



# Problem Brief

**Hypothesis statement and metrics.** To be filled out last.

**Statement:** Describe the hypothesis driving this project.

**Example:** [user / account segment] experiences [negative outcome] because [reason], so we expect that solving this problem will cause [measurable, specific behavior change].

**Metric(s) and Baseline:** Define how you'll evaluate success.

Metric(s):

Baseline:

**Business Impact:** How does moving the metric above impact your business' revenue, cost, or risk?



**Problem Statement.** What pain point(s) are we trying to address?

What is the project type and our justification for doing this project? \*See table at end.

How do people currently solve this problem?

How do our competitors address this problem?



## What are the jobs-to-be-done to address?

**P0 “Must have”:** Should be “As a {persona}, I want to {do a job}, so that {my business has an outcome}.”

**Why these stories?** Describe the criteria you used to determine that these were P0 stories.

**P1 “Nice to have”:** Should be “As a {persona}, I want to {do a job}, so that {my business has an outcome}.”

**Why these stories?** Describe the criteria you used to determine that these were P1 stories. Why are they not important enough to be P0s? Why include them at all?

## Launch Plan

When do we expect to launch? Will there be several milestones, or one global launch? How do we expect to beta? With a few customers, or a percentage of our customer base? How long do we expect the beta to last before GA?



## Open Questions

## Additional Resources

*Project Type	Required Justification ( <i>link to any relevant source</i> )
<b>Requested capability (existing customers or prospects)</b>	<ul style="list-style-type: none"> <li>• Number of votes in ProductBoard</li> <li>• Net impacted customer ARR across those votes</li> <li>• Frequency of running into this issue in a given account (existing customers only)</li> <li>• Any info we have on severity of these needs (e.g. quoted as “must have” or “critical” from the customer)</li> <li>• Any specific lost new business or renewal opportunities (and level of confidence that having this capability would have saved the opportunity vs. other factors e.g. pricing)</li> </ul>
<b>New product concept or workflow</b>	<ul style="list-style-type: none"> <li>• Volume of customers that we have tested this concept with</li> <li>• Relevant customer quotes / stack ranking choices vs. other concepts</li> </ul>
<b>Improvement to existing workflow</b>	<ul style="list-style-type: none"> <li>• How much usage is this workflow getting today?</li> <li>• Where is this workflow failing measurably? How is this measured?</li> <li>• Relevant customer quotes / stack ranking choices vs. other concepts</li> </ul>
<b>Operational Improvement</b>	<ul style="list-style-type: none"> <li>• Assuming this is converting a manual process to a self-serve capability in Heap, how often do we do we complete this process (per account, per year)?</li> <li>• How many hours of personnel time are taken up each time we complete this process?</li> </ul>
<b>Risk Mitigation</b>	<ul style="list-style-type: none"> <li>• What is the risk we are mitigating?</li> <li>• How likely is this risk to happen (1-5 scale, where 1 is extremely unlikely and 5 is almost certain)?</li> <li>• What is the severity of this risk (1-5 scale, where 1 = minimum consequences and 5 = potentially catastrophic for the company)?</li> </ul>

