

XX Design Brief (Template)

The Team

Leads: @ Designers, PMs, POs

Stakeholders: @ VPS, C-level, External clients, VP of Engineering, Client (if specifically requested by client)

Resources:

Conversation Starter (linked)

Other Resources (linked)

Figma File (linked)

Channel:

Who are we building this feature for?

Audience: What users/roles might use this feature. What level of technical capability?

Job Title: Ex: Senior Marketing Manager, Use Personas

Main Workflows & Responsibilities: Description of responsibilities and how this feature fits in their workflow

Additional Information: Answers to questions above and add any additional information

What are we trying to solve?

What are the pain points. Why are we building this? What will it enable, what is the value in this?

Pain Points:

- Bullets

Additional Information: Description

Constraints

What are the constraints

-

Key Objectives

| What are the main functions/capabilities we need to include?

- Bullets

Design Milestones

| First thoughts on what we need and how we might deliver. Phases?

- Part 1 - TBD
- Part 2 - TBD
- Part 3 - TBD

How do we know if it's successful?

| Think SUS scores, Positive Feedback, Adoption rates, etc

- Bullets

What Marigold value does this support?

| CORE PILLARS: Open & connected, Insights and Guidance, Deeper Engagement, Market Specialization, Operation Excellence & Trusted Platform

Pillar: Description

Value to Marigold: Description