

Product brief template

Product name:

Date:

Purpose

Define the product's purpose in 2-3 sentences:

Opportunity

Which problems does the product solve?

Target audience

Who is the target audience and why?

Competitors

Who are the top 5 competitors and why?

1

Why?

2

Why?

3

Why?

4

Why?

5

Why?

Success metrics

List 3 success metrics for the product:

1

2

3

Risks

List 3 possible risks that could lead to product failure:

1

2

3

Price

What kind of pricing options will be available (e.g., fixed rate, tier system, etc.)?

What price range is realistic for the product?

Timeline

What is the schedule for each task/deliverable and who is responsible?

Task/deliverable:
Assigned to:
Due date:

Task/deliverable:
Assigned to:
Due date:

Task/deliverable:
Assigned to:
Due date:

Task/deliverable:
Assigned to:
Due date:

Task/deliverable:
Assigned to:
Due date:

Notes/Comments: