

Software feature announcement brief (Template & Video Brief)

Tell existing users what changed, whether they have access and how to try it.
Edit, copy or download this free template, with inputs, a story order and review points.

Software feature announcement brief

Purpose: Tell existing users what changed, whether they have access and how to try it.

Feature name: [Add your own information]

User problem: [Add your own information]

Before and after behavior: [Add your own information]

Eligibility and plan limits: [Add your own information]

Where to find it: [Add your own information]

First action: [Add your own information]

Known limitations: [Add your own information]

Help link: [Add your own information]

Story order: Describe the previous friction, explain the new behavior, state availability and give one first action.

Review: Keep the announcement to 30-60 seconds. Only describe released capabilities; link to a real walkthrough for exact clicks.

For a video (if needed): target duration, narration language, required visuals and one next action. Confirm scope and quote before production.

Turn your PDF, PPTX pitch deck, or brief into a 30-180s narrated business video

Upload slides or documents at Axiom Lab for free material analysis before production:

- > Edit or copy this template online: <https://axiomlab.online/templates/feature-announcement>
- > Watch the complete 74s demonstration film: <https://axiomlab.online/examples/pitch-deck-demo>
- > Turn your PDF or PPTX deck into a video: <https://axiomlab.online/pitch-deck-to-video>
- > Rehearse with the free script timer: <https://axiomlab.online/tools/script-timer>