

Two-Sentence Summary

This should take the form of “Right now X. We hypothesize that if we change Y, Z people will do A, and the impact will be B.” Do this part last.

01. Problem Statement

What problem are we trying to solve?

a. Who is having this problem and how do we know?

Examples from specific customers, from data, or from our backlog.

b. How do people currently solve this problem?

Workarounds? Other tools? Do they not know it's a problem?

c. How do our competitors solve this problem?

d. What are the jobs to be done that are impacted by this problem?

02 . Solution Hypothesis

What does the solution look like?

a . How do we hypothesize that people will act differently once this solution is in place?

b . Is there a specific user group to which this change is targeted?

c . What metrics should we expect to change? How will we expect them to change?

d . What business goal do we expect this to solve for our company?

e . How long do we expect it to take to implement this change or test this hypothesis?

03 . What Will Count As Success?

Be specific. Metrics, actions taken or not taken, percentage of people using the feature, etc. Include time. If metrics are involved, be clear about how we can eliminate other possibilities.

04 . Open Questions

05 . Additional Resources

