



Crafting a Design Strategy Feature Brief

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ac4d

Design Strategy Feature Brief

A single document that presents a simple, cohesive vision of what you should build and why you should built it.

A DESIGN STRATEGY FEATURE BRIEF...

1. Acts as a single source of truth for the product vision – the north star of where to go
2. Grounds the direction in rich, qualitative, experiential evidence
3. Communicates a path towards success
4. Defines and articulates the specific pieces and parts that will make up the product or service

BEHAVIORAL INSIGHTS

1 Students have a short-term, reactive approach to deadlines & due dates



Students don't know how to manage their time, and haven't learned mid and long-term planning techniques (making lists, setting interim deadlines, and backwards-planning from a deadline). As they struggle to manage the complexity of a develop stress (focus exclusive)

Our product sh deadlines, and helps them tonight for tomo

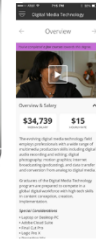
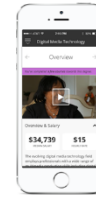
DETAILED STRATEGIC ROADMAP



VALUE PROPOSITION

We promise to help minimize anxiety in students, so they can achieve academic success and pursue their dreams.

ACADEMIC PLANNER

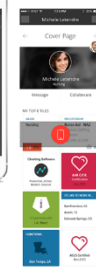
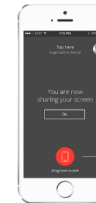


The Academic Planner is the cornerstone of driving academic success across the learning journey. Students encounter a variety of important decisions throughout their college career, and these decisions cause a large amount of anxiety. Additionally, these decisions can have impact on length of study, attrition, and cost of education. Academic Planner ensures students can identify their passions and interests, graduate on time, and find a lucrative career path.

- Students can explore a variety of personal interests and view inspirational videos related to these interests
- Majors and degree paths are displayed that are tied directly to these developing interests
- Student progress towards a credential is mapped, and students can view the most direct path towards completing a degree

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VIDEO CONFERENCING




Video conferencing is a fundamental part of the 9b Student product, and is interwoven through the fabric of the product.

- Students can initiate a video conference with any other person in the system
- Teachers can offer group video conferencing on a regular schedule (in support of a class) or on an ad-hoc basis (for a study session)
- Presence describes when students and instructors are available outside of normal set hours
- Video chat can be launched from the context of a person, anywhere in the app

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Goal: Document strategy, simply

A design strategy feature brief is intended to document a go-forward strategy in a simple, easily consumable manner.

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- Presents the highest-level value promise
 - Grounds all recommendations in empathetic research
 - Articulates a north-star: a direction in which to head
 - Describes a realistic, achievable path towards that north-star
 - Presents a comprehensive list of product capabilities
 - Offers a summary overview of capability features

The feature brief should stand on its own

This document will be used throughout your group or organization, or by outside stakeholders. It should stand on its own:

- Someone with no background in the specifics of the project should be able to understand what they are looking at without you having to explain it
- The document should set a context in which it should be evaluated

Sections

1. Value proposition. The high level north-star; what does the optimistic future look like when your product is successful?
2. Insights. The provocative statements of truth about your target audience that frame the problem space.
3. Roadmap. The sequencing of capabilities towards a complete and cohesive product story.
4. Capabilities. The things someone can do with the product, both at an abstract level and at a specific feature level.

(You should already have all of these pieces – this is just compiling them into a single story.)

Value Proposition

The high level north-star; what does the optimistic future look like when you product is successful?

Frame this as a simple promise: what you will do, and why you will do it.

VALUE PROPOSITION

We promise to help minimize anxiety in students, so they can achieve academic success and pursue their dreams.

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Insights

Present each guiding insight that shaped the product decisions, and then explain the insight in more depth.

What are the implications of the insight on the product?

BEHAVIORAL INSIGHTS

1 Students have a short-term, reactive approach to deadlines & due dates

Students don't know how to manage their time, and haven't learned mid and long-term planning techniques (making lists, setting interim deadlines, and backwards-planning from a deadline). As they struggle to manage the complexity of assignments across multiple classes, they develop stress and anxiety related to deadlines, and fail to focus exclusively on the subject matter itself.

