

A picture containing outdoor, sky

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Business Analysis (BAPL)

Product Concept Brief

<<Project Name>>

Document Controls

**Project Information**

|  |  |
| --- | --- |
| Organisation | << Organisation Name >> |
| **Project Sponsor** | << Project Sponsor >> |
| **Project Name** | <<Project Name>> |
| **Project Number** | << Project ID >> |

**Contact for Enquires and Proposed Changes**

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**Version History**

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| --- | --- | --- | --- |
| Version | Date | Changed By | Nature of Amendment |
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**Document Approval**

The content of this document is hereby agreed to by:

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| Name | Position |
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| **Name & Role** | **Title/Designation** | **Approval Signature** | **Date** |
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1. **Product Concept Brief**

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| --- |
| **Product Name** |
| *Insert the product name/proposed name.* |

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| **Strategy** |
| *Provide an overview of the customers strategy or insert the strategy diagram if you have it at this point.* |

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| --- | --- | --- |
| **Release Overview** | | |
| ***Release Name*** | ***Release Type*** | ***Delivery Dates*** |
| *If the product is being structured into multiple releases list this here in order of delivery.* | *A succinct description of what will be included in the release.* | *Expected delivery dates.* |

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| --- | --- | --- | --- |
| **Description** | | | |
| **This product is…**  *What will the product do once designed?* | **Is not…**  *What wont the product do when designed?* | **Does…**  *How will the product work when designed?* | **Does not…**  *How will it not work when designed?* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Target Customer**  *What customer base are we targeting with this product? The product could target multiple segments.* | | | |
| **Customer Segment**  *Identify which customer segment your product will target.* | | | |
| *Eg: Young Singles* | *Eg: Young Couples* | *Eg: Families* | *Eg: Seniors* |

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| **Customer Needs/Brief** |
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| **Customer Value Proposition** |
| *Provide a succinct description on how the product delivers value to the client opportunity stated in the customer needs/Brief section of this template.* |

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| **Impact** | |
| **Positive**  *Succinctly document the positive customer impacts the product may deliver on the agreed client brief.* | **Negative**  *Succinctly document the possible negative impacts the product may deliver on the agreed client brief.* |

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| **Alignment to Strategy** | |
| *Succinctly identify how the product will align to your overall strategy. At this point you could also identify any possible gaps that may need to be considered/bridged with other products, projects or pieces of work.*  *To assist Product Owners in keeping to product values, the below table can be used. Product features can be aligned against these Business Drivers should there need to be a decision on inclusion/exclusion of a feature (due to time, cost, or technical dependencies).* | |
| ***Business Driver(s)*** | ***Driver Weighting (out of 100%)*** |
| *Zero Harm* | *45%* |
| *Reduction in operational costs* | *20%* |
| *Customer Satisfaction* | *35%* |

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| **Benefits** |
| *Usually these are documented as either qualitative or quantitative. Remember a benefit is what the business receives, if it takes advantage of an outcome. 10% reduction in required activity is only a benefit if this newly available time is reallocated or the work hours reduced.* |

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| **Talking Points** |
| *These should be dot points that anyone can use to talk about how the product aligns to the Customer Needs/Brief, strategy, benefits and what will be delivered against the customer value proposition.* |

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| **Pricing/Costs** |
| *Document any known internal and external costs. At this early stage you can always estimate the figures and validate once you have the evidence.* |

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| **Resources** | | |
| ***Type*** | ***What*** | ***When*** |
| * **People** * **Room** * **Equipment**   *Type can either be people resources or physical resources required for the product delivery.* | *Insert description.* | *Expected delivery dates.* |