[Background](#_omj2l636jss7)

[Problem](#_nkln26ipkwdu)

[Goals](#_anwafvz6dlss)

[Success Metrics](#_xkotbrsxwan6)

[Key Features & Scope](#_yyxcidgfny8e)

[Core UX Flow](#_6ba0fq6yi6tn)

### Background

[Provide any relevant background information about the industry or the problem]

### Problem

[Describe the opportunity. What are the benefits to the user? ]

### Goals

[What does success look like?]

### Key Features

[List at least three of the product's most important features and explain why these are the most important]

### Success Metrics

[How will you measure success?]

### Target Market [Who are your users and customers?]

### Core UX Flow *(optional)*

[Handoff: Link to mocks]

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