

# Feature Briefs

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## Fundamentals

# A feature brief is the north star for product and development teams.

### Experience

The things and pressures on people that define and shape their interactions

### Emotional Insight

Finding meaning in data by looking at it from the perspective of people

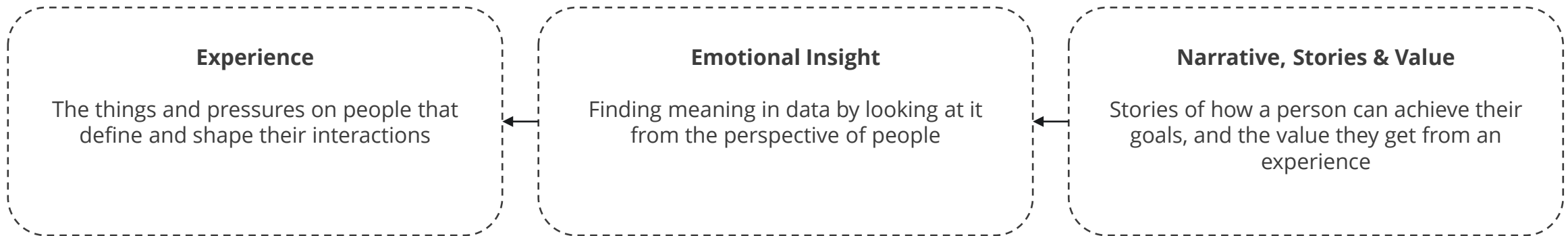
### Narrative, Stories & Value

Stories of how a person can achieve their goals, and the value they get from an experience

Empathy

## Fundamentals

# It shows the vision and rationale behind design decisions, tying them back to the insights discovered during research.



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## Fundamentals

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### A feature brief is strategic

A feature brief presents the design intent of the system. It details the features that deliver functional and emotional outcomes and the recommended approach for development. The document:

- Grounds design and feature decisions in member insights (shows the thread from user problem to new product, system, or service)
- Is used to present product / service visions to internal stakeholders
- Is used as a tool to evaluate the addition or removal of features against member-facing criteria

### A feature brief is persuasive

The contents in the feature brief are exciting, represented visually and in a way that viewers can easily understand. A good feature brief helps the audience see a future that they want to contribute to.

# An example feature brief

JOB GENIE



What's most important to you?



