Project Name

Project basics

SUMMARY
What are you making & why are you making it?

AUDIENCE
Who are they and what do we know about them?

GOALS
What are you trying to accomplish through this project?

MEASURING SUCCESS
How will you know you've met your goals? Include metrics, KPIs, or whatever you'll look to as a guide.

[OPTIONAL] COMPETITIVE LANDSCAPE
Are there any bigger picture elements the team should be thinking about?

Project details

TEAM & ROLES
Who's working on this project and what are they responsible for?

COMMUNICATION
What channels will you use to communicate, and how/where should team members share their progress?

BUDGET
Break it down as suits your team.

DELIVERABLES & MILESTONES
What are the components you're making and the key elements you have to ship in order to bring this to life? You may want to break these down into buckets or categories and list deliverables for each section, like design, video production, etc.

TIMELINE
What key dates do the team need to be aligned on and working toward? Identify the target date you'd like the project to wrap or launch, and try working backwards to identify when the team will need to hit key milestones to achieve that goal.

RESOURCES
Where can the team learn more, stay connected, and get extra context? Feel free to include mood boards, inspiration, etc.

Let's do this!