

PRD Template for AI Products

CONTENTS

Approvals	2
Abstract	3
Business Objectives	3
KPI	3
Success Criteria	3
User Journeys	4
Scenarios	4
User Flow	4
Model Requirements	7
Data Requirements	8
Prompt Requirements	9
Testing & Measurement	9
Risks & Mitigations	10
Costs	11
Assumptions & Dependencies	11
Compliance/Privacy/Legal	11
GTM/Rollout Plan	11

Approvals

ROLE	TEAMMATE	REVIEWED	STATUS
Product	@RachelGreen	MM/DD/YY	Approved ▾
Engineering	@RossGeller	MM/DD/YY	See comments ▾
UX	@ChandlerBing	MM/DD/YY	[Changes Required] Approved ▾
Legal	@MonicaGeller	MM/DD/YY	Not yet reviewed ▾

Abstract

Briefly describe the product, its purpose, and rationale for building.

Business Objectives

Describe the primary business goals this product aims to achieve.

KPI

GOAL	METRIC	QUESTION
New User Growth	# New Signups	How many people does this new feature cause to sign up?
New User Retention	D7 Retention	Is this feature causing new users to be more likely to continue using the app?

Success Criteria

Establish a definition of success for this project. Success may or may not map directly to business goals. Examples:

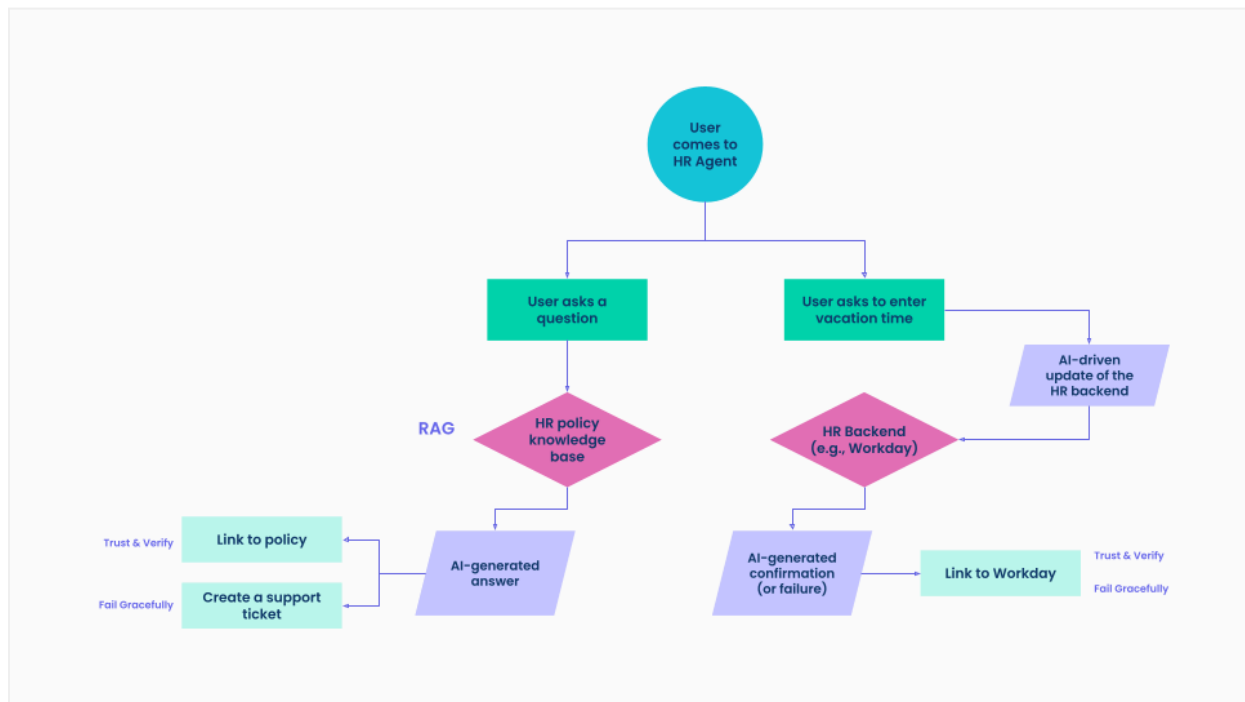
- At least 75% positive press coverage of launch
- < 10% churn
- +15% monthly signups over 6 months (to reach positive ROI)
- Neutral (or positive) impact to paid user conversion

User Journeys

Scenarios

- 1) The user asks a general question that is routed to the HR policy knowledge base (RAG), and the system provides an AI-generated answer.
- 2) The user requests to enter vacation time. This request is handled through an HR backend, which then generates a confirmation or failure notice with the option to link back to Workday.

User Flow



Functional Requirements

Features: List the required features and expected behaviors, emphasizing AI functionalities.

