



# Product Design Note

Well considered features, opportunities and ideas

## Name of concept

Created by

Date

Phases	Team		Status
Concept Measurement and Dashboard Plan Design Build Launch Post-Launch Review	Sponsor		

**Overview** - High-level overview and objectives of the Initiative

**Objectives** - What is the objective (OKR) of the initiative i.e. Create an Awesome Customer Experience

**Key Results** - What are the Key Results (OKR) i.e. Improve Net Promoter Score from X to Y

**User stories** - List all the relevant user stories / scenarios (as if real).

**Measurement** - How will success be measured? Be precise.

**Assumptions** - What are the primary assumptions?

**Risks** - Are there any risks associated?

**Minimum Viable Test?** - What is the minimum we could do to test the theory?

**Existing examples** - Please attach screenshots of any existing or similar examples to help clarify

**Attached**            **No**

**Anything else to add?**