



**NAME** The name of the product.



**GOAL** Your overarching goal.



**METRICS** The measures to determine if the goal has been met.



**TARGET GROUP**

The users and the customers with their needs.  
Personas are a great way to describe the target group.



**BIG PICTURE**

The desired user experience (UX): the user journeys, the product functionality, the visual design, and the nonfunctional properties.

Epics, scenarios, storyboards, workflows, design sketches, mock-ups, and constraint stories are helpful techniques.



**PRODUCT DETAILS**

The goal of the next iteration and specific actionable items to reach the goal.

The items are ordered from one to n, and may be captured as detailed user stories.