One-Page Brief

PROJECT NAME

OWNER / DECISION MAKER

TYPE (APP, WEBSITE, BOTH)

TARGET LAUNCH DATE

BUDGET RANGE

The idea in plain words

WHAT IS IT, IN TWO SENTENCES?

WHO IS IT FOR?

WHAT PROBLEM DOES IT SOLVE FOR THEM?

HOW WILL WE KNOW IT WORKED? (ONE OR TWO MEASURES)

WHAT IS DELIBERATELY NOT IN THE FIRST VERSION?

NOTES

Planning aid only. Not legal, tax, financial or technical advice.

Features: Must, Should, Later

Sort every feature into one bucket. The first version is the "Must" list only.

Feature	Must	Should	Later	Why it matters
	☐	☐	☐	
	☐	☐	☐	
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	☐	☐	☐	

If everything is a Must, nothing is. Aim for no more than five Musts in a first release.

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