**How to Write Good PRD**

Ten steps to a good PRD

1. Step 1: Do the preparation

In order to do this, you must do your preparation. Start with customers, users, competitors, and your team. Your confidence in the project is crucial.

2. Step 2: Define the purpose of the product

Everyone in development needs to be consistent in the purpose of the product. Purpose requires drive characteristics.

The objectives shall include: What problems does this product solve? Who will use the product.Why is this important?

Each stakeholder should agree to this goal -- and be aware of it during development.

3. Step 3: Define the User Profiles, Goals and Tasks

Get to know the target users and customers in depth. In this process, always work closely with your product designer.

User Profiles: A user profile is a collection of settings and information associated with a user.

User Goals: User Goals are descriptions of end states that users want to reach.

User Tasks: The activities that must be performed to accomplish the goal.

4. Step 4: Define your Product Principles

It is important that you have some criteria in which to make the best decisions for your product.

Product Principles are a set of beliefs and intentions that reflect your team's values and vision,the core DNA of the product. They’re the fundamental values that underly every action, decision or move the product team makes. These can be used in providing direction to the team and in understanding what is deemed important to the team (and the product). Also, it can serve as a base for inspiring product features.

5. Step 5: prototype and test product concepts

This is where you want to be as innovative as possible.

A prototype is an early sample, model, or release of a product built to test a concept or process. It is a term used in a variety of contexts, including semantics, design, electronics, and software programming. A prototype is generally used to evaluate a new design to enhance precision by system analysts and users. Includes Feasibility Test, Usability testing, Concept testing .

6. Step 6: confirm and challenge your assumptions

Start confirming and questioning your assumptions.

Getting out of your comfort zone and challenging assumptions can determine your organization's success.

7. Step 7: write it down

The entire team can easily access the PRD without losing it

It is also means that as important as the PRD is, what really matters is the product , the content.

8. Step 8: optimize

Generate Priorities and Examine Priorities

In addition to identifying requirements, it's important to prioritize and prioritize each of your requirements. Most product managers, if they prioritize, simply indicate whether a requirement is a "must have," "high demand," or "best to have" (or some similar classification system).

Step 9: test integrity

Test the integrity of the PRD to ensure that an engineer can fully understand the objectives of the product, the QA team can get enough information to design test scenarios and write down their test cases.

Step 10: manage the products in the product implementation process,

Record problems and resolve them. Having maintained the accuracy of the PRD, you need only be prepared to review any project. Keep in mind that the PRD is a living document and you should track all features of the PRD through product releases. Look for gaps and make up for gaps.

* 12 common pitfalls

1. Usability testing is not timely enough
2. Blindly think that you are optimistic about the product must be customers like
3. The actual solution is considered before what is the problem that needs to be solved
4. Too little details, it is sometimes hard to realize that something has not been specified before the product team starts building
5. Too much details, the product manager decides to provide so much detail that the result is a specification so massive that the product team doesn’t even read it.
6. Add more functions with more complexity while ignoring the original functionality
7. Have not balance engineering driven with market driven or customer driven
8. Sales or marketing organizations specify product requirements that exceed customer requirements.
9. Underestimate the emotions of the characters in a successful product
10. Unnecessary differences in standard features and operations result in unnecessary resource investment.
11. After several releases of continuously growing your product and adding new features, the engineering team wants to re-architect the product because of issues with maintainability, scalability, security, performance – any number of valid issues.
12. Misunderstood requirements and design

Part 2. Read the three PRD examples. Which example is your favorite and why (in terms of following the template and taking into account the takeaways from the paper above)? Write a short paragraph, defending your answer.

I think PRD of Braco is my favorite:

1. The purpose of the product is clearly defined.

2.The Motivation part includes customer segments,unmet needs,and existing solutions ,the preparation part is enough.

3. The Storyboards & Verbal Use Cases part is useful for defining user profiles, goals, and tasks

In total, there are five descriptions of user scenarios

4.The Detailed Design & Features Description part Includes design principles, features /informations architecture, effectively sets the criteria for the best decisions for the product, the product principles, and reflects the beliefs and intentions of the team values and vision.

MVP (Minimum Viable Product) part prioritizes and prioritizes each of the requirements:

Includes Priority 0 – Critical Features and Priority 1 – Nice to have features, vNext, vLongTerm.

5. User Walkthroughs: Visual Use Case Walkthroughs with Comments part:

Use cases pertain to specific personas described in MRD, also includes use cases for site administrators. They intersperse with wireframing and detailed simulation throughout the verbal use cases.

These user cases effectively guide product design:(1) Clear user goals. (2) Observe user operation behavior (3) Insight into user psychology

6. Roadmap / Timing part：Prototype and test product concepts:Introduction to the launch of the product concept information and offers.

7. Metrics part：The key indicator to track the success of the project is to display statistical data according to the behavior of user roles and calculate: Using diagrams, each stage is our user acquisition channel.

8. Solve problems/risks:Includes Privacy concerns，Insurance confusion，Competition,and List the risks in a tabular form, providing a detailed description and possible mitigation measures for each risk.