

## How does this project fit with the strategy?

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Team project owner

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Team members

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Project status: Active / Inactive / Shipped

## Problem space

### Why are we doing this?

#### PROBLEM STATEMENT

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

#### IMPACT OF THIS PROBLEM

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

### How do we judge success?

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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

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

## Validation

### What we already know?

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What data or insights do you have to validate this?

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Link to details:

### What do we need to answer?

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

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

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What are the gaps in our understanding?

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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:*

