

PR/FAQ Submission Template for Mujib 100 Ideas

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Introduction

Please use this guideline to create your PR/FAQ document. If you answer all the questions with supporting data, that should produce the proper response in proper format.

Writing a PR/FAQ is a tried-and-true process at Amazon and an essential part of Working Backwards. The PR/FAQ helps you achieve three goals: 1) clarifying your thinking, 2) deeply understanding your customers' needs, and 3) sharing the idea and gathering feedback. In the Refine stage of Working Backwards, we clarify all aspects of the idea, including the customer problem/opportunity, customer benefit, and customer experience.

Title

Start with a title, which is precise and capture the concept in a few words, in 12 point, bold font.

Example: **“Next Generation E-Commerce Platform with end-to-end tracking”**

Subtitle

Next write a subtitle, which is precise and provide further detail in a few words, in 11 point, italic font.

Example: *“Royal Bengal Tiger now provides exactly where the customer order is in real time”*

Authors

This is optional. Write the names of all the authors, in full name, with comma, and italic and in 10 point.

Example: *Mohammad Mahdee-uz Zaman, Al Mamun Shamim, and Istiak Hossain*

Location and Date

This would be the target location and published date of the PR/FAQ, which must be in future, when the application will be released to the public. This would be in 10 point and in bold format.

Example: **January 10, 2022 - Dhaka, Bangladesh**

Five Key Questions

Let's start with five key questions, which are the integral backbone of the PR/FAQ. You need to know answer these questions very specifically. You will be scored based on your clarity of the following questions.

Who is your customer?

What is the customer problem or opportunity?

What is the most important customer benefit?

How do you know what your customer needs or wants?

What does the experience look like?

To answer the above questions, you must detail out the following. This will help shaping the body of the press release

1. What do I know about my customer? How did I decide which customers to include or exclude?
2. What prevailing customer opportunity am I trying to solve? (What data led to this conclusion?)
3. What is the proposed solution? Why is this the right solution versus other options?
4. What does the customer experience look like? How would you explain the primary benefit to your customer?
5. What does success look like for your idea? What is the intended impact of your solution? What is the possible unintended impact?

Quick Start Guide: A Suggested Press Release Outline

Use this for your quick start guide of the Press Release

Item	Description	Add Your Draft in this Column
Heading	Short description of the product being launched.	Tip: Write the headline last.
Sub Heading/One Sentence Summary	Describe what you're launching and the most important benefit the customer will receive (the gist).	Tip: This is your elevator pitch. Keep it simple.
Date	Your future launch date (e.g. June 1, 2021). This informs the reader that it hasn't yet launched and sets the expectation when it will launch.	Tip: Make this realistic.
First Paragraph	Summary of what it is. The first paragraph should assume the person will not read the entire press release, so make it count! Don't bury the lede.	<p>Start with the Customer: The first sentence of the body states precisely who the customer is and the benefit you will provide. For example, "Amazon Prime customers now receive 30-minute early access to Lightning Deals, providing additional savings on popular products"</p> <p>Describe What You're Launching: Use words your customer will understand. Before naming your product or service, explain what the product or service is. If you must name your product or service put the name in [brackets].</p>
Second Paragraph	The Opportunity or The Problem set-up needs to be customer-focused. Clearly explain the opportunity or the problem that needs to be solved.	Tip: Don't falsely amplify the problem or opportunity. Be factual, but compelling. Avoid using exaggeration.

<p>Third Paragraph</p>	<p>The Approach or The Solution: Clearly explain your vision for how to make the most of an opportunity that will benefit the customer or how you will solve the customer's problem.</p>	<p>Tip: Keep it focused on the customer. Address how your solution addresses the problem/opportunity explained in the second paragraph.</p>
<p>Fourth Paragraph</p>	<p>Quote Your Team/Leader: Don't make this up. Get a real quote from your team or the leader of your team. Having this shows that you have support for your idea. The leader quote should capture the value provided to the customer.</p>	<p>Tip: To get a quote, share an early version of the press release with a leader. Use professional but conversational language.</p>
<p>Fifth Paragraph</p>	<p>Describe the Customer Experience: Describe how customers will discover and use what you propose and the value they will gain. Your goal with this paragraph is to motivate the reader to want to try it out.</p>	<p>Tip: Avoid marketing buzzwords like "easy" or "simple." Let the reader decide if it's easy or simple to use. Pretend you're explaining how to use this to a friend after saying "Here's how it works..."</p>
<p>Sixth Paragraph</p>	<p>A Customer Testimonial is made up, but should be specific, believable, and sound like a human said it. Use the testimonial to reinforce why the customer cares about what you're launching.</p>	<p>Tip: To create an effective testimonial, imagine how you want the customer to feel and how they would express their feelings in words.</p>
<p>Seventh Paragraph</p>	<p>Call to Action: Direct the reader to where they can go to get started (e.g. a link).</p>	<p>Tip: Use a made up/placeholder URL if needed.</p>

Quick Start Guide: A Suggested FAQ Outline

Frequently Asked Questions are clarification of the questions, asks and answers for the audiences, where they can get succinct and direct answers. See a sample list. You should have a minimum of 10, no more than 20 FAQs. Choose the questions which would have the most value for your customer.

1. How do I find this? How do I get started?
2. How do I [complete the main task - e.g. Return an item]?
3. How can I get help, if I have a problem?
4. Can I use this on all my mobile devices? If yes, describe how the experience will delight customers.
5. Can I use this with Alexa? If yes, describe how the experience will delight customers.
6. Can I use this in every country Amazon operates? If not, when can I?
7. How does this affect me if I'm a Prime member, non-Prime, or new to Amazon?
8. How do I share this product with other members of my household?
9. What data are you collecting from me and what will it be used for?
10. How are you protecting my data and my privacy when I use this product?
11. How can I opt out of having my personal data collected?
12. How much does this cost? And what fees are associated with the offering?
13. Additional Customer FAQs
14. How is this different from what Amazon offers me today?
15. Why wouldn't I just use this/do this on <insert competitor>?
16. What do I need to know? (i.e., policy change)
17. What do I need to do before I can use it? (i.e., sign-in)
18. Does this cost money? If so, how much does it cost and how will I be billed?
19. Are there things I need to manage or keep track?
20. I'm expecting to be able to do <insert a task>, why can't I do that?
21. What happens if I use it the wrong way?
22. What if I change my mind and no longer want to use this?
23. Where can I learn more about how to use this?
24. Who do I contact if I have a problem?
25. Can I get a refund if I'm dissatisfied?
26. What if I have suggestions about how to make it better?
27. If there are changes to how it works, how will I find out?
28. How will you use the information you're asking me to provide?
29. Is this something I can share with my friends?
30. Which features will I care about the most?
31. Which features will I care the least about?
32. What is the experience like for the Amazon business customer?

Template for the PR/FAQ

Press Release Headline

Sub-head: One-sentence summary

LOCATION – DATE – This is the first paragraph summary of what you are launching.

The second paragraph explains the opportunity or problem that needs to be solved.

The third paragraph gives the approach or the solution.

The fourth paragraph quotes a leader from your own organization.

The fifth paragraph describes the customer experience – how customers will discover and use what you propose.

The sixth paragraph includes a specific, believable, human-sounding customer testimonial.

The seventh paragraph directs the reader where to go to get started.

The Press Release should be no more than one page.

FAQ

Customer FAQs

1. Question
Answer

Stakeholder FAQs

1. Question
Answer

Visuals

Paste your visuals here.

Appendix A: [Title]

More appendices if needed

Top 10 Tips for Writing the Press Release

1. **Imagine that your customers will read the press release.** Start by writing the customer testimonial. What will a customer feel and say when you've delighted them?
 2. **Use simple words that your customers understand** instead of technical jargons (your customer doesn't know what an JAVA/Python is).
 3. **Use metrics and data that matter to your customer.** Don't make the press release about the business benefit to your own organization.
 4. **Don't bury the lede.** The headline and the first paragraph should explain the benefit and most important capabilities. If the reader doesn't read past the first paragraph, will they get it? Write your headline last.
 5. **The press release is not the place to focus on the hard edges and hairy use cases.** Keep these for the FAQs. Feature the hero scenarios where your product really shines.
 6. **Scrub for believability.** Ask yourself, "Would a customer really say/do that?" Cut your worst examples.
 7. **Read it out loud.** Even better, have someone else read it out loud and pay attention to where they stumble.
 8. **Be concise.** Every sentence and quote should add unique value. Cut anything that's duplicative. Ask, "does the reader really need to know this to understand the core value and capabilities?"
 9. **Find a fresh pair of eyes.** Ask an Amazonian that doesn't know anything about your project to provide feedback.
 10. **Avoid marketing buzzwords** (e.g. simple, easy, fast) and hyperbole (e.g. HUGE! GREAT! Awful!).
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Editing and Review Tools

Use the **Content Review Scorecard** to assess your Press Release. The scorecard evaluates how well the document articulates the customer problem and solution. After reviewing your draft, ask reviewers to score the document and identify gaps in your thinking. As you refine, you will go from a messy first draft to a polished final document. This is for your own use, this is not how you will be judged, however, this is how you can make sure that you have a proper Press Release.

Content Review Scorecard

Scorecard	Disagree	Agree	Helpful Feedback
The purpose of the document is clear. The author chose the best format and level of detail for the audience, scope, and purpose.	0	1	
The document clearly describes who the customer is and the most important customer benefit by the end of the first paragraph.	0	1	
The document focuses on the customer need, not your technical jargon and concepts.	0	1	
The customer problem or opportunity and supporting data are well understood and articulated.	0	1	
The document uses customer-friendly language, including a customer testimonial to reinforce the value.	0	1	
It is easy to visualize the customer experience and how it works end-to-end.	0	1	
The FAQs address how the customer experience (CX) meets the needs of a diverse customer base (e.g. accessibility requirements, the needs of underserved populations, and different geographies).	0	1	
The FAQs address customer risks, trade-offs, and alternatives (e.g. What other options did the team explore? What is the worst case scenario for a customer?).	0	1	

Total Points			
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Writing Style/Formatting Checklist

Check...	
Writing Style	
Plain language that customers can understand (e.g. a shopper doesn't know what an JAVA/Python/Cloud is), avoiding overcomplexity, hyperbole, and jargon	
The Press Release uses present tense (e.g. "Royal Bengal Time customers now receive...")	
Spell out acronyms on first use	
The reading level is under 9th grade (link to check)	
Active voice (link to check for passive voice in Word)	
Paragraphs break up content into logical themes and make it easier to read	
Short, crisp sentences and no filler words	
Avoids unconscious bias	
Correct English grammar and spelling. Use spell check and grammar check in Microsoft Word.	
Formatting	
The Press Release is no more than one page. The PR/FAQ is no more than six pages total, excluding Appendices. No cover page.	
Page numbers on the bottom right side	
No smaller than 10-pt font (Calibri or Arial)	
Single-spaced	

Minimum .75" margins	
Left-aligned	
The footer marks the document "Royal Bengal Tiger Confidential"	

Prepare your document

Before you start writing

Here is what you should be able to answer before you even start writing:

1. Who is your audience?
2. What is the objective of the document?
3. What next steps do you want to happen?
4. Who are the authors?
5. When does document need to be ready?

Document Format

Each documents should have:

1. Title
2. Author (optional)
3. Date when document was created
4. Footer should contain:
 1. Amazon Confidential Footer
 2. Pager Number
5. Show Line numbers
6. Use 'DRAFT' watermark (you can remove it from Design->Watermark)
7. Naming convention of the file name should include version (e.g. start with V01 suffix and end with FINAL)
8. Use footnotes instead of endnotes
9. Use number bullets (never shapes)
10. Headers should number prefix and be a header style (don't just bold it)
11. Add Appendix about contributors of the document (if there are multiple people involved)
12. Font should ideally be 11pt. Do not use anything smaller than 10pt
13. Each table should have a name and number that we can refer to it

As you are writing

1. Simple and direct
2. Avoid weasel words

3. Clearly state your objective
4. When the majority of the audience has not seen a topic before, be sure to explain it in the document
5. Minimize adjective and adverb
6. Backup your claims with data
7. Keep big tables in appendix
8. Flow of the document should include
 1. Setup
 2. Proof/Detail
 3. Action Items/Conclusion
9. Use A through Z as Appendix header
10. Add URL or data source to Appendix or footnote
11. Tell them what you are going to do, and let them stop you
12. Ensure abbreviation is defined in the first use
13. All percentages should be accompanied by real numbers
14. All percentages (e.g. YoY growth %) should have a "from" and a "to"

Do these check when you are done

1. Ensure your document is peer reviewed with someone else
2. No orphans (content header together)