

Product Requirements Document Template

Product: [Product name]

Feature/Initiative: [Feature or initiative name]

Owner: [Product Manager name]

Created: [Date]

Last Updated: [Date]

Status: [Draft / In Review / Approved / In Development / Shipped]

TL;DR

Problem: [One sentence: what problem are we solving?]

Solution approach: [One sentence: how are we solving it?]

Success metric: [Primary metric that must move]

Target: [Timeline or milestone]

Context: Why This Matters Now

Current State

[Describe the current situation and its cost. Include:]

- What users are doing today and how long it takes
- Pain points or friction in the current experience
- Business impact (lost revenue, support costs, churn risk, competitive pressure)

Evidence

[What data, research, or insights support this problem?]

- User research findings
- Analytics or usage data
- Support ticket patterns
- Competitive intelligence
- Business metrics

Strategic Context

[Why now? How does this connect to broader goals?]

- Company or product strategy alignment
 - Market opportunity or threat
 - Dependencies on other initiatives
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Goals and Success Metrics

Primary Metric

[The one thing that must move for this to succeed]

- **Metric:** [e.g., Report creation time]
- **Current state:** [e.g., 4+ hours weekly]
- **Target:** [e.g., <1 hour weekly (75% reduction)]
- **Measurement:** [How we'll track this]

Secondary Metrics

[Supporting indicators of success]

- **Metric 1:** [e.g., CSM account capacity]
 - Current: [e.g., 50 accounts per CSM]
 - Target: [e.g., 65 accounts per CSM]

- **Metric 2:** [Another supporting metric]
 - Current: [Baseline]
 - Target: [Goal]

Counter-Metrics

[What shouldn't get worse?]

- **Metric:** [e.g., Report accuracy]
 - **Threshold:** [e.g., Must remain above 95%]
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Who This Is For

Primary Users

[User segment 1]

- Role/description: [e.g., Customer Success Managers managing 50+ accounts]
- Current behaviour: [What they do today]
- Need: [What they're trying to accomplish]
- Context: [When/where/why they need this]

[User segment 2 if applicable]

- Role/description:
- Current behaviour:
- Need:
- Context:

Out of Scope Users

[Who is explicitly not included in this version and why]

User Stories and Use Cases

[Use the format: When [situation], I want to [motivation], so I can [expected outcome]]

Core User Stories

Story 1:

- **When:** [Situation/context]
- **I want to:** [What they're trying to do]
- **So I can:** [Outcome they need]
- **Priority:** [Must-have / Should-have / Nice-to-have]

Story 2:

- **When:**
- **I want to:**
- **So I can:**
- **Priority:**

Story 3:

- **When:**
- **I want to:**
- **So I can:**
- **Priority:**

[Add additional stories as needed]

Edge Cases

[Uncommon but important scenarios]

- [Edge case 1 and how it should be handled]
 - [Edge case 2 and how it should be handled]
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Requirements

Functional Requirements

[What the product must do, organised by user flow or feature area]

[Feature Area 1 - e.g., Dashboard Loading]

- ☐ Requirement 1: [e.g., Dashboard loads on login, showing accounts sorted by health score]
- ☐ Requirement 2: [e.g., Default view shows last 30 days of data]
- ☐ Requirement 3: [e.g., Users can change date range via date picker]

[Feature Area 2 - e.g., Filtering]

- ☐ Requirement 1:
- ☐ Requirement 2:
- ☐ Requirement 3:

[Feature Area 3 - e.g., Exporting]

- ☐ Requirement 1:
- ☐ Requirement 2:

Non-Functional Requirements

[Quality attributes and constraints]

Performance

- ☐ [e.g., Dashboard loads in under 3 seconds on standard corporate network]
- ☐ [e.g., Export generates CSV file in under 10 seconds for datasets up to 10,000 rows]

Scalability

- ☐ [e.g., System handles 500 concurrent users without degradation]

Security & Privacy

- ☐ [e.g., All data export includes audit trail of who exported what and when]
- ☐ [e.g., Users only see accounts they have permission to access]

Usability

- ☐ [e.g., New users complete first task within 2 minutes without training]
- ☐ [e.g., Mobile-responsive for tablet access]

Accessibility

- ☐ [e.g., WCAG 2.1 AA compliant]
- ☐ [e.g., Keyboard navigation for all core functions]

Reliability

- ☐ [e.g., 99.5% uptime during business hours]
 - ☐ [e.g., Graceful degradation if data source is temporarily unavailable]
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Scope

In Scope

[What we're building in this release]

- [Feature/capability 1]
- [Feature/capability 2]
- [Feature/capability 3]

Out of Scope (This Release)

[What we're explicitly not doing now, and why]

- [Feature/capability]: [Rationale for deferring]
- [Feature/capability]: [Rationale for deferring]

Future Considerations

[Ideas for future iterations]

- [Potential enhancement 1]
 - [Potential enhancement 2]
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Technical Considerations

Integration Requirements

[What this needs to connect to]

- [System/API 1]: [What data/functionality]
- [System/API 2]: [What data/functionality]

Platform/Browser Support

[Where this needs to work]

- Desktop: [e.g., Chrome, Firefox, Safari, Edge - latest 2 versions]
- Mobile: [e.g., iOS Safari, Android Chrome - latest version]
- Minimum screen size: [e.g., 1024px width]

