

Idea/Initiative Title Project Brief

Sub-heading describing the idea

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Summary

This is a written brief to articulate the vision for, and solicit feedback on, [insert idea/initiative one liner here], with the outcome goals of:

1. Add current company outcomes and key results (OKRs) this idea hopes to impact here
2. There can be more than one

The purpose of this brief is to build alignment on the big picture vision and our hypotheses on potential impact against OKRs, land on a proposed scope for a v1 project in Q# (assuming we reach alignment and buy-in), and determine resources needed and the directly responsible individual (DRI). Anyone reading this is encouraged to add comments with clarifying questions and/or ideas.

Primary KPI: [add primary KPI here]

Background Context

- Here you can give background context on what inspired this idea. **Add whatever is relevant for your idea/initiative.**

Ideal Timeline

- Gather and synthesize stakeholder input and questions by **[insert date]**
- Refine and finalize Q# v1 project scope, stakeholders, and DRI by **[insert date]**
- Schedule project kickoff meeting in **early Q#**

Challenges, Hypotheses, Ideas

Problem Statement

Add a problem statement here **(replace the following example)**. Here are the high level challenges at COMPANY that this project likely can help address. Please add any questions/comments you have and/or additional current or future challenges.

- Problem statement 1..
- Problem statement 2..

These problem statements also tie to our company needs and goals:

- Goal/expressed need
- Goal/expressed need

Hypotheses & Predictions

Add hypotheses and predictions here **(replace the following example)**. Here's a guide for understanding hypotheses and predictions (feel free to remove):



Here are initial hypotheses to explore and test through a v1 (see below). Please add any questions and/or additional hypotheses you have.

- Currently we see...
 - Evidence:
 - Prediction:
- Exposing customers to PROJECT will inspire...
 - Evidence:
 - Prediction:
- Customers have compelling...
 - Evidence:
 - Prediction:
- There's a longtail of search volume for various...
 - Evidence:
 - Prediction:

Long Term Vision: [insert blurb of vision]

It's helpful to imagine where this effort can go longer term, even though we will likely start with a much simpler and efficient v1 to test our early hypotheses and predictions. Note: nothing in this section is currently possible. Add long term vision here.

Proposed V1 Project (MVP)

Here's a summarized proposal for a v1 project that can focus on testing the above hypotheses as efficiently as possible, without requiring substantial product and

engineering resources, if any. A more baked proposal with experimentation and KPI details will be generated based on stakeholder alignment and buy-in. Note: there are several open questions below the proposal we'll need to nail down. Add proposed V1 project scope here.

V1 Project Stakeholders & DRI

Please comment with any suggestions or questions. Add proposed DRI and stakeholders below (there can be multiple people for each role, with the exception of DRI).

- DRI:
- Input: (others welcome via public Slack channel)
- Card content development:
- Design/UX consult/review:
- Web consult/review:
- Exec. champ/DM:

Open Questions

Here are some of the key open questions we should align on, which can help clarify the approach for a v1 and remove some current blockers. Please leave comments and add additional questions you have. Add open questions below:

Research

If you've done any research that informed your idea/initiative, you can summarize your findings and take-aways below.