PRACTICAL RESOURCE / BUILD A PRODUCT

The one-page product brief

Build a Product · buildaproduct.live

A focused worksheet for the person, problem, promise, scope, and success signal.

Audience and situation:

Your notes:

Observed problem and current workaround:

Your notes:

Evidence we have / assumptions we still hold:

Your notes:

Smallest useful promise:

Your notes:

Essential user journey:

Your notes:

Out of scope for version one:

Your notes:

Risks and acceptance criteria:

Your notes:

Success signal and review date:

Your notes:

Use this worksheet as a starting point. Revise it based on real evidence from your own product.