

New Features: Briefing Template

**Project Name:**

**Background**

Add background information about the brief, why are we doing it, who is the end user and how will it help them.

**Overview of the problem**

What is the overarching business problem this new feature is there to solve?

Include any screenshots of the current issue.

**Objectives**

What are we trying to achieve from this new feature?

Is it to streamline the process, improve the UI or UX?

**Target audience**

Who is this new feature designed to help? Job seeker or recruiter. What is the pain point we are solving with this new feature?

**Additional information**

This section is for any additional information you may have for the development team that will help them in the development. E.g. competitor information, GA insights etc.

**Timings**

List the details of when you need things

**Requierment loaded in Jira:**

**Requirement reviewed (Dev team):**

**Questions to project owner:**

**Answers give to Dev Team:**

**Requirements amended (if needed):**

**Sign off on requirements (Project owner):**

**Work starts:**

**Review:**

**Final Sign off (QA):**

**Project owner:** Who is accountable for this project

**Project Sponsor:** Who is overseeing this project

(please ensure the brief is signed off by the sponsor before adding to Jira)