Product Requirements Document (PRD)

Product Name (placeholder): BuddyPM – Your Friendly Product Guide

1. Overview

First-time product owners and product folks struggle to clearly articulate and progress their ideas across the product lifecycle. BuddyPM is a webapp that acts as a friendly buddy and guide, walking product folks step-by-step through five stages: Ideation, Validation, MVP, Go-To-Market (GTM), and Pitch.

2. Goals & Objectives

- Help newbies gain clarity at every stage. - Break down the lifecycle into bite-sized guided steps. - Provide examples, options, and templates. - Generate step-by-step roadmaps. - Carry answers forward across stages. - Make the experience friendly, simple, and non-intimidating.

3. Target Audience

- Early-stage founders - Aspiring product managers - First-time entrepreneurs - Startup incubator participants - Students working on product ideas

4. Key Features by Stage

4.1 Ideation

Clarify product basics through chat with multiple-choice and custom options. Outputs include motto, problem statement, target users, ICP, personas, value proposition, and success metrics.

4.2 Validation

Test assumptions and verify demand using guided interview templates, competitor scan, and TAM/SAM/SOM calculator referencing known market data. Outputs include insights, validated assumptions, and market sizing summary.

4.3 MVP

Guide feature prioritization and MVP design. Help decide prototype type and create roadmap. Outputs include MVP scope, feature list, and prototype suggestion.

4.4 Go-To-Market (GTM)

Plan first-user acquisition. Channel selector, messaging templates, pricing experiments, and early growth loop guidance. Outputs include GTM plan and messaging drafts.

4.5 Pitch

Help structure pitch with templates and TAM/SAM/SOM narrative. Auto-generate slide skeletons. Outputs include pitch deck outline and narrative.

5. Cross-Stage Features

- Roadmap Generator - Recap Cards - Carry-forward memory across stages - Validation rules for inputs

6. Success Metrics

- Stage completion rate - Progression across stages - User-reported clarity/confidence - Export/recap usage - Retention rate

7. Constraints & Assumptions

- Must be simple and jargon-free - Webapp-first - Requires integration with external data for TAM/SAM/SOM - AI is a guide, not a replacement

8. Open Questions

1. Should roadmaps be visual canvases or text cards? 2. How much real market data vs. manual input? 3. Monetization model: Freemium or subscription?