Heap

Design Brief

Ready for Document Status. Check off as completed.

- ☑ 1. Initial Exploration
- ☑ 2. In Progress
- ☑ 3. Seeking Feedback
- ☑ 4. Ready for Review
- ☑ 5. Reviewed

Sign-Offs. Is this thing ready for product quality review and are teammates aligned?

- ☑ *Designer:*
- ☑ *Engineer:*
- ☑ *PM:*

Foundations. See the problem brief for a general product overview; this section is limited to design foundations beyond that: fundamental behaviors, key constraints, and assumptions.

Behaviors. List the key components of your solution(s).

Ex: "Add an emoji button to the message input that produces a popup menu of emojis."

Assumptions. What critical assumptions underlie your solution?

Ex: "Assume we're content with a relatively small subset of the entire world of emojis."

Key Constraints. What non-obvious constraints shape your solution?

Ex: "Licensing on emoji graphics means that unless we design our own, these will look different on different platforms."

Discarded Alternatives. Describe notable alternatives considered but eliminated.

Ex: "Slack-style autocomplete for emojis. Discarded because it's actually more effort on a mobile device."

References

Any past designs, research, and other relevant docs?

Noteworthy Trade-offs

List each known trade-off. For each, include a description, the down side, and the reason for making it.

Ex: We are replacing the existing thumbs-up button with the new emoji picker rather than adding a button. This may reduce messages sent slightly, but we think it will boost long-term engagement enough to be worth the risk.

High-Level User Journey(s)

Describe the core user journey(s). Keep it simple: this is an overview, not an exhaustive design. Cover key flows only. Consider including a couple sketches.

Surfaces Affected

Concisely list which parts of the app will change, and how. Cover all planned milestones and options.

Edge Cases & Idiosyncracies

Situation:

Behavior:

Not Doing

What's out of scope and why? Note whether each item is something we're definitely not doing, or a possibility for a future (*but unplanned*) milestone.

Ex: We are not allowing custom emoji but might in the future if this feature is extensively used.

Open Questions