

Product Name.

# Product Requirements Document

*This document is designed as a template for PMs to use when writing product requirements for clients. The sections here are meant to be taken as suggestions and are not intended to be interpreted as dogma. In other words, feel free to remix, remove, and add sections as you feel would be most beneficial to the client.*

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|  | Author(s) | Person |  |
|  | Collaborator(s) | Person Person Person |  |
|  |  |  |  |

# Executive Summary

*Add 1-2 lines quickly describing the product you plan to build*

# Goals and objectives

*This section should describe the following items:*

* *Why are we building this product?*
* *What are the goals of the product?*
* *What problem are we trying to solve?*
* *What is the business impact we want to have?*

# Success metrics

* *How are we going to measure the success of this project?*
* *Are there any specific targets you are trying to hit? ( a volume of customers, engagement, satisfaction, or revenue if relevant, etc)*
* *What are the important metrics to track to ensure your product works as intended?*

# Target audience

* *Who are you building this product for?*
* *Are there any assumptions you have made about the users who are using your product?*

# Use cases

* *What are the different use cases for your product?*
* *Are there any specific use cases your product will not support?*

*If the product has several cohorts of users with different capabilities, fill out the table below describing these different users, their roles, and their different product use cases.*

| User role | Product use case |
| --- | --- |
|  |  |
|  |  |
|  |  |

# Requirements

## Functional requirements

*Functional requirements are product features that are requirements for the product to work. They define the basic product behavior - what it must do and not do. For this section, important to keep the following questions in mind:*

* *What will your product look like exactly? How will it work?*
* *What are the major components required to build your product?*
* *What are the main features of the product?*
* *What are your product’s key differentiators?*

## Non-functional requirements

*Non-functional requirements define the system behavior, features, and general characteristics that affect the user experience. They do not affect the basic functionality of the product, they focus more on user expectations. For this section, important to keep the following questions in mind:*

* *What OS, browser, mobile devices to support?*
* *What tracking events do we need to add?*
* *How many users do we need to support?*
* *What countries will we launch the product in?*
* *What are the performance and latency requirements?*
* *Any important security requirements?*

# Dependencies and potential risks

*Think of this section as a pre-mortem address of the things that could go wrong during development and deployment.*

* *What are the main risks that may block or slow down your launch?*
* *Are there any notable dependencies your product relies on?*

# Appendix

*Links to additional docs and files*

* *Roadmap/Project plan*
* *Eng doc*
* *Mockups/ UI/UX Design*
* *Test plan*
* *…*