

A useful project starts here.

One page to clarify the work before the build. Write short answers. Mark undecided items as questions.
For a website, workflow, or focused software project.

Project / business

Date

01 The problem and the outcome
Who needs to do what more easily?

Today, the problem is:

The first useful outcome would be:

02 Existing tools and constraints
Required, preferred, or open?

Current website / process / tools:

Platform, hosting, or technical requirement:

CMS / content editor and maintainer:

Content or assets still needed:

03 The first-release boundary

Three must-haves

Outside this first release

1.

2.

3.

04 Information, integrations, and owners
Name tools and people; keep credentials private.

Tool / information source	What needs to happen	Responsible person

05 Three acceptance checks
What can a person complete, and how will you confirm it?

☐
☐
☐

Consider the main action, missing-information or failure handling, and the relevant device, role, or destination.

06 People, timing, and open questions

Decision-maker

Prepared by

Desired timing and the reason it matters:

What still needs to be decided?