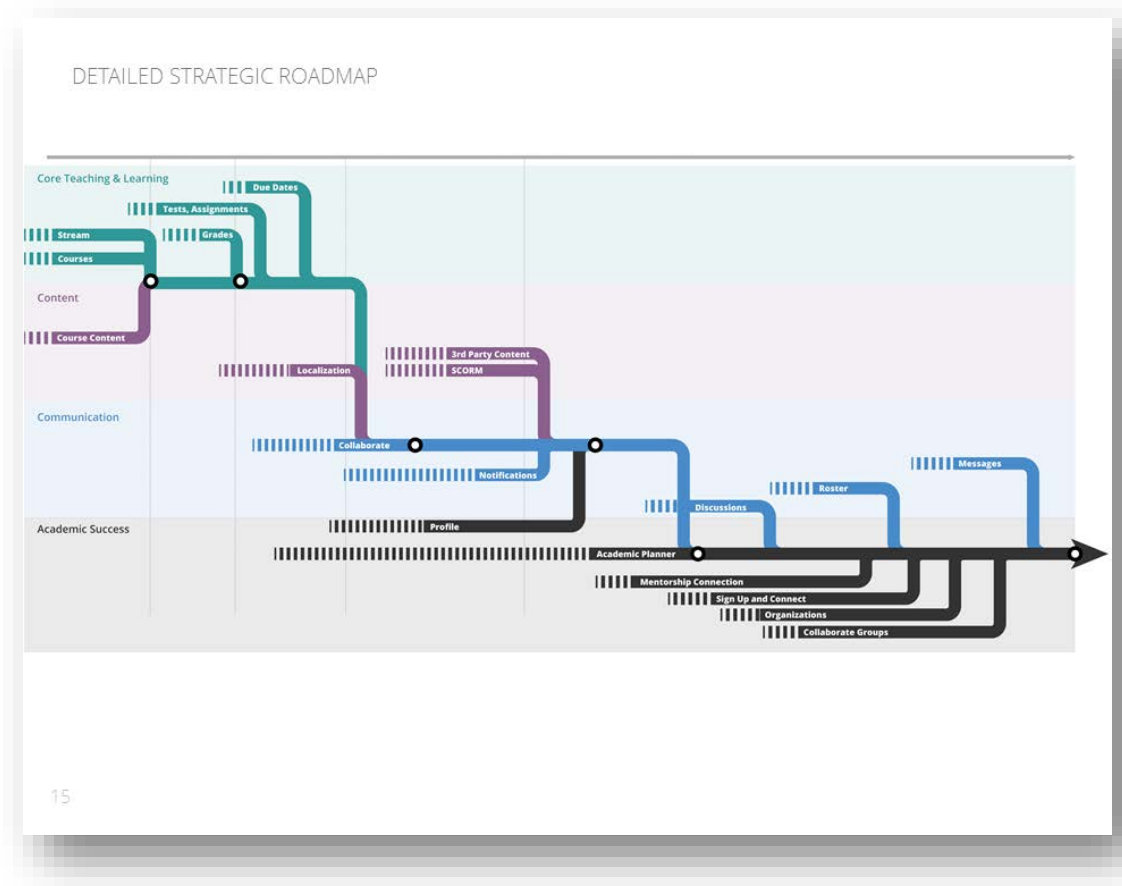
Our product should offer a view into coursework, deadlines, and exams that speaks to the "here and now" and helps them answer the question *what do I need to do tonight for tomorrow?*



Roadmap

Describe the path towards value by identifying the sequenced buildout of capabilities.

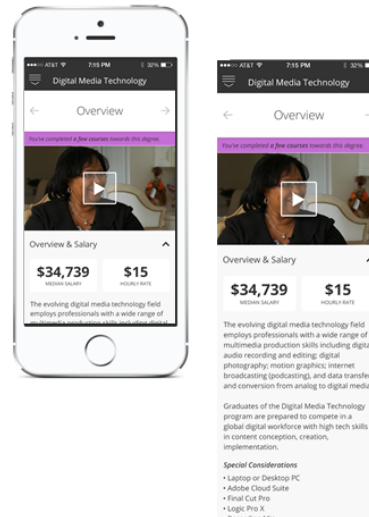
Show how your designs build.



Capabilities

List each capability, one per page. Include a screenshot that exemplifies the feature, and write a short description of the capability, and the abilities this capability grants to your user.

ACADEMIC PLANNER



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HOW TO DO IT

1. Produce all of the artifacts we've discussed so far – a value promise, your research insights, your wireframes, your feature breakdown, and your product roadmap
2. Structure an outline of these elements to make a story
3. Refine and wordsmith the material through iterations

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