Product Requirements Document - Template

[PRODUCT NAME] | Document ID | Version | Status | Classification | |------------|---------|--------|-----------------| | PRD-XXXX-YYYY-NNN | 0.0.0 | Draft | Internal |

Template Guide

Purpose of This Document

The **Product Requirements Document (PRD)** defines the **WHAT** and **WHY** of a product or feature. It serves as the authoritative source for:

- **Problem Definition**: What problem are we solving?
- **User Needs**: Who are our users and what do they need?
- **Success Metrics**: How do we measure success?
- **Scope**: What's included and excluded?
- **Requirements**: What must the product do?

> **Key Insight**: A good PRD answers "Why are we building this?" before "How will we build it?"

How to Use This Template

```
HOW TO USE THIS TEMPLATE


STEP 1: COPY & RENAME
─────────────────────
Copy this file and rename it:
• Format: PRD-[PROJECT]-[DATE]-[topic].md
• Example: PRD-ATCS-20241222-ui-client.md

STEP 2: FILL IN SECTIONS
────────────────────────
Replace [PLACEHOLDERS] with actual content.
Delete any sections not applicable (with a note why).

STEP 3: REQUEST REVIEW
──────────────────────
Share with stakeholders for feedback.
Use tracked changes or comments.

STEP 4: GET APPROVAL
────────────────────
Obtain sign-off from required approvers.
Update status from "Draft" to "Approved".

STEP 5: MAINTAIN
────────────────
Keep document updated as requirements evolve.
Track changes in the Change Log section.
```
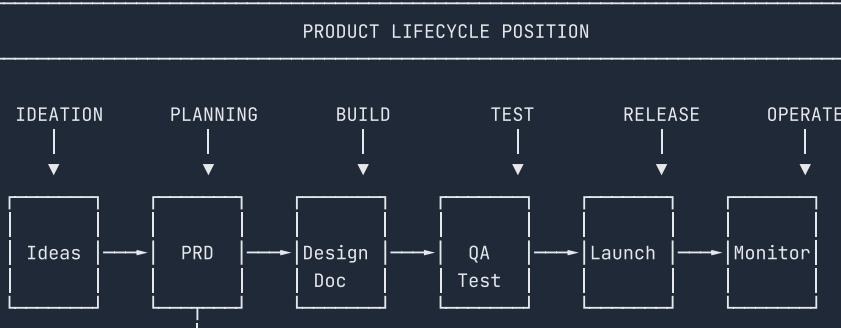
Product Lifecycle Position

```
                    PRODUCT LIFECYCLE POSITION


   IDEATION     PLANNING      BUILD        TEST      RELEASE     OPERATE
      │            │            │            │          │           │
      ▼            ▼            ▼            ▼          ▼           ▼
  ┌───────┐    ┌───────┐    ┌───────┐    ┌───────┐  ┌───────┐   ┌───────┐
  │       │    │       │    │       │    │       │  │       │   │       │
  │ Ideas │──▶ │  PRD  │──▶ │Design │──▶ │  QA   │─▶│Launch │──▶│Monitor│
  │       │    │       │    │  Doc  │    │ Test  │  │       │   │       │
  └───────┘    └───────┘    └───────┘    └───────┘  └───────┘   └───────┘
                   │
                   │
          ┌────────┘
          ▼
  ┌──────────────────────────────────────────────────────┐
  │                  ★ PRD IS HERE ★                      │
  │                                                        │
  │   The PRD is created during PLANNING and serves as the │
  │   foundation for all downstream artifacts (Design Doc, │
  │   Tech Spec, Test Plans, etc.)                         │
  │                                                        │
  │   It should be completed BEFORE engineering begins.    │
  └──────────────────────────────────────────────────────┘
```

Key Stakeholders

Role	Responsibility	Involvement
Product Manager	Author and owner of the PRD	Creates, maintains, drives approval
Engineering Lead	Technical feasibility review	Reviews, provides estimates
UX Designer	User experience input	Reviews personas, user journeys
QA Lead	Testability review	Reviews acceptance criteria
Business Stakeholder	Business alignment	Reviews, approves
VP Product	Final approval	Approves