MONEY



POWER



IMPACT



FREEDOM

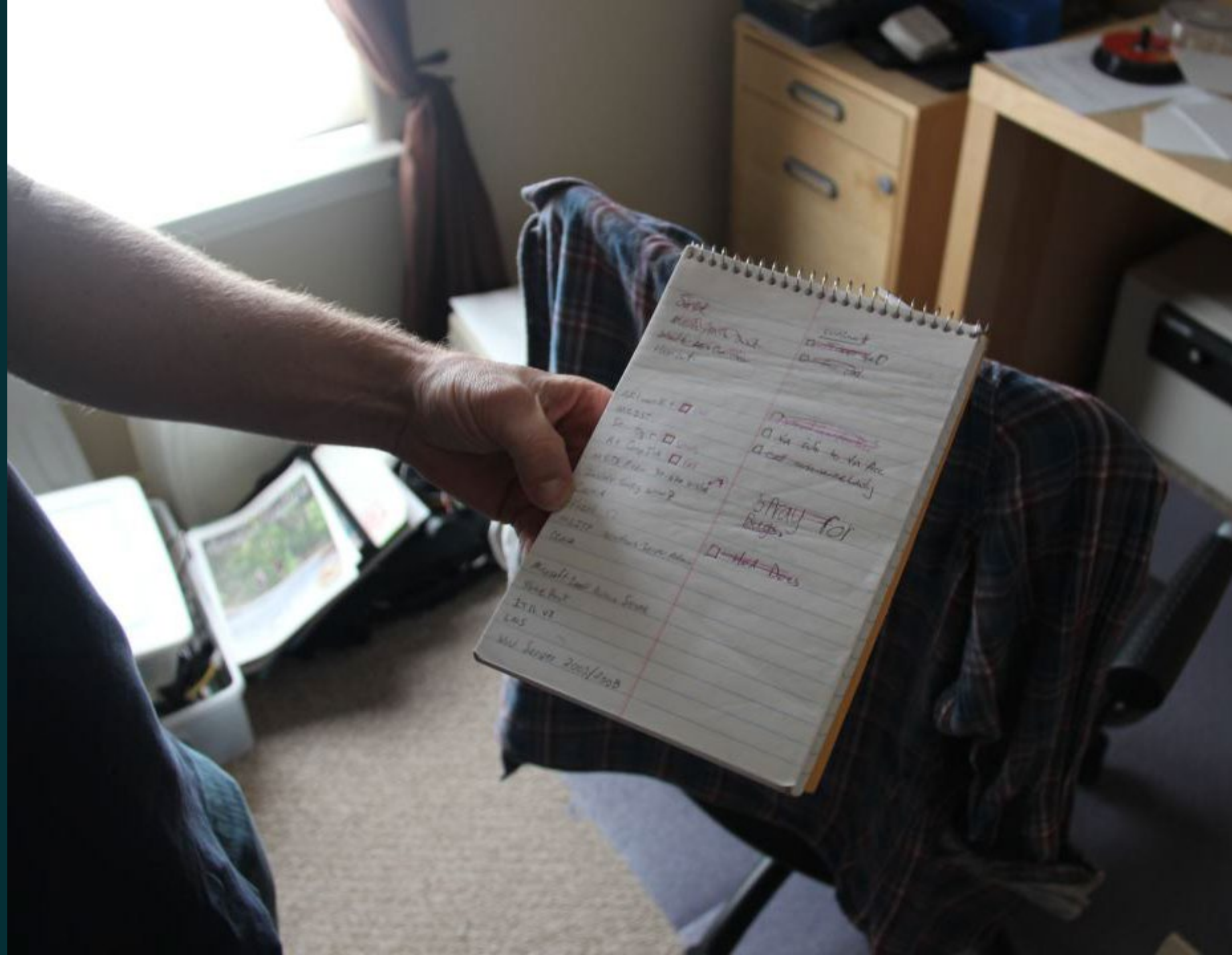
# Job Genie

Helping students identify their passions

Stephen

