

## Vision

*1-2 sentence description of target customers, their unmet needs, and your proposed solution.*

*Phrase the problem statement in your own words and as an action item*

*Consider using Geoffrey Moore's positioning statement from Crossing the Chasm, i.e., "For [target customer segments] who must [problem to be solved], our product is a new [category name] that provides [solution to the problem]. Unlike [current solutions], we offer [key differentiating factor]."*

## Goal

*Define the overarching outcome that the project is supposed to achieve. Make sure that it is SMART (specific, measurable, attainable, relevant, time-bound)*

## Personas

*Describe which kind of users would be using your product. Expose what they want and how they behave in order to understand how this product will solve their problem*

## Existing Solutions

*Research existing solutions in this field and describe their strengths and weaknesses to explain how your solution is different from them and how to improve on their flaws.*

## Use cases

*Use cases describe how personas interact with the product.*

*Describe the way that your primary persona(s) will use the product's user interface with the greatest frequency. Use a step-by-step narrative approach to describe how the persona will interact with the product, interspersing user interface wireframes and/or detailed mocks throughout your text narrative. Be sure to specify your product's modality,*

*While the narrative should focus on users' interactions with the product, it should also include some description of server-side activities required to support those interactions, if applicable. For example, "After the user clicks 'Buy,' the server checks the database for the user's credit card and shipping address. If present, then the server ..."*

*If your product serves a two-sided network/marketplace, be sure to include at least one use case for each side.*

*If your product has separate features for site administrators, consider including use cases for them.*

## Design Principles & Features Description

### Design Principles

State any overarching design principles. These should not be specific features, but guidelines for how you want to address user needs. Good design principles are rooted in real user needs, so think about what users need and how a solution should be designed for those needs.

Examples of principles:

- Prioritize intuitive UI over advanced settings
- Transparency and control: The user will have easy, clear ways to view/delete their data
- Backward compatibility is a must

### Features

What are the product's features and how should they work? You should make your descriptions in this area as complete as possible.

Common pitfalls for feature descriptions:

- Lengthy descriptions: Bullets are better than paragraphs, especially when describing what a feature does
- Focusing too much on "how": For features where the technology is obviously feasible, we care very little about the how and much more about what the user should be able to do with the feature. Consider using the form "Users should be able to ..."

Feature name	Feature description

### Metrics

What are the key ("north star") metrics for tracking success? Please indicate how you will compute them (e.g., with log data, post-launch user surveys, analytics on press coverage, etc.). Use a table or a bulleted list: no paragraphs here!

When choosing key metrics, think first about what your users' goals are, and then think about how you can measure those goals. For example, if the goal of my smart shoe product is to have my users become healthier, I might then think about how I can measure how active my users are, which might get me to increased step counts as one of my measures. This is a "top-down" approach to metrics development, where I think about what I *\*want\** to measure, which I prefer to a "bottom-up" approach where I start by thinking about what I *\*can\** measure.

*In your description of your key metrics, including why that metric is correct for your product and/or user need (e.g. "step counts so we can measure users' activity, which is a proxy for health")*

*Note that this should **\*not\*** be a full list of everything you log. You will probably log things like clicks, etc. but what we care about here are the most important metrics you'll look at to understand if your product is successful.*

## **Market**

*Be specific on which components/models you will use for your design, a breakdown of their costs, and how you plan on making a profit off this solution in order to sell it.*

## **Risks**

*How will you address each of the risks identified in your MRD, and any new risks identified since you completed MRD?*

*Consider presenting risks in table format with columns providing a detailed description and possible mitigants for each risk. Remember, risks might be legal risks, privacy risks, financial risks, strategic risks (e.g. relying on virality rather than marketing), etc.*