# Objective

* Mention about the WHY?
  + Why are *we building this product?*
  + *What’s the user problem* we are trying to solve?
  + What value add are we trying to offer to the users?
* The WHY doesn’t always need to be grand.
  + Simple
    - Achieving competitive parity
    - Satisfying some regulatory requirement,
  + Complex
    - Entering a new geography
    - Solving a user problem with a TAM of $10Bn
* Substantiate the WHY with data
  + E.g. - Our MAU has been regularly going down by ~10% per month over the last 3 months

# Success Criteria

* Mention about the specific business or product metrics that you would track post launching this product.
* In rare cases, if defining specific metrics upfront is not possible for this product then mention that as well

## Success Metrics

* Mention about specific metrics and the expected targets that would determine whether the product was a success or failure. E.g. -
  + MAU should improve by 5%,
  + Daily watchtime should improve by 3% etc.

## Guardrail Metrics

* These are the metrics which should not get negatively impacted for achieving the target defined in success criteria. E.g. -
  + If the success criteria is “Improve MAU by 5%”, then guardrail can be “Bounce rate should not increase by more than 1% from the baseline”
  + For YouTube, if the success criteria is “Increase total ads shown by 5%”, then the guardrail can be “total watchtime per user should not decrease”

# Product Details

## Overview

The WHAT part of the solution

* Mention briefly about the solution you are proposing in this PRD.
* The “WHAT” of the solution to the “WHY” of the problem
* E.g. - To address the problem of decreasing Signup / Visitors, we are proposing a simplified signup flow

## User Stories / Product Details

The “HOW” part of the solution. Mention in as much detail as possible. An over-explained PRD is always better than an under-explained PRD.

* User story format
  + As a [certain user type], i want to [perform certain actions] so that i can [achieve certain goals]
  + E.g. - As an ecommerce user, I want to get notifications whenever there is a price drop in any item from my wish list, so that I can get the best deal
  + Note - The above format is commonly used but not a hard requirement. Discuss within your Product, Design, Engineering team and if some other format works better then use that.
* Not everything always needs to be in a user story format. Depends upon the complexity of the product
* Mention assumptions, known constraints, dependencies / prerequisites

## Workflow

* If possible, try to explain the key feature details through a flow chart or some process flow diagram.

## UX Design

* Depending upon the stage your PRD is in these can be low fid wireframes, high fid wireframes or final designs

## Competitor Review

* Add some screenshots from the competitor platforms if possible.
* Helps provide some benchmark for the proposed product.

# Release Plan

* A tentative release schedule should be mentioned as part of finalizing the PRD.
* Note - The product manager should not decide the timelines themselves. It should be decided after the concerned stakeholders (mainly design and engineering) have understood the requirement, done their effort estimation and have shared feedback with the product team.

# Stakeholder Review and Sign off

|  |  |  |  |
| --- | --- | --- | --- |
| Stakeholder | Spoc | Status | Comments |
| Product |  |  |  |
| Engineering |  |  |  |
| Design |  |  |  |
| Analytics |  |  |  |
| Sales |  |  |  |
| Finance |  |  |  |
| Marketing |  |  |  |
| Customer Care |  |  |  |

Note - The above stakeholders are just for reference. Not every product needs all of them.