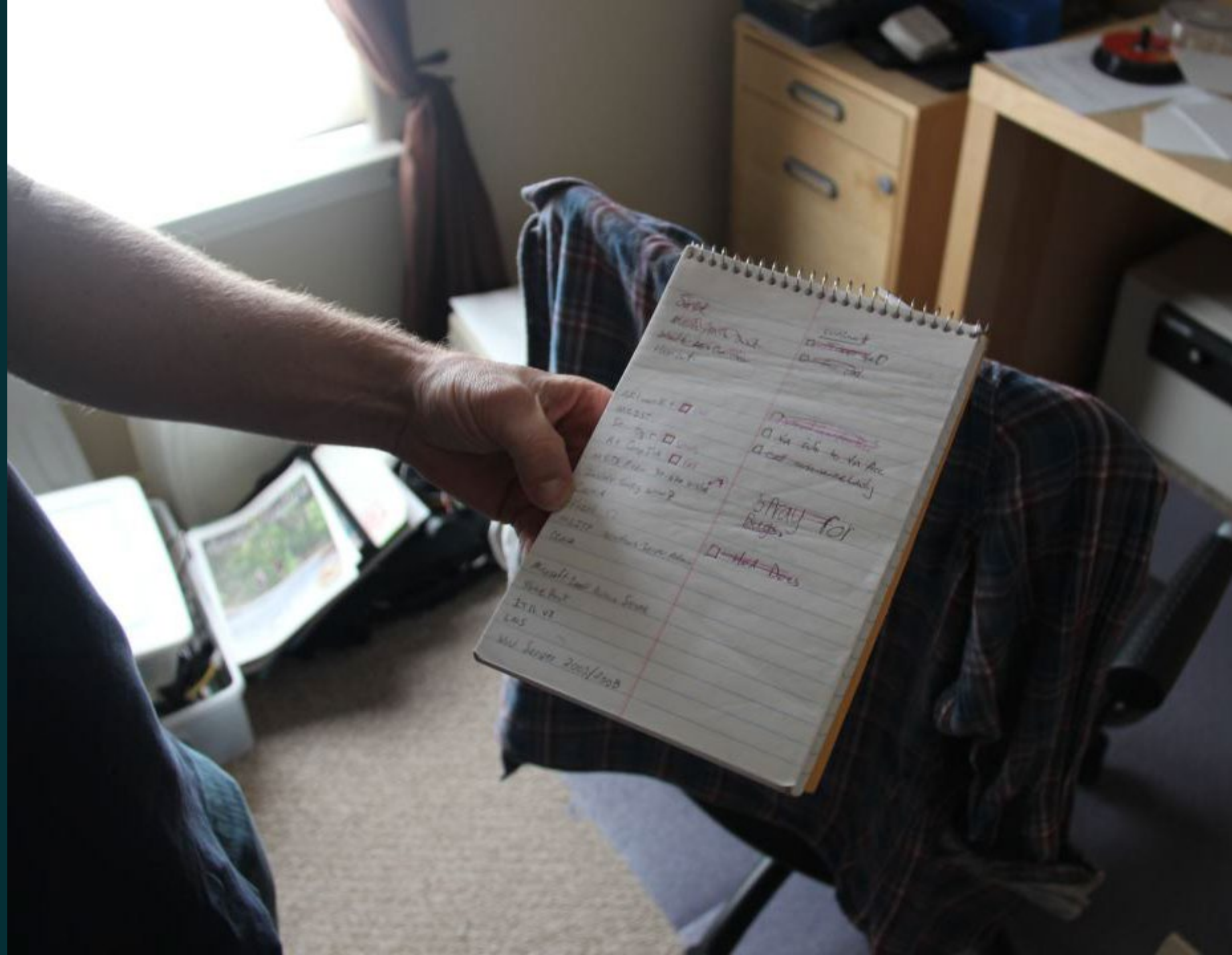
“I’m studying business. I wrote down these different jobs I can get when I’m done, from the website.

