

Kick-off Template

Owner	
Sponsor	
Team	
Contributes to OKRs	

▼ Help

i This template helps you to prepare to start the delivery of a new project. It validates whether:

1. we have a good understanding of the problems we are trying to solve
2. we know a path forward (hypothesis, solution)
3. we mobilised the team
4. we have a plan

And just that! This is NOT a definitive and comprehensive project documentation.

You don't need to complete the entire poster at once. As you work through each section, link off to other project artefacts, or note other plays you might run, like [DACI](#), [Experience Canvas](#), [Trade-offs](#), etc. Once the project kicks off, it's not supposed to be updated: everything should be captured in Jira, Jira Product Discovery and Atlas. Use this as an asset for retrospectives.

Preferably, it should be a collaborative effort from the entire team, either async or through a workshop. See instructions for running [Project Poster Workshops](#).

Add cross-references to and from this page and the JPD idea, Atlas project/goal, and Jira Epic/Initiative.

? Problem Space

▼ Help

i Explain why solving this problem matters to your customers and to the business. Get clear on your project goals and possible solutions.

Most of this session should have been answered in the related JPD idea during the discovery. If that's the case, you may just link it.

✓ Tips for writing the problem statement:

- Focus on the **user's perspective**, not the business or technical side.
- Be **specific** and **observable**, avoid vague frustrations.
- Avoid jumping to solutions, stay with the **problem**.
- Base it on **research or discovery evidence**, not assumptions.

✓ Tips for writing the hypothesis:

- Tie your hypothesis to **user behavior** or **business impact**.
- Make it **testable** (use clear metrics or observations).
- Keep it **specific** to avoid vague results.

- Use it as the basis for **experiments** (e.g. prototypes, interviews, A/B tests).

Why are we doing this?	
What is our hypothesis to resolve the problem?	
What are possible solutions?	
How do we judge success?	

✓ Validation

Help

i Identify knowledge gaps and risks. What do you know, and what do you need to find out?

What do we already know?	
What do we need to answer?	☐

👍 Ready to make it

Help

i Visualize the solution, and put a project plan into place.

What are we doing?	
What we are NOT doing?	
Visualize the solution	
JPD idea	
Jira delivery tracker	
Jira delivery plan	
Atlas report	
Solution design documents	
Final checklist	☐ Mockups validated with customers ☐ Initial discovery finished (we know enough to start first iteration) ☐ Stories defined ☐ Test plan is in place for all usage scenarios/user stories ☐ Pilot customers identified (if required) ☐

📅 High Level Milestones

What	When	Who

 Governance

 Who are the team members?

▼ help

 The entire team is responsible and accountable for the success of the project. The description below is just to guide the team and reduce ambiguity.

The default values in the table below are only suggestions.

Who	Role	Focus & Deliverables
	Owner	Focus: <i>What</i> the project must deliver to meet business needs • Defines the business objectives and success criteria. • Makes decisions on scope and priorities. • Provides ongoing input and validation of deliverables. • Works closely with the project manager and team. • Engages with stakeholders and end users. • Ensures that the solution meets business needs.
	Sponsor	Focus: <i>Why</i> the project matters and securing support • Approves the project and its budget. • Secures executive buy-in and resources. • Escalates and removes high-level roadblocks. • Ensures the project aligns with business strategy. • Signs off on major deliverables and changes. • Chairs the steering committee (if applicable).
	PM	Focus: <i>What</i> to build and <i>why</i> • Defines product vision and strategy • Understands customer needs and business goals • Prioritizes the product backlog and roadmap • Validates features and ensures business value • Aligns stakeholders and gathers feedback
	EM	Focus: <i>How</i> to build it and <i>who</i> builds it • Leads and supports the engineering team • Owns technical design and code quality • Estimates effort and breaks down work • Manages technical risks and constraints • Drives process and tooling improvements
	TPM	Focus: <i>When</i> it gets done and <i>how smoothly</i> • Plans scope, timeline, and resources • Tracks progress and milestones

		• Manages risks, issues, and dependencies • Communicates status to stakeholders • Runs meetings and ensures alignment
	Engineer	Focus: <i>Builds</i> high-quality, maintainable software • Writes, tests, and maintains code • Implements features based on requirements • Collaborates on architecture and technical design • Reviews code and supports peers • Fixes bugs and improves performance
	SDET	Focus: <i>Ensures</i> software is reliable and testable • Designs and maintains automated test suites • Writes test cases for functional and edge scenarios • Builds testing tools and frameworks • Works closely with developers on quality practices • Investigates and reports bugs with clear detail
	UX Researcher	Focus: <i>Understands</i> user behavior to inform design • Plans and conducts user interviews and tests • Analyzes qualitative and quantitative insights • Identifies user needs and pain points • Shares findings with product and design teams • Validates design decisions through research
	Data Analyst	Focus: <i>Transforms</i> data into actionable insights • Collects, cleans, and analyzes data • Builds dashboards and reports • Identifies trends and patterns • Supports decision-making with evidence • Collaborates with stakeholders to answer key questions

 How will we communicate?

For	Format	When	Recipient
Sharing daily progress, issues and short-term objectives with the team	15min standup, using our Jira board for the project	Daily, 09:30	All team members
Reporting weekly progress, status, approved changes and risks	Atlas update	Weekly on Wednesdays by noon	Mews

Raising Changes	Change log in Confluence	Ad-hoc	Owner, TPM
Raising Risks, Issues and Opportunities	Jira	Ad-hoc	Owner, TPM
General team collaboration	Slack	Continuously	All team members

 Decisions



 Actions

☐

 References