## **MY PRD TEMPLATE**

## **Product Vision (*this is optional in a PRD*)**

FOR (target customer), WHO (statement of need or opportunity), THE (product name) IS A (product category), THAT (key benefit, reason to buy), UNLIKE (primary competitive alternative), OUR PRODUCT (statement of primary differentiation)

***OR***

State the long-term mission of your product; briefly communicate what the product hopes to achieve in the long term.

## **Background**

* Provide any relevant background information about the industry/feature/product
* What are the key benefits for the user?
* What is currently available in the market—*from competitors*?
* Why is your solution important?

## **Problem Statement**

* Describe the specific problem that the product is solving, and who the product is solving for

## **Goals/Objectives**

* What are the objectives?
* What do you plan to achieve with this product? Define what the product will achieve - a high-level overview of what success will look like

## **Assumptions/Hypothesis**

* Describe what you assume to be true about the problem you’re solving/the solution you are building - Assumptions/Hypotheses require validation through research.

## **User Personas**

* This is a representation of your target user. Properly describe the end-user and their pain points
* Describe the persona’s key behaviors, goals, and responsibilities

## **Key Features/Functionalities**

* What are you building? List these Features/functionalities
* Include the purpose, user stories, and acceptance criteria where necessary

## **Core UX Flow**

* Provide a link or add screenshots of user flows/mockups/wireframes that explain the patterns users will take when using your product
* It can be helpful to outline and break down your flows into three main stages: an entry point, steps to completion, and the final step in completing a task or the final interaction.

## **Success Metrics**

* How would you determine/measure the success of this product?
* Specific KPIs to be tracked, targets, and a timeframe.

## **Roadmap *(this is optional in a PRD)***

The roadmap outlines the product's vision and direction, over a period of time.

* A plan that focuses on the product’s short- and long-term goals and how to achieve them.
* This includes any relevant information that helps the team understand the features that will roll out in the MVP and how the product may evolve over time.