



# After-Action Report

**What did we ship? Reiterate the “why” for any initiative.**

What problem are we aiming to solve? Why is that problem important? Whom are we solving that problem for?

**Attach relevant documents. Anything relevant to the launch (*Problem Brief, Design Brief, RFC, Project Retrospective, etc.*)**

**Engineering investment:** Break down the effort (*time spent x staffing*) in planning and then each milestone of development from kickoff to release.

**Stage:**

Planning, Milestone 1, etc

**Investment:**

# eng-weeks

**Total Investment:**

**What were our hypotheses? List the set of measurable hypotheses specified in your Problem Brief. Explain any deviations from these metrics that may have happened over the course of the project.**

*Note: For feature adoption metrics, please provide a target level of adoption and supporting reasoning (i.e. a pipeline of interested / relevant customers and some assumed rate of adoption from that group).*

**Hypothesis:**

[user / account segment] experiences [negative outcome]  
because [reason], so we expect that [specific product change]  
will cause [measurable, specific behavior change]

**Type:**

Leading or Lagging?

**Baseline:**

Value and relevant report

**What was the result? Describe the results for each leading metric specified. If a metric either didn't move or moved in an unexpected direction, provide a hypothesis (with any supporting reasoning).**

**Metric:****Baseline:****Result:****Comments:**

## Anecdotes / customer quotes / internal support team sentiment

Provide any anecdotal feedback around feature use. How was it helpful? Where could it be improved in future iterations?

## What are next steps?

Are there any specific next steps (follow-up projects, etc.)? Where are those captured?

## What would we do differently?

Could you have framed this problem differently? Delivered a solution more efficiently? Was this the right solution?