *<Include process flow or link to the flow>, if applicable*

**Strategic Alignment**

How does this feature support customer strategy?

|  |  |
| --- | --- |
| **One Suncorp Marketplace** | |
| * … * … * … | |
| **Elevate the Customer** | |
| ***Own It*** | ***Be Genuine*** |
| * … * … | * … * … |
| ***Find Solutions*** | ***Make it Easy*** |
| * … * … | * … * … |

## Acceptance Criteria

List all conditions necessary by the business owner to accept the result of this feature.

**Scenario 1: Valid Scenario 1 with Condition 1**

**GIVEN**

User enters condtion1 into the screen

**AND**  
 Condition 1 matches to other matched conditions

**WHEN**

Action made on the screen

**THEN**

Output displayed on the screen

**Scenario 2: Valid Scenario 1 with Condition 2**

**GIVEN**

User enters condtion2 into the screen

**AND**  
 Condition 2 matches to other matched conditions

**WHEN**

Action made on the screen

**THEN**

Output displayed on the screen

**Level 1 Stories**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Title | As a | I want | So that | MoSCoW | Stakeholders |
| *<brief summary e.g. “View Customer Addresses”>* | *<user story is delivering value to e.g. “CIE”>* | *<what the story will functionality deliver e.g. “a single view of all the customer’s addresses”>* | *<the benefits this will bring e.g. “I can ensure the customer’s details are correct and identify additional needs and opportunities”>* | <priority must/should/ could/ won’t> | *<list the key groups to consult when elaborating this feature e.g. “legal, compliance, etc.”* |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**Business Analysis Team Notes**

*<Place holder for BA Team Notes>*

**QA Team Notes**

*<Place holder for QA Team Notes>*

**Developer Team Notes**

*<Place holder for Dev Team Notes>*