# PRD: Name of Product

# Vision

1-2 sentence version of what we are doing. If the product is very successful, what problem will we have solved? These two sentences are your elevator pitch.

* For a new product category, consider using Geoffrey Moore’s [positioning statement](http://petereilly.com/you-need-a-positioning-statement) from Crossing the Chasm, i.e., “For [target customer segments] who must [problem to be solved], our product is a new [category name] that provides [solution to the problem]. Unlike [current solutions], we offer [key differentiating factor].”

## Motivation

Copy this section from you MRD, highlighting any new material added since MRD was completed. Or, link to your MRD.

## Verbal/Visual Walkthrough of Use Cases

Adapt verbal use cases from MRD, but remember that MRD use cases are not constrained by available technology, whereas PRD use cases should reflect technology likely to be used in vLongTerm.

Intersperse wireframes and/or detailed mocks throughout the verbal use cases.

Use cases should pertain to specific personas described in your MRD.

Don’t forget to develop use cases for site administrators.

## Detailed Design & Features Description

### Design Principles

State any overarching design principles.

* Examples: willingness to trade of incremental features for ease of use; backward compatibility;
* For ideas, see [adactio list](http://principles.adactio.com/" \l "software); chapter 13 in Marty Cagan’s [Inspired](http://www.amazon.com/Inspired-Create-Products-Customers-Love/dp/0981690408), as well as statements by [Microsoft](http://www.lukew.com/ff/entry.asp?796), [Google](http://www.google.com/about/company/philosophy/), [OPOWER](http://opower.com/designprinciples/index.html), etc.

### Features/information architecture [draft]

This should be the bulk of your document. How should this product be presented to the user? What are the key features and how should they work? You should make your descriptions in this area as complete as possible. If you have supporting UI mockups or snapshots to illustrate your ideas, include or link them here.

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### v1 aka Minimum Viable Product (MVP)

What makes the minimum viable product for launch? Can you break this into Priority 0 (p0, p1, p2, c)?

### vNext

What’s next off the rank?

### v longterm

## Roadmap / Timing

How do you envision this rolling out? What are the key milestones (internal demo, beta launch, full launch, etc.)? Are there natural points for reassessment? Note any timing sensitivities (competitive, etc.) in this section. Eventually, this will get moved to a spreadsheet to be a pert / gantt chart.

### Scenarios for Service Introduction

Expound on points of your roadmap where the service is introduced to new populations (alpha v beta v full launch). Talk about what alternatives were considered and why your proposed plan is the right one.

## Metrics

What are the key metrics for tracking the success of this project? What log data and statistics will indicate success/health? Please enumerate and discuss how to compute.

Basic (localized) traffic metrics.

Standard search quality metrics such as long clicks.

Evidence of action being taken

* .

## International

What is your plan for internationalizing this product? When will international versions be available? Are there any particularly tricky issues around internationalizing?

## Projected Costs

How many engineers \* months will the project take to complete? How many machines will be needed/used?

## Operational Needs

Document any support or operational assistance that will be required for the project (user-support, sourcers, contractors). Will the commitment be finite or ongoing?

## Addressing Caveats/risks

How will you address each of the risks identified in your MRD, and any new risks identified since you completed MRD?

Consider presenting risks in table format with columns providing detailed description and possible mitigants for each risk..