Who Works on This Document

| Phase	Contributors
Drafting	Product Manager (primary), with input from stakeholders
Review	Engineering, Design, QA, Business
Approval	VP Product, VP Engineering
Maintenance	Product Manager

PRD Template

1. Executive Summary
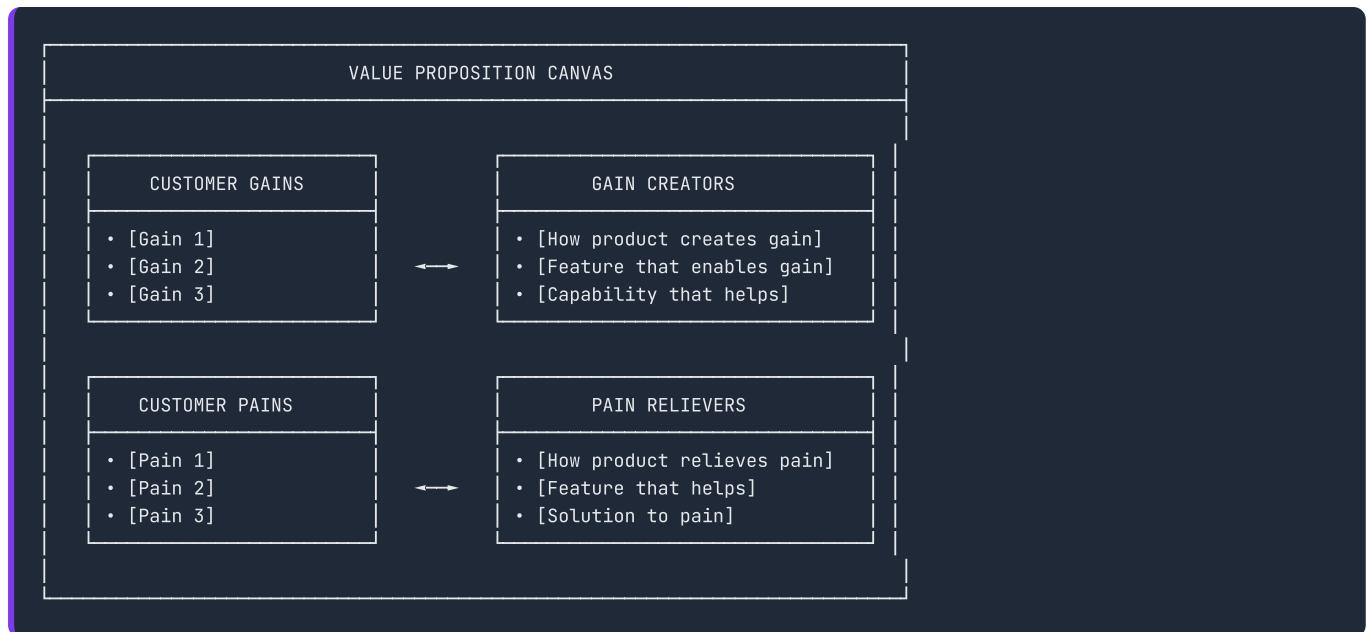
1.1 Product Vision

> [1-2 sentences describing the product vision. What is the product and why does it matter?]

Example:

> ACME Widget is a revolutionary productivity tool that helps knowledge workers organize their tasks and reduce context switching by 50%.

1.2 Value Proposition

```
┌─────────────────────────────────────────────────────────────┐
│                  VALUE PROPOSITION CANVAS                     │
│                                                               │
│    ┌─────────────────────┐      ┌─────────────────────┐      │
│    │   CUSTOMER GAINS     │      │    GAIN CREATORS     │      │
│    │                      │      │                      │      │
│    │  • [Gain 1]          │      │  • [How product creates gain] │
│    │  • [Gain 2]      ←──→│      │  • [Feature that enables gain] │
│    │  • [Gain 3]          │      │  • [Capability that helps]     │
│    └─────────────────────┘      └─────────────────────┘      │
│                                                               │
│    ┌─────────────────────┐      ┌─────────────────────┐      │
│    │   CUSTOMER PAINS     │      │    PAIN RELIEVERS    │      │
│    │                      │      │                      │      │
│    │  • [Pain 1]          │      │  • [How product relieves pain] │
│    │  • [Pain 2]      ←──→│      │  • [Feature that helps]        │
│    │  • [Pain 3]          │      │  • [Solution to pain]          │
│    └─────────────────────┘      └─────────────────────┘      │
│                                                               │
└─────────────────────────────────────────────────────────────┘
```

1.3 Key Outcomes

Metric	Current State	Target State	Improvement
[Metric 1]	[Current value]	[Target value]	[X% improvement]
[Metric 2]	[Current value]	[Target value]	[X% improvement]
[Metric 3]	[Current value]	[Target value]	[X% improvement]

2. Problem Statement

2.1 Current State Analysis

[Describe the current state and pain points. What's broken today?]