I’m not sure what an investment banker does, but it says they make a lot of money.”





Stephen perceives his education as a transaction, but doesn't really understand what he's going to get at the end.





In order to be successful...

**The design must help students understand different career paths, and how to get a degree or credential that can help them get there.**

Shanae

“I wanted to be a therapist, because girls like to talk about their problems, and then I get into college and was like, this isn’t what I signed up for.

I thought since I couldn’t complete the major, I was a little dumber than everyone else...”



Shanae views an uninformed academic decision as something to be ashamed of.



In order to be successful...

**The design must help students see academic decisions as lightweight and freeing, not as a burden or a test.**



Maria

“I found out about the international business major from a guy at The Gap. I didn't even know what that was. I Googled it, and it sounded better than just regular business, so I just picked that.

My life decisions are based on stupid things.”





**Maria doesn't really understand what a major is, or what she'll learn.**



In order to be successful...

**The design must help students better understand what the “real world” is like, so they can make informed decisions.**



## Design criteria

**The design must help students understand different career paths, and how to get a degree or credential that can help them get there.**

**The design must help students see academic decisions as lightweight and freeing, not as a burden or a test.**

**The design must help students better understand what the “real world” is like, so they can make informed decisions.**

## Value promise

**Job Genie is a fun, non-threatening way to explore potential career paths.**

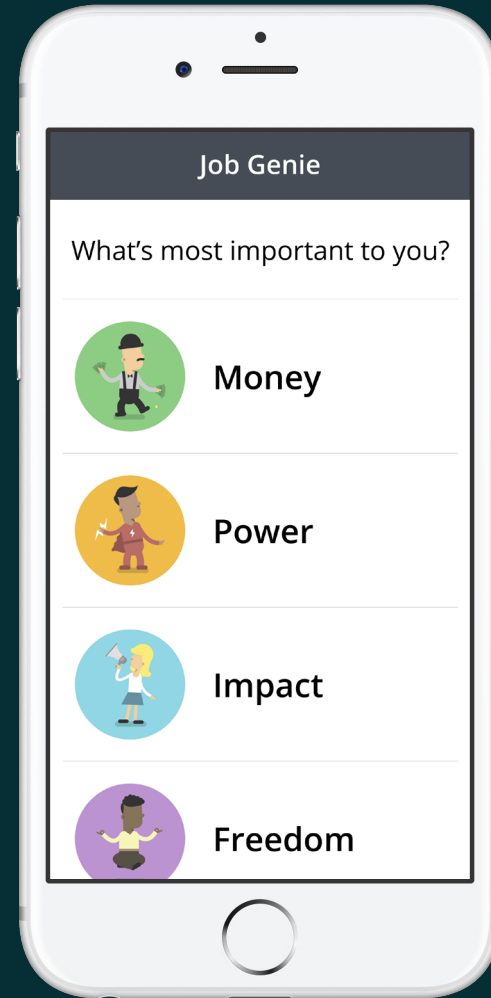
## Core capabilities

**With Job Genie, students can browse career options in an easy, approachable way, and can view videos from practitioners that paint a realistic picture of the day-to-day activities at a job.**

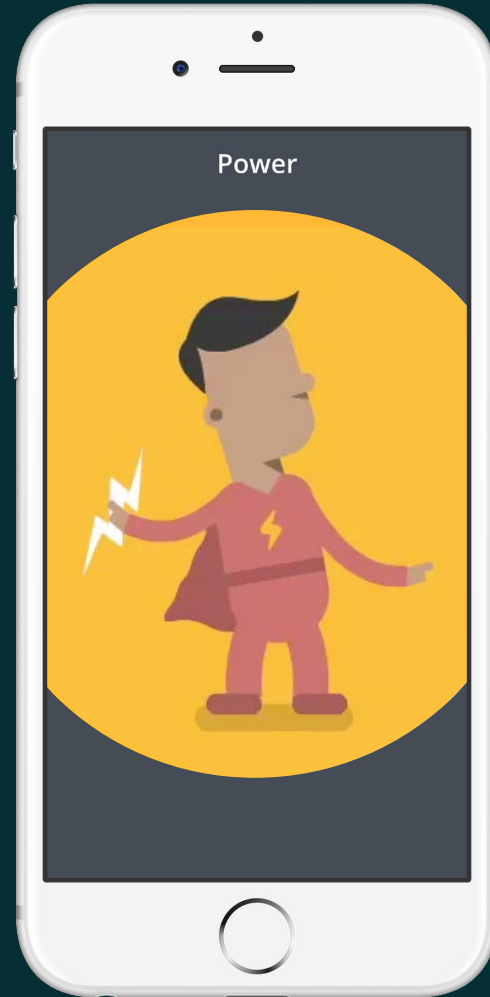
### Students can...

