

HW11-Ind: PRD Examples

Instructions

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Note: see Canvas/Files/PRD

To start with, read the PRD Template and understand the key elements.

Part 1. Read the “How to Write Good PRD” paper. Write most interesting takeaways (**using your own words, not copying from the paper!**)

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 summary, defending your answer.

Use Template on Page 2. Page limit: one

Template

Part 1

Read the “How to Write Good PRD” paper. Write most interesting takeaways

Ans:

1. **Objectives of Product :** PRD should be defining clearly the main objectives of product, should depict features of product and the prioritization framework for release.
2. **Success measure:** PRD should define parameters, metrics and ways to measure those metrics to calculate/evaluate product's success to other team members.
3. **Goals, Tasks :** PRD should be able to define Target Users, Customer in terms of building suitable essential Personas, which further builds in defining goals and tasks.
4. **Principles guiding decisions:** While Designing PRD, Product principles must be established which helps teams to build decisions around those product principles.
5. **Building Prototype & Testing, Assumptions:** All 3 types of testing i.e feasibility, usability, product concept testing plays key importance in determining confidence built around product-built phase. Further Assumptions should be built in PRD to define and demonstrate strong use case and testing product features
6. **4 Factor frameworks for PRD:** Product purpose , Features, Release criteria and Schedule establishes major 4 framework for well defined PRD.

Part 2

Ans:

1. Which PRD is favorite ? From all the given 3 PRD examples, **BARCO** i.e Boat rental app PRD is my favorite since it outsmarts the other two PRD based on rubric/Template formed from reading “How to Write a Good PRD”.
2. Why ? (Reasons for defending) :
 1. It establishes well all the 10 essential steps for PRD as mentioned in the Template, as well as follows all the concepts in the Template
 2. PRD is detailed and well explained and demonstrates good set of visualization for helping reader/other team members understand PRD in better way through use of various Graphics. This increases the understandability of BARCO's PRD in comparison to other two PRD.
 3. Other two PRD has a lot of sections unexplained, not detailed and fails to cover essentials elements in Template. For e.g. In case of MBACAS bullets fail to establish understanding in comparison to understanding that each visualization, graphics & wireframes by other Two PRD creates.
 4. In same context, Sprout PRD fails to define details in subsection areas like MVP, Long-term map, etc. in Sections of Design and Features description which establishes weaker understanding for Feature since it's too concise and should have been major emphasis in PRD.
 5. From the above factors, Barco PRD due to its detailed clear writing & visuals resulting in great understanding & wins over the loopholes of two other PRD.