

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.
-

[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.