- Learn about different career paths
- See how people with a variety of degrees achieved success in the same field.
- Find schools and degrees relevant to a selected vocation or career choice
- Minimize anxiety around career selection
- Make empowered, considered choices about the future

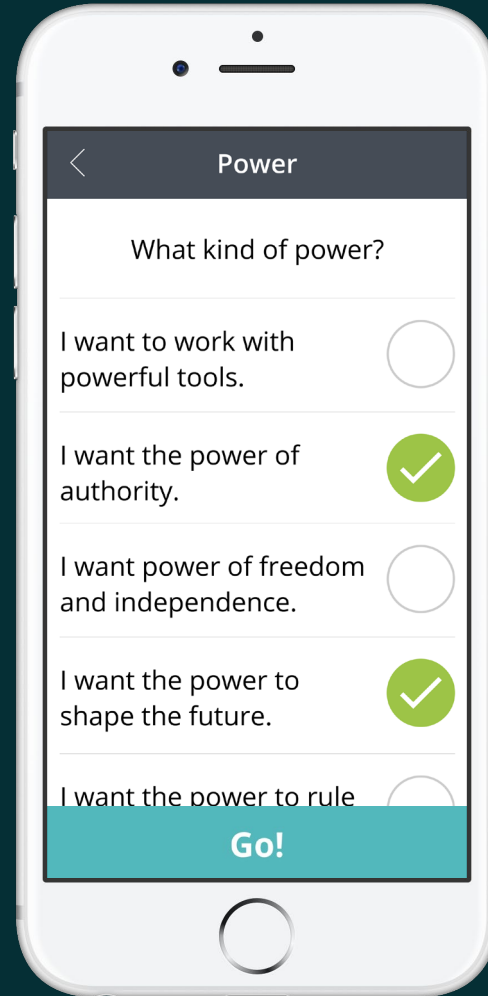
## How it works



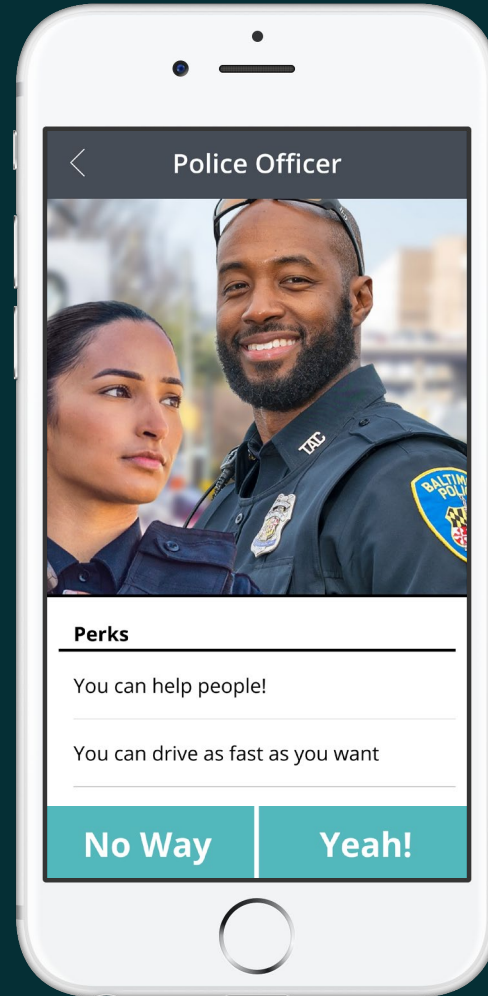
## How it works



## How it works

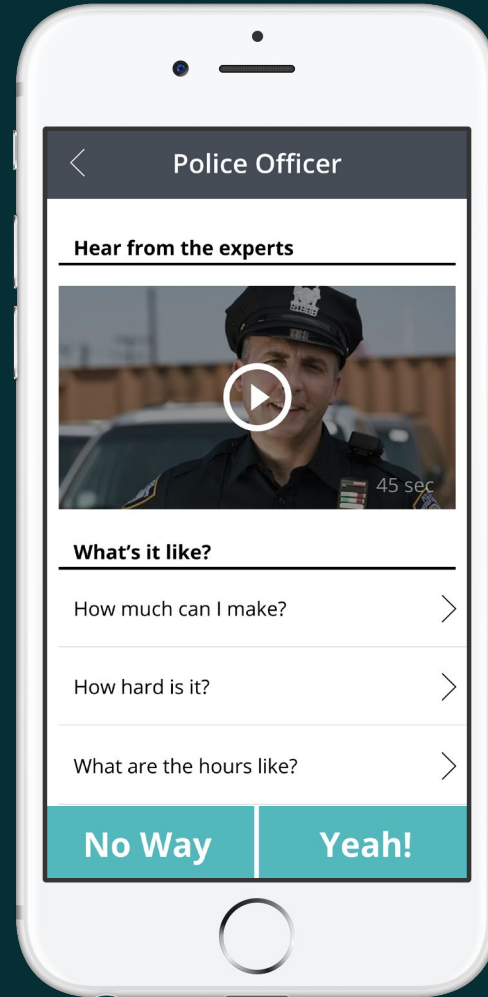


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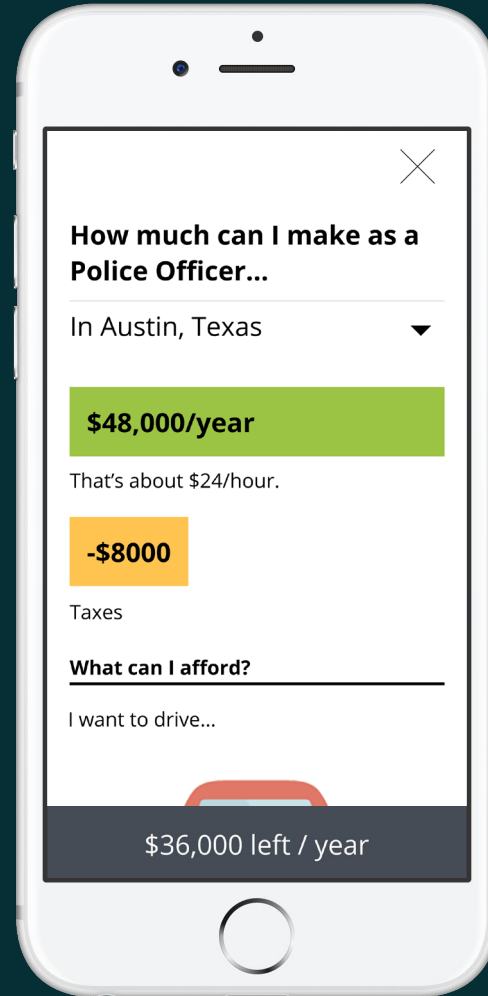




