One-pager PRD Template

What it is:
A Product Requirements Document (PRD) outlines **what** you're building and **why** your ideal user wants it. This includes the product's purpose, features, functionality, and behavior.
Get step-by-step instructions on how to write your own PRD on the Planio blog.

Section 1: Purpose
Describe what you're making, who it's for, and why it matters.

Intro:
What is the goal of this project? Use the **elevator pitch method** to keep this short:

- **For**: *(Our Target Customer)*

- **Who**: *(Statement of the Need)*

- **The**: *(Product Name) is a (Product Category)*

- **That**: *(Key Product Benefit, Compelling Reason to Buy and/or Use)*

- **Unlike**: *(Primary Competitive Alternative)*

- **Our Product**: *(Final Statement of Primary Differentiation)*

Who is it for?
Elaborate on your ideal user or group of users (for example, **Product Hunt** is for product people and seed-stage investors)

Why build it?
What makes this the right product to build?
Use these categories as launching points:

- **Background**: Add context. What led to prioritizing this product/feature?

- **Assumptions**: What assumptions are you making about your users

- **Market opportunities**: Is there a larger reason why this is something that needs to be built now? What's the opportunity? Have you validated it already?

- **Company goals**: How does this product work towards your larger business goals?

Section 2: Features and functionality
Briefly explain the practical elements of your build.

What is it?
Describe the core elements of your product from your user's perspective:

- How will users interact with your product?

- Are there terms they need to know?

- What problems are you solving for users?

What does it look like/How does it feel?
Include links to any relevant designs or mockups you think will help explain functionality and interaction.

Section 3: Release Criteria
Clarify the **minimum requirements for release**. This includes:

- **Functionality**

- **Usability**

- **Reliability**

- **Performance**

- **Supportability**

Section 4: Timeline and constraints
Explain your proposed timeline and any constraints that might impact it:

- **Ideal launch date:**

- **Known constraints:**

  - Budget

  - Timeline

  - Resources

  - Dependencies

Additional resources
Include links to any additional resources that will help clarify product requirements, such as **designs and mockups, link to the project board**.