SECTION	SUB-SECTION	USER STORY & EXPECTED BEHAVIORS	SCREENS
Signup	With Email	<p>As a new user, I want to be able to create a new account using my email.</p> <p>Expected behavior:</p> <ul style="list-style-type: none"> • User should be able to enter an email. • System should check if that email is already registered <ul style="list-style-type: none"> ○ If not, proceed to create a password ○ If it is, indicate that this email address is already tied to an account and redirect to login • User should be able to create a password <ul style="list-style-type: none"> ○ Password must be 6-24 characters ○ Password must include 1 number 	[Insert key UX screens here for visual reference]
	With Google	<p>As a new user, I want to be able to create a new account using Google.</p> <p>Expected behavior:</p> <ul style="list-style-type: none"> • Behavior 1 <ul style="list-style-type: none"> ○ Insight 1 	[Insert key UX screens here for visual reference]

SECTION	SUB-SECTION	USER STORY & EXPECTED BEHAVIORS	SCREENS
Login	With Email	User Story here Expected behavior: <ul style="list-style-type: none"> Behavior 1 <ul style="list-style-type: none"> Insight 1 	[Insert key UX screens here for visual reference]
	With Google	User Story here Expected behavior: <ul style="list-style-type: none"> Behavior 1 <ul style="list-style-type: none"> Insight 1 	[Insert key UX screens here for visual reference]
	Forgot Password	User Story here Expected behavior: <ul style="list-style-type: none"> Behavior 1 <ul style="list-style-type: none"> Insight 1 	[Insert key UX screens here for visual reference]



Model Requirements

After experimenting with GPT-4o, Gemini, and Claude we've concluded that GPT-4o is the most performant given the below requirements.

SPECIFICATION	REQUIREMENT	RATIONALE
Open vs. Proprietary	Closed Source	"We do not have the resources to use a proprietary model."
Context Window	128K+	"We need to pass in a large volume of data into the prompt."
Modalities	Text, Vision	"We want users to be able to upload images and converse with them."
Fine-Tuning Capability	Required	"We will fine-tune our own model with proprietary data."
Latency	High Priority	"Given the real-time nature of the product, speed is incredibly important. We are willing to spend more for a faster model as we believe it will lend itself to a positive ROI."
Parameters	N/A	"Given we are using GPT-4o, that model only comes in 1 parameter size (1.7T). We considered using a smaller model and fine-tuning it, but given that we want our model to have broad general knowledge, we've decided against it."



Data Requirements

Model Fine-Tuning	Describe the purpose of fine-tuning this model (eg. tone/style, functional output, specialized knowledge)/
Data Preparation	Describe your process to collect/generate and prepare the data.
Data Quantity	Describe how much data you require (eg. 1000 emails).
Iterative Data Collection	Describe your methodology to collect data on an ongoing basis (if any, to continually update the model).
Iterative Fine-Tuning	Describe your methodology to continuously fine-tune the model, if applicable.


Prompt Requirements

Some PMs might write the prompt themselves. Others might just write requirements for it.

FOR EXAMPLE:

- **Prompt should include** our prohibited content and refuse to generate requests that violate policy.
- **Prompt should check** user profiles to use the correct pronouns when referring to a user.
- **Prompt should be** optimized to meet accuracy ratings 90% of the time before we ship the feature, as defined below in the Testing Plan.

Testing & Measurement

- **Testing Plan:** Outline the approach for testing AI functionalities (be sure to check out the  **AIPC: Human Evaluation Template** for more detail!).
- **Performance Tracking:** Detail how AI performance will be monitored and measured over time.

Risks & Mitigations

- **AI-Specific Risks:** Identify potential risks associated with AI, such as biases, errors, or ethical concerns.
- **Mitigation Strategies:** Propose strategies to mitigate identified risks.

FOR EXAMPLE:

RISK	MITIGATION
Model fails to return JSON, causing downstream API call to fail	Automatically re-run prompt when error happens and try to generate proper JSON. If no valid response within 1000ms, show error state to user with manual retry button.
Generated words use the wrong pronouns when referring to users	Allow users to specify their pronouns in their user profiles, and pass that data into the prompt.
Users might ask the model to generate harmful content	Specify our prohibited content in the model prompt. If the user tries to generate prohibited content, prompt the model to refuse the request and instead generate a link to our Terms of Service page where the content policy is explained.



Costs

- **Development Costs:** Estimate costs related to AI development, including data acquisition and model fine-tuning (GPU heavy).
- **Operational Costs:** Forecast ongoing token costs for using a closed source model API, or costs to run an open source model, inference (GPU heavy)



Assumptions & Dependencies

What must be true for this project to be successful?

FOR EXAMPLE:

- We hire one new frontend developer by Q1'25
- All database migration work is completed by Q2'25
- Vendor ABC does not change their API documentation or pricing
- No significant LLM advancements become SoTA during development
- Users are willing to try this new feature even though it makes onboarding a few more steps
- We sign a contract with Vendor XYZ and they provide one full-time developer for three months to implement their tech stack

Compliance/Privacy/Legal

- **Regulatory Requirements:** Detail any legal or regulatory requirements, especially concerning AI ethics and data privacy.
- **Data Governance:** Outline data management practices, privacy policies, and security measures.

GTM/Rollout Plan

- **Milestones:** Identify key milestones in the product's development and deployment.
- **Launch Strategy:** Define the go-to-market strategy, including marketing and sales plans.
- **Rollout Phases:** Plan the stages of the product rollout, including beta testing and full launch.