

How does this project fit with the strategy?

Team project owner

Team members

Project status: Active / Inactive / Shipped

Problem space

Why are we doing this?

PROBLEM STATEMENT

What problem/need are you trying to solve/fulfill?

IMPACT OF THIS PROBLEM

What's the impact of this problem on our customers and to our business?

How do we judge success?

Possible solutions

Validation

What we already know:

What data or insights do you have to validate this?

Link to details:

What do we need to answer?

What assumptions are we making that need to be validated/refuted?

What questions will increase our confidence in the decisions we need to make?

What are the gaps in our understanding?

Link to details:

Ready to make it

What are we doing?

Succinctly describe what the project will deliver. i.e Elevator pitch or Read me.

Why will a customer want this?

Product Management or Marketing input here: Ad poster, press release, blog post

Link to details:

Visualize the solution

Great to get Design input here: White board sketches, journey map, end to end demo

Link to details:

Scale and scope

Great to get Engineering input here: T-shirt size estimate

Link to details: