Product video brief worksheet

Maybe Labs / v1 / 2026-10-29. Printable worksheet, not a fillable PDF. Use the editable files for longer answers.

Choose a job: product launch / feature update / one-task demo.

Required input	Your project
Product / release	
Audience	
Objective	
One message	
Claims and evidence	
Capture list	
Availability / limitations	
Placement / ratio	
Target duration	
CTA / destination	
Owner / approver	
Review deadline	
Constraints	

Approval: reviewer _____ decision _____ date _____ version _____

Capture, evidence and approval

Write one screen or action per shot. Connect every factual claim to a source. Do not approve a claim from a screenshot unless the screenshot establishes it.

Capture list

Shot / purpose	Capture and evidence	Owner / status

Evidence register

Exact claim	Source / checked date	Rights / limitations

Approval record

Stage / version	Decision and change request	Reviewer / date
Brief		
Storyboard		
Export		

Product launch - fictional example

Taskflow is a fictional product in these planning examples. These are editorial planning choices, not customer results or performance benchmarks.

Brief input	Illustrative answer
Product / release	Taskflow - FICTIONAL
Audience	Project leads evaluating a fictional task tool
Objective	Understand saved views and inspect an example
One message	Taskflow keeps filtered task views
Claims and evidence	Only describe visible behavior. Evidence: owned fictional UI; no customer data.
Availability / limitations	Fictional example only; no live offer
Placement / ratio	Product page / 16:9 (editorial assumption)
Target duration	24 seconds (planning suggestion)
CTA / destination	Open the fictional saved-view example

Suggested storyboard

Time	Purpose	Capture
0-5 s	Orient the viewer	Full task list
5-11 s	Choose a filter	Filtered tasks
11-18 s	Save this view	Save action and name
18-24 s	Show result and CTA	Saved view reopened

Before production: assign an owner, deadline and approver. Replace fictional facts with current evidence. Record the review decision and version.

Feature update - fictional example

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Brief input	Illustrative answer
Product / release	Taskflow - FICTIONAL
Audience	Existing fictional Taskflow users
Objective	Find the changed location
One message	Saved views now appear in the sidebar
Claims and evidence	Only describe visible behavior. Evidence: owned fictional UI; no customer data.
Availability / limitations	Fictional release; all availability must be supplied for real work
Placement / ratio	Product page / 16:9 (editorial assumption)
Target duration	24 seconds (planning suggestion)
CTA / destination	Find Saved views in the sidebar

Suggested storyboard

Time	Purpose	Capture
0-5 s	Name the change	Sidebar before / after
5-11 s	Show where it moved	Saved views label
11-18 s	Open an existing view	Selected saved view
18-24 s	Explain availability and CTA	Fictional release note

Before production: assign an owner, deadline and approver. Replace fictional facts with current evidence. Record the review decision and version.

Task demo - fictional example

Taskflow is a fictional product in these planning examples. These are editorial planning choices, not customer results or performance benchmarks.

Brief input	Illustrative answer
Product / release	Taskflow - FICTIONAL
Audience	New fictional Taskflow users
Objective	Complete one save-and-reopen task
One message	Save and reopen one filtered view
Claims and evidence	Only describe visible behavior. Evidence: owned fictional UI; no customer data.
Availability / limitations	Fictional teaching UI; no product performance claim
Placement / ratio	Product page / 16:9 (editorial assumption)
Target duration	24 seconds (planning suggestion)
CTA / destination	Try the same task with your own list

Suggested storyboard

Time	Purpose	Capture
0-5 s	Show starting state	Task list
5-11 s	Apply one filter	Filter control
11-18 s	Name and save	Save dialog
18-24 s	Reopen the saved view	Persisted result

Before production: assign an owner, deadline and approver. Replace fictional facts with current evidence. Record the review decision and version.