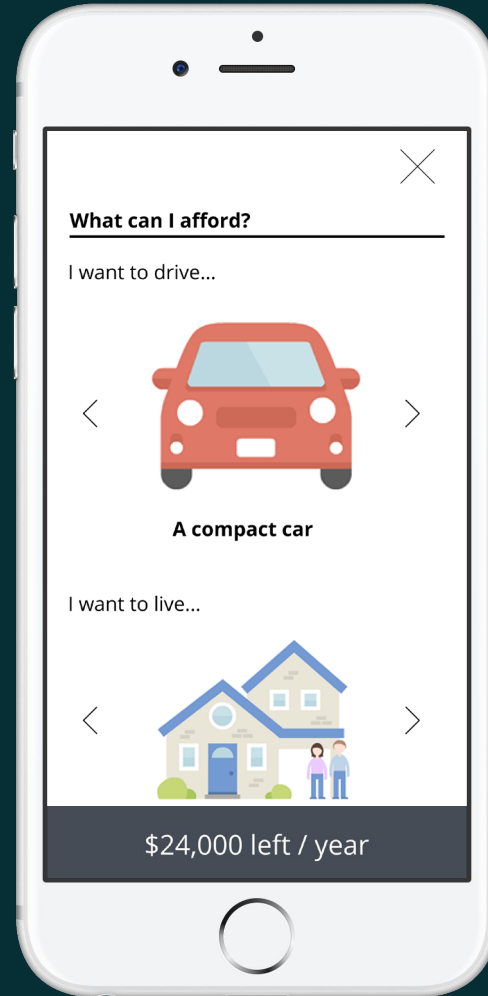
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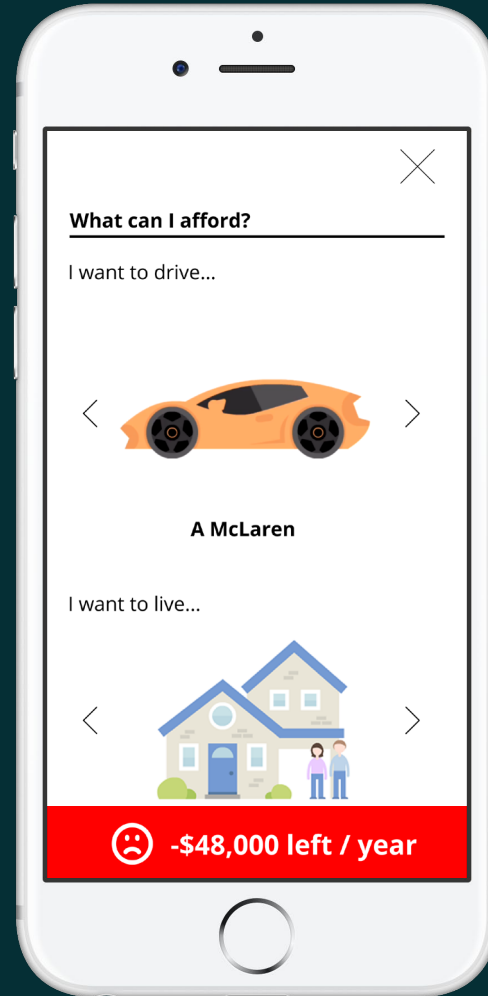
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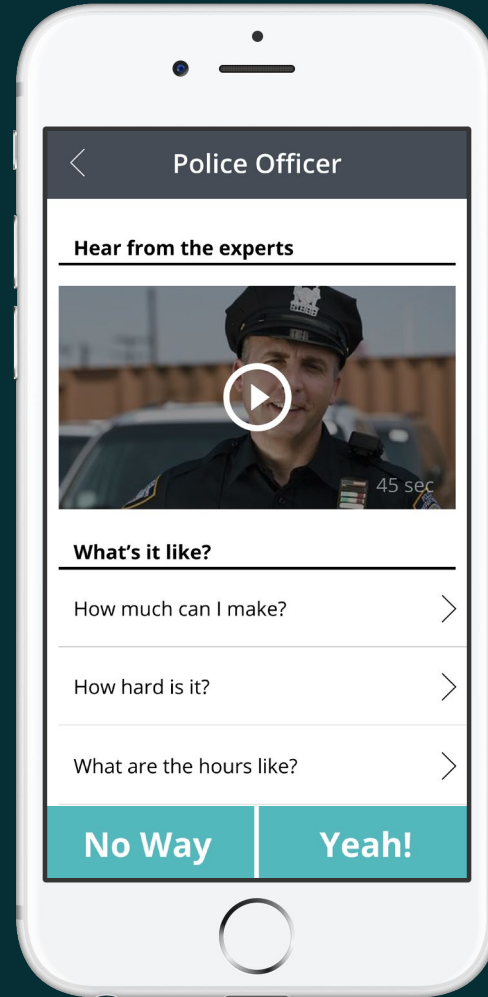
