

## How does this project fit with the strategy?

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Team project owner

Team members

Project status: Active / Inactive / Shipped

## Problem space

### Why are we doing this?

#### PROBLEM STATEMENT

What problem or need are you trying to solve or fulfill?

#### IMPACT OF THIS PROBLEM

What's the impact of this problem on our customers and to our business?

### How do we judge success?

What are the goals of the project and the success criteria by which they will be measured? (These need to be specific and measurable before moving into make it)

### Possible solutions

List your high level ideas for possible solutions. (Can be filled out later)

## Validation

### What we already know?

What data or insights do you have to validate this?

Link to details:

### What do we need to answer?

What assumptions are we making that need to be validated/refuted?

What questions will increase our confidence in the decisions we need to make?

What are the gaps in our understanding?

Link to details:

## Ready to make it

### What are we doing?

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*What will the project deliver? For example, an elevator pitch or read me.*

### Why will a customer want this?

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*It's good to get Product Management or Marketing input here: ad poster, press release, blog post*

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*Link to details:*

### Visualize the solution

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*It's good to get Design input here: white board sketches, journey map, end to end demo*

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*Link to details:*

### Scale and scope

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*It's good to get Engineering input here: t-shirt size estimate*

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*Link to details:*

