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# 1. Purpose & Intended Outcome

*Clarify what the work is for before deciding how to produce it.*

| Date / Time | Project / Initiative | Record / Tracking No. | Status / Version |
|---|---|---|---|
| | | | |

| | |
|---|---|
| **Purpose** | Make the intended use, audience, outcome, boundaries, and success conditions visible. |
| **Use when** | the request is broad, several products could satisfy it, or the work is expanding before its purpose is clear. |
| **Book / Guide reference** | The AI-Enabled One-Person Firm — Practitioner Field Guide 1.A–1.C |

| Task / Opportunity | Audience / Intended Use |
|---|---|
| | |

| | |
|---|---|
| **Key questions** | • Who will use the result, and for what decision or discussion?<br>• What should be different after the result is used?<br>• What is explicitly outside the purpose? |
| **Key considerations** | • Evidence of need<br>• Audience context<br>• Scope / service boundary<br>• Consequences of success |
| **Possible next moves** | • Narrow the outcome<br>• Clarify the audience<br>• Set a boundary<br>• Define a small test |

| Evidence of Need / Sources |
|---|
| |

| Accepted Purpose / Intended Outcome |
|---|

## Reconsider When / Learning