

Internal Product Feedback Submission Form (PF-001)

Purpose: To systematically capture and prioritize feedback, bug reports, and ideas from internal teams (Sales, Support, Marketing, R&D).

Date of Submission: [YYYY-MM-DD]

Submitted By: [Name]

Department: [Sales / Support / Ops / R&D / Other]

1. Feedback Type

Please select the type of feedback you are submitting:

- ☐ **Feature Request/Idea:** Suggesting a new capability or product.
- ☐ **Bug/Defect:** Reporting a functional failure or error.
- ☐ **Usability/UX Issue:** Reporting confusion, poor design, or frustration with the user interface.
- ☐ **Competitive Insight:** Reporting a feature a competitor has that we lack.

2. Details of Submission

Field	Details
Product Area Affected	[e.g., Reporting Dashboard, Workflow Editor, API Gateway, Billing Portal]
Severity / Impact (1=Low, 5=Critical)	[Select 1-5] - <i>How much does this impact a core client's ability to use the product?</i>
Detailed Description	[Describe the issue or idea clearly. Include steps to reproduce the bug if applicable, or the customer context for the feature request.]
Screenshots / Attachments	[Link to any relevant screenshots, videos, or log snippets.]

3. Justification (Mandatory for Feature Requests)

Field	Details
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Client/Internal Pain Point	[Who is experiencing this pain point, and why is it important now?]
Suggested Solution (Optional)	[If you have a solution in mind, briefly describe it.]
Estimated Business Value	[e.g., Saves 5 hours/week for Support; Needed to win Client X; Reduces cloud cost.]

4. Product Team Review (Do Not Fill)

Field	Details
Prioritization Score	[Calculated by PM based on Impact, Effort, and Strategic Alignment]
Assigned PRD/R&D Ticket	[JIRA/Asana Ticket ID]
Decision	[Scheduled for Next Sprint / Deferred / Rejected (Reason: ...)]