Product Requirements Document

[Product Name]

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Author:	[Name/Role]	**Owner:**	[Product Owner]
Stakeholders:	[List key stakeholders]		

Document Approval

Role	Name	Signature	Date
Product Owner			
Engineering Lead			
Design Lead			
QA Lead			

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1. Executive Summary

[Write a concise summary that captures the essence of this product. Describe what it is, why it's being built, and what success looks like. This section should stand alone as a complete overview for busy stakeholders.]

Key Metric	Target
Primary Objective	[e.g., Increase user engagement by 25%]
Target Launch Date	[Q1 2025]
Estimated Development Effort	[X sprints / X weeks]
Primary Success Metric	[e.g., DAU, Conversion Rate, NPS]

2. Introduction

2.1 Background

[Describe the context and history that led to this product initiative. Include relevant market conditions, user feedback, competitive landscape, or internal strategic priorities.]

2.2 Problem Statement

[Clearly articulate the problem this product solves. Who experiences this problem? What is the impact of not solving it? Use data where available to quantify the problem.]

2.3 Proposed Solution

[Provide a high-level description of the proposed solution. How does it address the problem? What makes this approach the right one?]

3. Product Goals and Objectives

3.1 Primary Goals

- **Goal 1:** [Description of primary goal with measurable outcome]

- **Goal 2:** [Description of secondary goal with measurable outcome]
- **Goal 3:** [Description of tertiary goal with measurable outcome]

3.2 Business Objectives

[Describe how this product aligns with broader business objectives. What business outcomes does this product enable?]

3.3 User Objectives

[Describe what users will be able to accomplish with this product. What value does it provide to them?]

4. Target Audience

■ *Instruction: Define who will use this product. Be specific about user segments, personas, and their characteristics.*

4.1 Primary Users

[Describe the primary user segment. Include demographics, behaviors, needs, and pain points. Consider creating a brief persona.]

4.2 Secondary Users

[Describe any secondary user segments who will also benefit from or interact with this product.]

4.3 User Personas

Persona	Description	Primary Need	Pain Point
[Persona Name 1]	[Brief description]	[Key need]	[Main frustration]
[Persona Name 2]	[Brief description]	[Key need]	[Main frustration]
[Persona Name 3]	[Brief description]	[Key need]	[Main frustration]

5. Scope

5.1 In Scope

✓ [Feature/capability that IS included]

✓ [Feature/capability that IS included]

✓ [Feature/capability that IS included]

✓ [Feature/capability that IS included]

5.2 Out of Scope

✗ [Feature/capability explicitly NOT included in this release]

✗ [Feature/capability explicitly NOT included in this release]

✗ [Feature/capability explicitly NOT included in this release]

5.3 Future Considerations

[Items that are intentionally deferred but may be considered for future releases.]

6. Functional Requirements

6.1 [Feature Area 1]

[Describe the feature area and its purpose]

ID	Requirement	Priority	Notes
FR-001	[Requirement description]	Must Have	[Additional context]
FR-002	[Requirement description]	Must Have	[Additional context]
FR-003	[Requirement description]	Should Have	[Additional context]
FR-004	[Requirement description]	Nice to Have	[Additional context]

6.2 [Feature Area 2]

[Repeat the pattern above for each major feature area. Include user stories where helpful: 'As a [user type], I want to [action] so that [benefit].']

7. Non-Functional Requirements

> ■ *Instruction: Define quality attributes and constraints that apply across the product.*

7.1 Performance

- Page load time: [e.g., < 3 seconds]
- API response time: [e.g., < 200ms for 95th percentile]
- Concurrent users supported: [e.g., 10,000]

7.2 Security

- [Data encryption requirements]
- [Authentication/authorization requirements]
- [Compliance requirements: GDPR, HIPAA, SOC2, etc.]

7.3 Accessibility

- WCAG compliance level: [e.g., 2.1 Level AA]
- Keyboard navigation support
- Screen reader compatibility

7.4 Scalability

[Describe expected growth and how the system should handle increased load.]

7.5 Reliability

Target uptime: [e.g., 99.9%]
Recovery time objective (RTO): [e.g., < 1 hour]
Recovery point objective (RPO): [e.g., < 15 minutes]

8. User Interface Requirements

8.1 Design Principles

- [e.g., Simplicity - minimize cognitive load]
- [e.g., Consistency - follow established design patterns]
- [e.g., Feedback - provide clear system status]

8.2 Key Screens/Views

[List and describe the primary screens or views in the application. Include wireframes or mockups in the appendix if available.]

