**🌇 Background**

**Provide background on this problem space.** Explain current context and facts (whether they be about users, current product behaviour, or historical context relevant to this proposal).

*E.g. as a surfer, I want to know the surfing conditions for a specific location. This information is available across different forums and weather platforms, but never in one specific place. It means I waste valuable surfing time browsing multiple areas of the internet and not always finding the answers I want.*

*Further info: Surf Bot conducted a survey with their target audience and identified that the weather was their most sought after information before they hit the waves. 75% of our users use Met Office weather app to get their forecasts.*

**🎯 Goal / Problem Statement**

💡 This section should be short - a few paragraphs at most. It should focus on the problem and leave context to the Background section if necessary.

**Describe the problem we’re trying to solve** What problem are we solving? For whom? When do they experience this issue? What data, research and feedback do we have that explains this problem? Which customers are we working with, or hearing from, to better understand this problem? Why is solving this problem urgent? Why is it important?

*E.g. I want Surf Bot to provide me with the most reliable weather forecast for my specific location so that more of the invaluable surfing information I want is in one place and at the tip of my fingers.*

**🔎 Scope**

💡 This section can be short or long, depending on how nuanced the feature is. Think especially about the out-of-scope things, as it helps focus the team on the critical problems.

What is in scope? What is out of scope? \*\*\*\* Think about user classes (frontline vs moderator vs admins); surfaces (web, iOS, Android); sectors or orgs. Think about edge cases. Think about functionality that we might want in the future, and explicitly describe it as out of scope for now to help engineering both anticipate future needs, but also narrow the scope of the work to deliver against this proposal.

***E.g. What’s in scope***

*- Presenting Met Office weather forecasts for specific locations / times / dates*

*- Hosting the Met Office forecast within the chat on mobile devices – iOS & Android*

***What’s out of scope***

* *Presenting weather forecasts from other providers*
* *Pulling in any other information beyond forecast, date, time*
* *Adding the feature to our Web surface (this will come in a future PRD)*
* *Linking to forum chats that are discussing the surf and weather at that location (this will come in a future PRD)*
* *Presenting recent videos of surfers in that location in similar weather conditions (this will come in a future PRD)*

**📐 Requirements**

💡 This is the meat of the document. Don’t be shy to write a lot and be as precise as you can.

**Describe all the behaviour that is required to deliver this feature.** These requirements should be written as behaviour, either from the perspective of a user or the product. Every requirement should have a clear priority listing.

This is where you should get creative! Draw your prototypes and show us what your feature will look and feel like!

(This is just an example of a few requirements to get you thinking)

*E.g.* ***P0 (Must Have)****:as a surfer, I must be able to ask Surf Bot what the weather is at a specific time, location, date.*

***P1 (Should Have)****:* *as a surfer, I should be able to type a location, time and date with typos and the Surf Bot ask ‘Did you mean…’ with a corrected version. (show what this would look like)!*

***P2 (Nice to Have)****: as a surfer, it would be nice if I could type coordinates of a beach / coastline and the Surf Bot asks me ‘do you want to know the current weather in this location?*

**P0 (Must Have)**:

**P1 (Should Have)**:

**P2 (Nice to Have)**:

**🧮 Metrics**

💡 This section is critical but can be short. It formalises the goals in a quantifiable way. Consider getting Business Analytics to review this section.

**Capture how to measure success.** Include the hypothesis against which the specific metrics were chosen (tying it back to the Problem Statement, above).

*E.g. I want to increase Daily Active User (DAU) numbers on Surf Bot by 25%.*

*I want to run another survey in 6 months to see if Surf Bot is the preferred destination for surfing weather.*

*Required Tracking:*

* *Daily Active Users of the weather*
* *Track user behaviour: are surfers looking at weather forecasts for ‘now’ or for later*

**⚠️ Risks and Dependencies**

💡 Optional section but encouraged.

**Draw attention to any concerns, risks, or dependencies that the project faces.** Risks are factors that we can’t fully control for that might impact the project; dependencies are external factors that we need to complete (e.g., other projects, or a particular customer or vendor that the project relies on).

*E.g. there is a* ***risk*** *that we lose 25% of our users continue to look elsewhere for their weather forecast*

***Dependency*** *project success is dependent on us building the integration with Met Office (detailed in the Requirements section)*