PRACTICAL RESOURCE / OUTCOME DRIVEN

Lifecycle message brief

Outcome Driven · Ashley Kays Rabbitt

Specify the customer state and the job of the message before building a workflow. Confirm that your actual systems can implement and measure the rules.

1. What customer task should this message support?

Describe the useful progress, not the send.

[Your notes]

2. Who is eligible?

Include role, state, permission, and exclusion criteria.

[Your notes]

3. What starts the journey?

Specify a reliable event or condition.

[Your notes]

4. When is the message relevant?

Explain timing, timezone needs, and frequency limits.

[Your notes]

5. What should the message say?

Draft the helpful instruction and one clear action.

[Your notes]

6. Where does the action lead?

Preserve context and support error recovery.

[Your notes]

7. What ends or suppresses the journey?

Include task completion, unsubscribing, support escalation, and state changes.

[Your notes]

8. What edge cases need testing?

Consider duplicate events, multiple devices, overlapping campaigns, and late events.

[Your notes]

9. What behavior and guardrails will you review?

Do not use clicks as a substitute for the customer task.

[Your notes]

10. Who maintains this journey?

Name an owner and review date.

[Your notes]