Screen	Purpose	Key Elements
[Screen 1]	[What users accomplish here]	[Primary UI components]
[Screen 2]	[What users accomplish here]	[Primary UI components]
[Screen 3]	[What users accomplish here]	[Primary UI components]

8.3 Responsive Design

[Define breakpoints and how the UI adapts across desktop, tablet, and mobile devices.]

8.4 Browser/Platform Support

Platform	Minimum Version
Google Chrome	[e.g., 90+]
Mozilla Firefox	[e.g., 88+]
Apple Safari	[e.g., 14+]
Microsoft Edge	[e.g., 90+]
iOS Safari	[e.g., 14+]
Chrome Mobile	[e.g., 90+]

9. Technical Requirements

9.1 Technology Stack

Layer	Technology	Rationale
Frontend	[e.g., React, Next.js, Vue]	[Why this choice]
Backend	[e.g., Node.js, Python, Go]	[Why this choice]
Database	[e.g., PostgreSQL, MongoDB]	[Why this choice]
Hosting	[e.g., AWS, GCP, Vercel]	[Why this choice]
Authentication	[e.g., Auth0, Clerk, Custom]	[Why this choice]

9.2 Architecture Overview

[Describe the high-level system architecture. Include a diagram in the appendix if available. Cover key components, data flow, and integrations.]

9.3 Integrations

[List any third-party services, APIs, or systems this product must integrate with.]

9.4 Development Workflow

- Version Control: [e.g., Git with GitHub/GitLab]
- CI/CD: [e.g., GitHub Actions, Jenkins, CircleCI]
- Deployment: [e.g., Continuous deployment to staging, manual to production]
- Code Review: [e.g., Required PR reviews before merge]

10. Success Metrics

10.1 Key Performance Indicators (KPIs)

Metric	Current Baseline	Target	Measurement Method
[e.g., User Engagement]	[Current value]	[Target value]	[How measured]
[e.g., Conversion Rate]	[Current value]	[Target value]	[How measured]
[e.g., Customer Satisfaction]	[Current value]	[Target value]	[How measured]
[e.g., Error Rate]	[Current value]	[Target value]	[How measured]

10.2 Qualitative Success Indicators

- [e.g., Positive user feedback in reviews]
- [e.g., Reduced support tickets related to X]
- [e.g., Improved team efficiency in Y process]

11. Timeline and Milestones

Phase	Duration	Key Deliverables
Discovery & Planning	[X weeks]	[Research, requirements finalization, design specs]
Design	[X weeks]	[Wireframes, mockups, design system]
Development Phase 1	[X weeks]	[Core features, MVP functionality]
Development Phase 2	[X weeks]	[Additional features, integrations]
Testing & QA	[X weeks]	[Bug fixes, performance optimization]
Beta/Soft Launch	[X weeks]	[Limited release, user feedback]
Full Launch	[Date/Week]	[Public release, marketing push]

12. Risks and Mitigation

Risk	Probability	Impact	Mitigation Strategy
[Risk 1]	High/Med/Low	High/Med/Low	[How to prevent or address]
[Risk 2]	High/Med/Low	High/Med/Low	[How to prevent or address]
[Risk 3]	High/Med/Low	High/Med/Low	[How to prevent or address]

13. Dependencies and Assumptions

13.1 Dependencies

[List external dependencies that could impact the project: other teams, third-party services, data availability, etc.]

13.2 Assumptions

- [e.g., Design resources will be available during Phase 1]
- [e.g., Third-party API will maintain current functionality]
- [e.g., User research findings are representative of target audience]

14. Future Enhancements

14.1 Version X.X (Short-Term)

- [Enhancement 1]
- [Enhancement 2]
- [Enhancement 3]

14.2 Version X.X (Mid-Term)

- [Enhancement 1]
- [Enhancement 2]
- [Enhancement 3]

14.3 Long-Term Vision

[Describe the long-term vision for this product. Where could it evolve over 1-2 years?]

15. Appendix

15.1 Glossary

Term	Definition
[Term 1]	[Definition]
[Term 2]	[Definition]
[Term 3]	[Definition]

15.2 References

[Link to related documents: design specs, technical specs, user research, etc.]

15.3 Wireframes and Mockups

[Include or link to visual designs]

15.4 Revision History

Version	Date	Author	Changes
1.0	[Date]	[Name]	Initial draft

| 1.1 | [Date] | [Name] | [Summary of changes] |