Problem brief: in store cancellations // name of the project

Doc owner: // name of the owner, **date:** // date

Working team:

Executive summary (half-page maximum)

Prompt	Description (keep it short)
What's the problem?	
What are the root causes of the problem?	1. // 2. // 3. //
What is our proposed approach and what will we achieve?	
What are the biggest risks?	
What will be true if we solve this?	

Problem

Describe the problem we're seeing, and connect this to business goals:

- Problem from the point of view of the audience member
- What business outcomes is this impacting? (key OKRs)

(possible screenshots or visual evidence of the problem)

Root Causes

This section is likely the bulk of your brief. Once the problem is clear, clearly enumerate (and ideally prioritize, PX as P0, P1, etc.) the issues contributing to the output problem

[PX] Root Cause #1: TBD

- Describe the root cause leading to the problem. If possible, include priority (P0 / P1 / P2) on each
- Include supporting evidence. This can be quantitative (ie. analytics insights), qualitative (quotes from customers), or external research that supports the existence of the root cause
- Charts, tables, screenshots are all welcome here

(possible chart, table, screenshots)

[PX] Root Cause #2: TBD

- Describe the root cause leading to the problem. If possible, include priority (P0 / P1 / P2) on each
- Include supporting evidence. This can be quantitative (ie. analytics insights), qualitative (quotes from customers), or external research that supports the existence of the root cause
- Charts, tables, screenshots are all welcome here

(possible chart, table, screenshots)

[PX] Root Cause #3: TBD

- Describe the root cause leading to the problem. If possible, include priority (P0 / P1 / P2) on each
- Include supporting evidence. This can be quantitative (ie. analytics insights), qualitative (quotes from customers), or external research that supports the existence of the root cause

(possible chart, table, screenshots)

Approach, Risks & Outcome

Approach

Describe how the team is thinking about solving this problem as we jump into designs.

- Learning / Goal: What is the team hoping to learn with this project? Or, what is the change we hope to facilitate as a result of these changes?
    - Potentially list out some user stories we hope to be true (or jobs to be done we want to solve)
- Suggested approach: Given the above, how is the team thinking about tackling this problem as we head into designs? We shouldn't be strongly opinionated about any specific solution yet (the design phase should explore options), but it may be worth clarifying:
    - Which surfaces are we considering building a solution upon?
    - If the problem is obvious but "how to solve it" is unclear, which levers are the team hoping to use to solve the problem?
    - Are there any solutions we are intentionally not exploring in this iteration?

Risks and mitigation

- Risks: What are the risks with our potential approach?
- Mitigations: How are we mitigating those risks (some options: constraining scope, validating with users before launch, proactively solving compliance issues, etc.)

Outcome

- Outcome: What should be true if we solve this problem correctly?
- Success metrics: Based on that, what are our success metrics?
    - Metric A
    - Metric B
- Check metrics: Based on the risks above, what are our check metrics?
    - Metric A
    - Metric B

Stop reading here (target 3 pages max, additional content in appendix)

Appendix (optional)

Additional content

- Space for additional content as needed for deeper dives beyond the pre-read
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