2.2 Impact Analysis

[Describe the impact of not solving this problem. What happens if we do nothing?]

3. Goals & Success Metrics

3.1 Primary Goals

Goal ID	Goal	Key Results	Priority
G1	[Goal description]	[Measurable outcome]	P0
G2	[Goal description]	[Measurable outcome]	P1
G3	[Goal description]	[Measurable outcome]	P2

3.2 Non-Goals (Out of Scope)

Non-Goal	Rationale
[What we're NOT doing]	[Why we're not doing it]

3.3 Success Metrics

Metric	Target	Measurement Method
[Metric name]	[Target value]	[How measured]

4. User Personas

4.1 Primary Persona: [Name]

```
PERSONA: [NAME]
================================

         Role: [Job title]
         Age: [Age]  |  Experience: [X years]  |  Location: [Place]

         "[Quote that represents their mindset]"

  [Name]


GOALS                       FRUSTRATIONS
─────                       ───────────

• [Goal 1]                  • [Frustration 1]
• [Goal 2]                  • [Frustration 2]

NEEDS FROM PRODUCT
──────────────────

• [Need 1]
• [Need 2]
```

5. User Journeys

5.1 Journey: [Journey Name]

[Describe the user journey step by step]

```
TRIGGER: [What initiates the journey]

[Step 1] ⟶ [Step 2] ⟶ [Step 3] ⟶ [Step 4] ⟶ [Outcome]

SUCCESS METRIC: [How we measure success of this journey]
```

6. Requirements

6.1 Functional Requirements

P0: Must Have (Launch Blockers)

ID	Requirement	Acceptance Criteria	Status
F-001	[Requirement]	[Criteria]	Not Started
F-002	[Requirement]	[Criteria]	Not Started

P1: Should Have (Target Release)

ID	Requirement	Acceptance Criteria	Status
F-010	[Requirement]	[Criteria]	Not Started

P2: Nice to Have (Post-Launch)

ID	Requirement	Acceptance Criteria	Status
F-020	[Requirement]	[Criteria]	Not Started

6.2 Non-Functional Requirements

Category	Requirement	Target
Performance	[Requirement]	[Target]
Reliability	[Requirement]	[Target]
Security	[Requirement]	[Target]
Accessibility	[Requirement]	[Target]

7. Scope & Constraints

7.1 In Scope

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

7.2 Out of Scope

- [Excluded item 1]
- [Excluded item 2]

7.3 Constraints

Type	Constraint	Impact
Technical	[Constraint]	[Impact]
Business	[Constraint]	[Impact]
Timeline	[Constraint]	[Impact]

8. Dependencies

Dependency	Type	Risk Level	Mitigation
[Dependency 1]	[Internal/External]	[Low/Medium/High]	[Mitigation]

9. Risks & Mitigations

ID	Risk	Likelihood	Impact	Mitigation
R1	[Risk description]	[L/M/H]	[L/M/H]	[Mitigation]

10. Timeline

Milestone	Target Date	Status
PRD Approved	[Date]	
Design Complete	[Date]	
Development Complete	[Date]	
QA Complete	[Date]	
Release	[Date]	

11. Open Questions

ID	Question	Owner	Due Date	Status
Q1	[Question]	[Owner]	[Date]	Open

12. Appendix

12.1 Glossary

Term	Definition
[Term 1]	[Definition]

12.2 Related Documents

- [Link to Design Doc]
- [Link to Tech Spec]

12.3 Change Log

Version	Date	Author	Changes
0.1.0	[Date]	[Author]	Initial draft

hanaML Template *This template is maintained by the Product Team.*

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