

Headline (Catchy and memorable)

Opportunity

What's the problem for me as a user that is worth fixing?

- Define „user“ for this ATK
- Describe the current problem from the user's perspective.

- How many users are affected?
- What's the frequency of the problem?

Additional User Insights

What else have we learned about our users to inform this initiative?

What do we already know?

What additional insights do we still need?

Hypotheses

What must be true so that this new initiative changes my behavior?

If I as a user... then... because...

Future Experience

What does it feel like for me as a user when this initiative is done?

Don't describe features – think more abstract (e.g. job to be done)

Overarching Goal

How does this initiative contribute to the current company priorities?

Input

What is the investment?

- How big is the total investment?
- How many people months are you planning?
- How much additional budget (in €) are you planning (e.g. freelancers)?

- Which contributors have committed to support this initiative?
- Team 1 (e.g. Startpage)
- Team 2 (e.g. Marketing)

Output

What are you delivering in front of internal or external customers?

- Short-term:
- What is your first shippable increment?
 - When will you deliver it?

- Long-term:
- How will you approach the following phases?

What's out of scope?

Outcome

How do you measure success?

- Short-term:
- Define your specific success metric.
 - Baseline (measured in which timeframe?)
 - Target (measured in which timeframe?)
 - % uplift

- Long-term:
- Define your specific success metric.
 - Baseline (measured in which timeframe?)
 - Target (measured in which timeframe?)
 - % uplift

- What must not happen as a side effect?
- Define specific boundary metric.
- Max drop

User perspective

Company perspective