



Template: Project Brief

Use this project brief template to create a project brief that outlines the key elements of your project. [Learn more](#) about this template.

Project Summary

[Provide an overview of the project, keep it short as you'll dive further into project details below]

Project Goals & Expected Outcomes

[Add the problem we're solving (or speculative opportunity we are addressing), why we're solving it, any links to customer conversations or research. Clearly explain all facets of the problem.]

- **[Project goal 1]**
 - [Define the goal and expected result]
- **[Project goal 2]**
 - [Define the goal and expected result]
- **[Project goal 3]**
 - [Define the goal and expected result]

OKRs and Deliverables

[Indicate which Pod OKRs this project is meant to support. If not aligned to OKRs, elaborate why it should take priority.]

- **[OKRs]**
 - [List which OKRs this project is supporting.]



- **[Deliverables]**
 - [List the deliverables for this project.]

Success Indicators

[Add how we will determine whether the problem has been solved. Qualitative and quantitative measures.]

- **[Success Indicator 1]**
 - [Outline a potential indicator and how it will be measured.]
- **[Success Indicator 2]**
 - [Outline a potential indicator and how it will be measured.]

Project Timeline

[Indicate the estimated project duration, key milestones and important timeline information.]

Project Stakeholders and Teams

[Include the stakeholders and teams involved in the project.]

Project Audience

[Explain the audience that the project is intended for.]



Project Brief Template

Project Summary

Add a one sentence description of the project to easily summarize and share it outside of this brief.

Project Intent

Add the problem we're solving (or speculative opportunity we are addressing), why we're solving it, any links to customer conversations or research. Clearly explain all facets of the problem.

OKRs and Deliverables

Indicate which Pod OKRs this project is meant to support. If not aligned to OKRs, elaborate why it should take priority.

Success Indicators

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