New product features [one-pager template]

A new product feature one-pager is a brief document that clearly outlines the new feature. These documents can help to gain support for, define the scope of, and tell the story of the new feature.

Although called a one-pager, if distributed digitally you could use two pages (as the front and back of one page)!

Some things to consider when creating a new feature one-pager are:

* **Be concise**
  + You only have one page, so use it wisely.
  + Include all the details of the new feature clearly.
* **Be impactful**
  + Who are your stakeholders?
  + This one-pager should be interesting and make an impact on stakeholders.
  + How will your one-pager be laid out/designed? How many columns will you use?
* **Do your research**
  + The new features should be well researched and any data on why this feature should be included.
* **Tell a story**
  + Tell the story of the new feature to engage stakeholders reading the page.
* **Revisit the feature**
  + Revisit the feature a few months down the road to ensure you’re staying ahead of the competition.
  + Make amends to the one-pager with any amends you do end up making, so the content is up-to-date, and your prospective customers have fresh information they can use to make a purchasing decision.

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# **[New product feature name]**

## [Company name]

## Section 1: Feature overview and goals

* Feature overview
  + What is the feature?
  + Explain how the feature works.
  + Why is the feature important.
  + When you can/should use it.
  + How does it integrate with the rest of the product?
* Product goal
  + Who is the target audience for this feature?
  + What is the pain point that this feature solves?
    - Statistics for this would be helpful, e.g. 17% of [target audience] churn is due to [feature X] not working as intended.
  + Why does this feature solve the problem?
  + Why is now the time to implement this feature?

## Section 2: Define success criteria

* Define success
  + What does success look like?
  + How do you measure success?
  + What is the timeline for success?
* Define scope
  + What are the must-haves of this feature?
  + What is the out-of-scope of this feature?
* Key timing
  + When should this feature be launched?
  + Are you trying to launch before a certain date/event?
  + Are there other factors to be organized in time with the feature being launched? (E.g. an email, social post, etc.)

## Section 3: Competitive analysis

* Competition
  + Do your competitors already have a version of this feature? How is your feature different/similar?
  + Are competitors considering releasing this feature? If so, when?

## Section 4: Company

* Wider strategy
  + How does the feature fit into the company’s broader goals?
  + What other departments will benefit from this feature.

## Section 5: Additional Resources (optional)

* Links
  + Any link that may be useful to stakeholders reading the one-pager.