Project/Product Name

Author: Author-name

Reviewer Name	Reviewed Date	Comments

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1. **Project Summary**

   This section should contain the project summary

2. **Goal and Success Criteria**

   This section should the goals and success criteria of this project

3. **Problem**

   This section should describe the project that we are trying to solve.

4. **Customers**

   This section should describe the customers or users how face this problem and how they are impacted.

5. **Current Alternate**

   How does the customer work currently in the absence of this problem being solved

6. **Assumptions (optional)**

   This section should highlight any assumptions made here.

7. **Solution**

   7.1. **Recoverable / Reversible in case of failure without impacting Customer experience**

   This section should describe whether the solution we are proposing is reversible/recoverable in terms of failure. Quick view on the cost of failure. If this is low, then we should be okay to fail and shutdown the feature or launch and iterate.

   7.2. **Unknown/Future similar problem**

   This section should highlight similar problems that might occur in the future for which the solution we are suggesting would be sufficient / extensible.

   7.3. **Solution consideration**

   This section should describe all the solutions / approaches considered to solve this problem.

7.4. Solution Summary

This section should involve a high-level summary of the solution.

7.5. Detailed Solution

This section should elaborate on the product solution in as much detail as possible with key blocks and key components.

7.6. Happy Flows - Scenarios and flowcharts

This section should detail out the happy flows and scenarios.

7.7. Unhappy Flows - Scenarios and flowcharts

This section should detail out the unhappy flows and scenarios.

8. Impact assessment and Metrics

These metrics should help understand whether the success criteria have been met and the reasons behind success/failure

9. Internal Dependencies (optional)

Impact on other products - Changes required as well as the ones we aren't doing for now or any other internal dependencies.

10. External Dependencies (optional)

This should contain external dependencies to kick off the build phase

11. Competitive landscape (optional)

Impact on other products - Changes required as well as the ones we aren't doing for now or any other internal dependencies

12. Risk assessment (optional)

Impact on other products - Changes required as well as the ones we aren't doing for now or any other internal dependencies

13. Release strategy and milestones

Should be detailed out into a separate GTM doc if its a large project

14. Future scope

What we are not doing now and could come in the future