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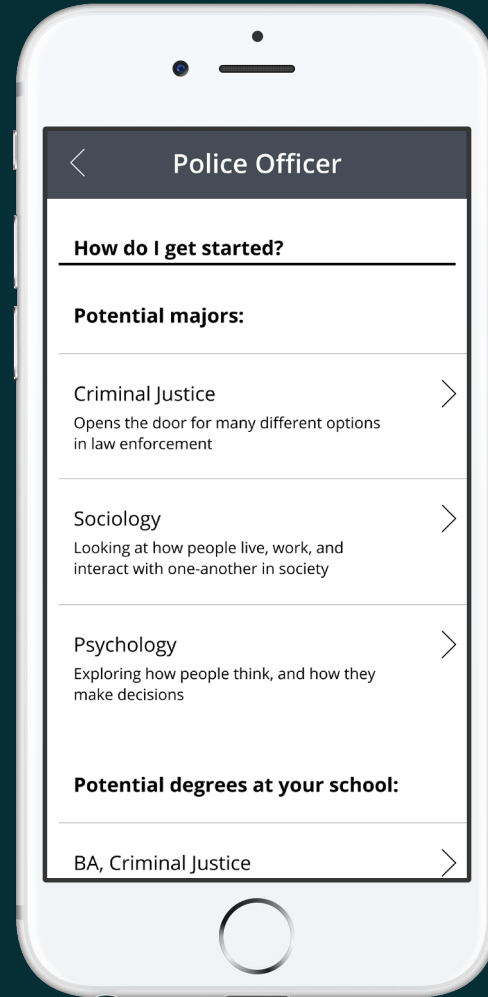
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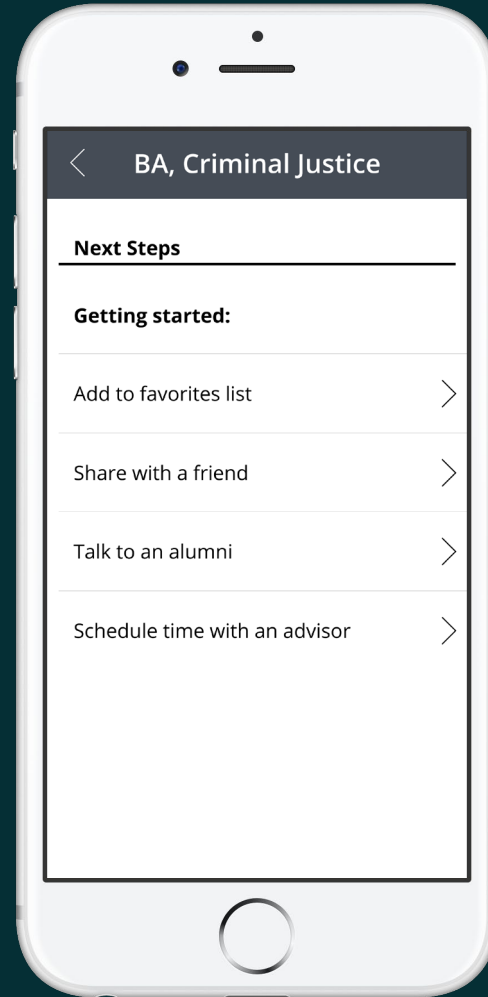
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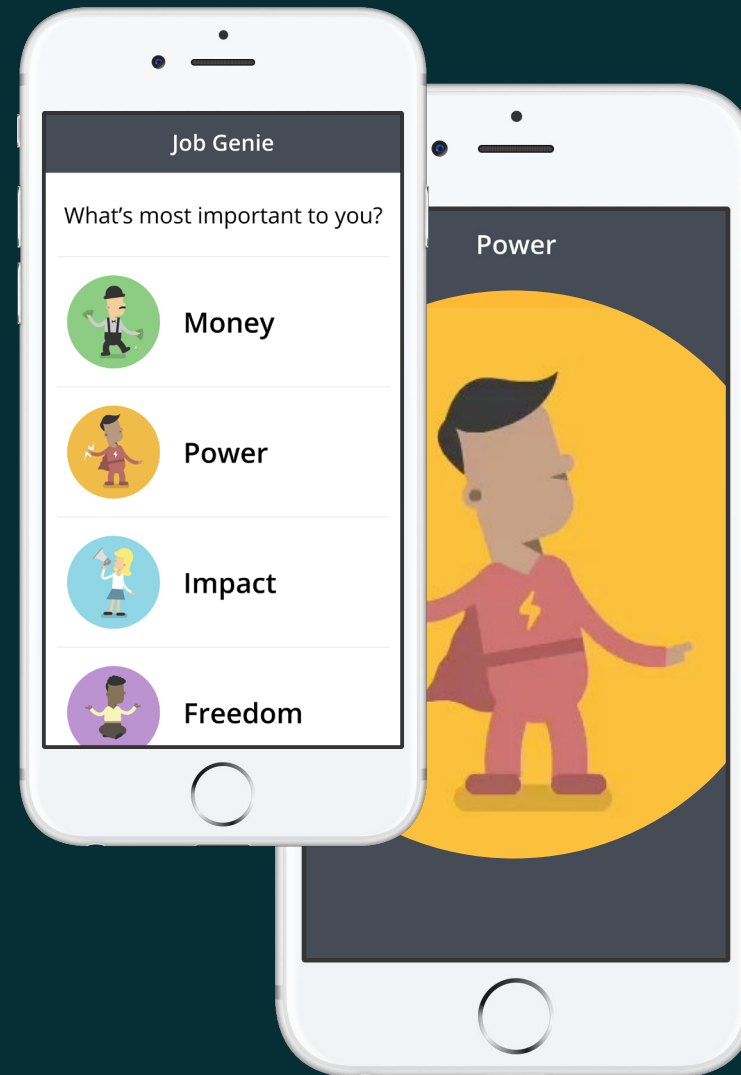


