

**THEME:**

**A3:**

**TEAM:**

**AUTHOR:**

**DATE:**

**PROBLEM STATEMENT** What problem do we need to solve for customers and users (either internal or external)?

**CONSTRAINTS** What existing user workflows and technical constraints should we consider to design a solution?

**TARGET USERS** Which personas (and editions) are feeling pain now? What job are they hiring us to do?

**NEW USER EXPERIENCE** How will the interface (web, mobile, API) and user workflow change?

**COST OF DELAY** What is the opportunity cost if we don't solve this problem? How can we measure success?

**VALIDATION & MEASUREMENT PLAN** How do we make sure that we solved the problem?

