

TEMPLATE • EDITABLE

The one-page project brief.

The same brief format we use internally to open a new project.

PROBLEM STATEMENT

What's broken, for whom, and how do you know?

CONSTRAINTS & NON-GOALS

What are we explicitly not solving right now?

SUCCESS MEASURE

The one number that tells us this worked.

TIMELINE

Target date for a working first version.

STAKEHOLDERS

Who needs to sign off, and who uses this daily?