## How it works





The decision screen represents the entry into the application. Users are presented with simple, but divergent choices to prompt career discovery that feels approachable and playful.



### It's about the emotions.

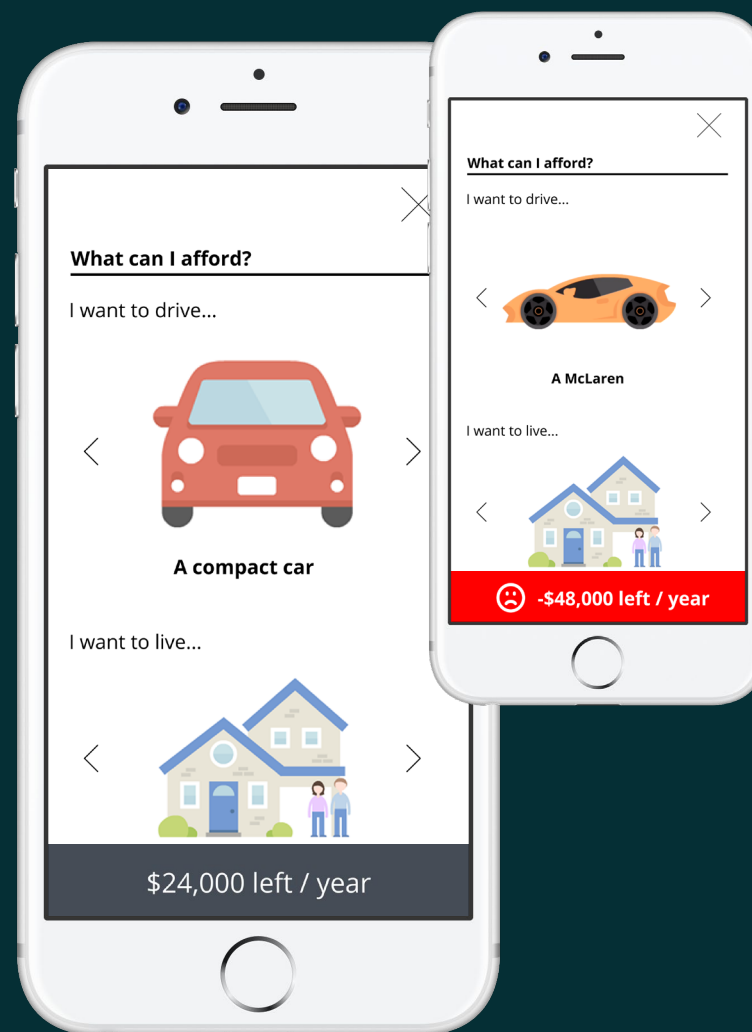
Animations support the feeling of being "light hearted" and noncommittal (the opposite of career searching today).

Simple categories align with direct outcomes.

Human language helps qualify what a user desires within a single category.

No-friction UI (no settings, filters, options).

The “what can I afford?” modal allows users to compare a salary with their desired lifestyle. The system gives them a breakdown of taxes and estimated expenses for their area based on a set of configurable attributes.



### It's about the playfulness.

Highly visual, playful imagery minimizes the anxiety related to “growing up”

A limited number of selections for each facet removes the overwhelming nature of making choices

## In Summary

**Job Genie is a fun, non-threatening way to explore potential career paths.**

What we just saw...

1 **Job Genie**

2 "Understanding business terms like revenue, profit, and cost is difficult for many students. The app must help them understand what the numbers mean and how they relate to each other."

3 "Students perceive education as a burden but don't really understand what the numbers mean for their future."

4 "The design must help students understand different career paths, and how to get a degree or credential that can help them get there."

5 "The app must be a fun, non-threatening way to explore potential career paths. It should be easy to use and not feel like a test or a burden."

6 "The app must help students see academic decisions as lightweight and freeing, not as a burden or a test."

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27 **Job Genie is a fun, non-threatening way to explore potential career paths.**

## Identifying the value promise

# The most important part of the feature brief is the value promise: the benefits we'll provide our users.

### Who, What & Why

A value promise is a single, concise description of the value that is delivered as a result of using the product, system, or service.

It acts as the north star within the organization – succinctly describing what we must go build and how we can measure success.

## Identifying the value promise

# Who is the product for?

Students who feel trapped in their major, and describe a perceived social shame in changing their own trajectory.

Students who feel lost because they lack the tools or resources to gain credible guidance.

Students who make misinformed decisions about their major because of timing, parental pressure, or a lack of awareness about alternatives

## Identifying the value promise

# What will the product do?

✓ Our design must...

Help students see relevancy in their course of study.

✓ Our design must...

Help students make informed decisions about their course of study

✓ Our design must...

Help students remain in college and graduate on time

✓ Our design must...

Feel light-hearted and noncommittal



## Identifying the value promise

# Why is it important that the product do these things?

✓ Our design must...

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Why?

✓ Our design must...

Help students make informed decisions about their course of study

Why?

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Why?

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Why?

## Identifying the value promise

# Why is it important that the product does these things?

So that students have the opportunity to play and not feel crushed by anxiety

Because student loan debt is even more debilitating if you don't have a job that pays well

So that students can play with the idea of multiple options

So students have a "line of sight" as to why they are pursuing a degree

So students feel more emotionally invested in achieving an outcome

Because getting a degree and a job in your field is empowering

Identifying the value promise

# Now, write the value promise.

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What does the product do?

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Why is it important that the product does these things?

|                                                                                            |                                                                         |
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Draft

We promise to help students who feel lost in their academic journey, by giving them a product that is light hearted, fun, and helps connect them to tangible careers.

Identifying the value promise

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Revised

We promise to help students explore careers, by giving them a product that is light hearted and fun.

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Almost there...

We promise to provide a fun, non-threatening way to explore potential career paths.

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Got it.

Job Genie is a fun, non-threatening way to explore potential career paths.

## The feature brief, in summary

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**Emotional Insight**

Finding meaning in data by looking at it from the perspective of people

**Narrative, Stories & Value**

Stories of how a person can achieve their goals, and the value they get from an experience

Empathy

# Thank you!

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