Data Requirements

- Data sources: [Where data comes from]
- Data volume: [Expected scale]
- Data refresh: [How often data updates]
- Data retention: [How long to keep data]

Technical Constraints

[Known limitations that affect design or implementation]

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Dependencies

Blocking Dependencies

[What must be completed before this can start]

- [Dependency 1]: [Owner / Timeline]
- [Dependency 2]: [Owner / Timeline]

Parallel Dependencies

[What needs to happen alongside this work]

- [Dependency 1]: [Owner / Coordination needed]
- [Dependency 2]: [Owner / Coordination needed]

Downstream Impacts

[What else depends on this being completed]

- [Impact 1]: [Team/project affected]
 - [Impact 2]: [Team/project affected]
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Design and User Experience

Key Design Principles

[Core UX principles guiding this work]

- [Principle 1]: [Why it matters for this feature]
- [Principle 2]: [Why it matters for this feature]

Design Assets

[Link to or embed design files, flows, prototypes]

- Figma file: [Link]
- User flow: [Link or description]
- Wireframes: [Link]
- Visual designs: [Link]

Design Decisions

[Key UX decisions and rationale]

- **Decision 1:** [What we chose and why]
- **Decision 2:** [What we chose and why]

Accessibility Considerations

[Specific accessibility requirements for this feature]

- [Consideration 1]
 - [Consideration 2]
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Launch and Rollout

Release Strategy

- ☐ Phased rollout
 - Phase 1: [User segment / percentage / dates]
 - Phase 2: [User segment / percentage / dates]
 - Phase 3: [User segment / percentage / dates]
- ☐ Feature flag: [Flag name]
- ☐ Opt-in / Opt-out: [Approach]
- ☐ Rollback plan: [What triggers rollback]

Success Criteria for Launch

[What must be true before full release]

- ☐ [Criterion 1 - e.g., <5% error rate in Phase 1]
- ☐ [Criterion 2 - e.g., Positive feedback from >70% of beta users]
- ☐ [Criterion 3 - e.g., No P0 or P1 bugs]

Go-to-Market Requirements

[What's needed beyond the product]

- ☐ Documentation: [What needs to be written]
 - ☐ Training materials: [What's needed for users/support]
 - ☐ Support runbook: [How support handles issues]
 - ☐ Announcement plan: [How users learn about this]
 - ☐ Migration plan: [If moving users from existing solution]
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Risks and Mitigations

Technical Risks

Risk	Impact	Likelihood	Mitigation
[e.g., Data source API unstable]	High	Medium	[Build in retry logic and caching]
[Risk 2]	[High/Med/Low]	[High/Med/Low]	[Mitigation approach]

Product Risks

Risk	Impact	Likelihood	Mitigation
[e.g., Users don't find new feature]	High	Medium	[In-app onboarding and announcement]
[Risk 2]	[High/Med/Low]	[High/Med/Low]	[Mitigation approach]

Business Risks

Risk	Impact	Likelihood	Mitigation
[e.g., Competitor ships similar feature first]	Medium	Low	[Focus on differentiation, not just parity]
[Risk 2]	[High/Med/Low]	[High/Med/Low]	[Mitigation approach]

Open Questions

[Track unresolved questions that need answers before or during development]

Question	Owner	Target Date	Status
[e.g., Do we need historical data export or just current state?]	[Name]	[Date]	Open / Answered
[Question 2]	[Name]	[Date]	[Status]
[Question 3]	[Name]	[Date]	[Status]

Measurement and Validation

How We'll Measure Success

[Specific data collection plan]

- **Analytics events:** [What we're tracking]
- **User research:** [What we're asking/testing]
- **Support metrics:** [What we're monitoring]

Success Timeline

- **Week 1:** [What we expect to see]
- **Week 4:** [What we expect to see]
- **Week 12:** [What we expect to see]

When We'll Review

- Initial review: [Date - typically 2-4 weeks post-launch]
- Follow-up review: [Date - typically 3 months post-launch]

Failure Criteria

[What would indicate this isn't working]

- [Criterion 1 - e.g., <10% adoption after 4 weeks]
 - [Criterion 2 - e.g., Primary metric moves <25% of target]
 - [Criterion 3 - e.g., Counter-metric degrades >10%]
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Stakeholders and Approvals

Stakeholder Review

Stakeholder	Role	Review Focus	Status
[Name]	[Title]	[e.g., Technical feasibility]	Pending / Approved / Changes Requested
[Name]	[Title]	[e.g., Business case]	[Status]
[Name]	[Title]	[e.g., UX and accessibility]	[Status]

Sign-off Required From

- ☐ Product Leadership: [Name]
 - ☐ Engineering Leadership: [Name]
 - ☐ Design Leadership: [Name]
 - ☐
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Version History

Version	Date	Author	Changes
0.1	[Date]	[Name]	Initial draft
0.2	[Date]	[Name]	Updated after stakeholder feedback
1.0	[Date]	[Name]	Approved for development

Additional Resources

Related Documents

- [Link to related PRD]
- [Link to technical specification]
- [Link to user research]

- [Link to competitive analysis]

Supporting Materials

- [Link to prototype]
 - [Link to data analysis]
 - [Link to ROI calculation]
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Notes and Context

[Space for additional context, meeting notes, decision rationale, or anything else that helps the team understand the fuller picture]