

To use this template, first make a copy by [clicking here](#). Template by [Lenny Rachitsky](#). For advice on using the template, [read this post](#).

[Project Title]

Description: What is it?

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Problem: What problem is this solving?

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Why: How do we know this is a real problem and worth solving?

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Success: How do we know if we've solved this problem?

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Audience: Who are we building for?

...

What: Roughly, what does this look like in the product?

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How: What is the experiment plan?

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When: When does it ship and what are the milestones?

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