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Project name

Concept review

One sentence on what this review must decide.

Month YYYY · First name Last name, role

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Section 01

The problem to frame

What this document must help decide, and for whom.

The problem, as the team lives it today

What is happening

Two or three factual sentences: the situation, the symptoms observed, what users and numbers say.

Why now

What makes the topic a priority: a deadline, a product signal, a pending decision.

Section 02

Needs and goals

Who needs what, and what we are trying to reach.

Three user needs, one goal each

Need 1

Written from the user’s point of view, with its source (interview, support, data).

Need 2

One need per card. If two needs look alike, keep one.

Need 3

The matching goal is measurable: we will be able to say whether it was reached.

Section 03

Scope and mandatories

What the concept must respect whatever happens.

The product mandatories and where they come from

Mandatory	Why	Source
What is required	Regulatory, technical or business	Who set it
What is out of scope	To keep the topic tractable	Decided by…
What stays open	To settle during the review	Question for…

Section 04

Conceptual framework

The principles that guide every proposal.

Four principles, one line each

A principle

Another principle

A third one

The last one

A principle helps choose between two options. If it allows no choice, it is not a principle.

Section 05

The concept

One idea, stated in one sentence before any detail.

The concept, in one sentence anyone in the room could repeat.

What the concept brings, and to whom

Three sentences. The first states the benefit for the user. The second states the benefit for the organisation. The third states what the concept deliberately does not do.

- For the user: …
- For the team or the business: …
- What the concept leaves aside: …

Visual

The flow, from entry to exit

Visual

01 Entry

02 Key step

03 Decision

04 Exit

If a prototype exists, this is where you leave the slides to show it.

What the concept gains and what it costs

FOR

- A concrete gain, with its evidence
- A second gain
- A third one

AGAINST

- A cost or a risk, named
- What stays uncertain
- What we give up

Section 06

Decisions and schedule

What must be settled, by whom, and when.

Three decisions to take, in order

THIS WEEK

Decision 1

Who takes it, on what basis

IN TWO WEEKS

Decision 2

What must be ready before

END OF MONTH

Decision 3

What starts next

The next step, precisely

One action, one person, one date.
What you expect from the room today.