

# Product Requirements Document (PRD)

## PRD Title: Project Management Platform Enhancements

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Status of PRD: **Backlog**

# One Pager

## Overview

Our Project Management Platform aims to streamline team collaboration by providing tools for task management, time tracking, and resource allocation. The upcoming enhancements focus on integrating advanced analytics, customizable dashboards, and improved third-party integrations to meet the evolving needs of modern enterprises.

## Problem

Teams often struggle with fragmented tools that hinder productivity and obscure project visibility. Current solutions may lack comprehensive analytics and flexibility, leading to inefficiencies and delayed decision-making.

## Objectives

- 1. Integrate advanced analytics to provide actionable insights.
- 2. Offer customizable dashboards tailored to individual team needs.
- 3. Enhance integration capabilities with popular third-party applications.

## Constraints

- 1. Limited development resources may affect the timeline.
- 2. Data privacy necessitate stringent security measures.
- 3. Compatibility issues with certain third-party APIs.

## Persona

<b>Key Persona</b> Project Manager	Responsible for overseeing project timelines, resource allocation, and team performance. Needs comprehensive tools to monitor progress and identify bottlenecks.
<b>Persona 2</b> Team Member	Focus on task execution and collaboration. Requires an intuitive interface to manage tasks and communicate with team members.
<b>Persona 3</b> Executive	Seeks high-level overviews of project portfolios to make strategic decisions. Values insightful analytics and reporting features.

## Use Cases

Instances where various personas will use the product, in context.

**Scenario 1:** A project manager customizes their dashboard to monitor critical KPIs and project milestones in real-time.

**Scenario 2:** A team member integrates the platform with a third-party code repository to automatically update task statuses based on commit messages.

**Scenario 3:** An executive reviews aggregated analytics across multiple projects to identify resource allocation inefficiencies.

## PRD

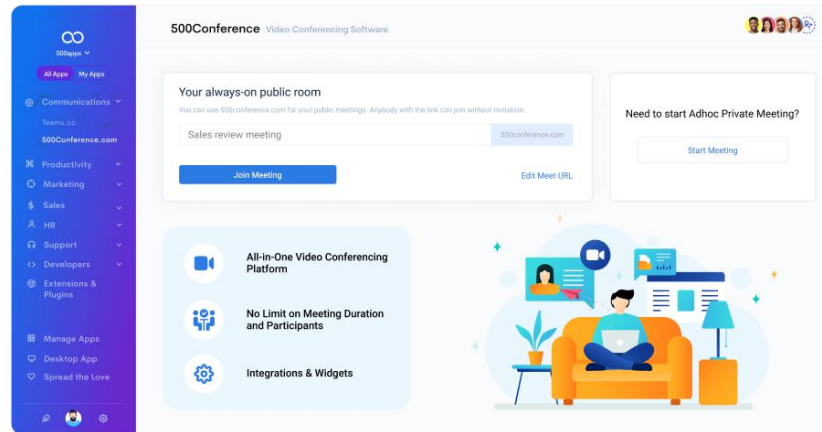
### Features In

- **Feature 1: Advanced Analytics Integration**
  - Scope: Develop analytics tools that provide insights into project performance, resource utilization, and team productivity.
  - Goals: Enable data-driven decision-making to improve project outcomes.
  - Use Case: Project managers can generate reports highlighting tasks that consistently cause delays.
- **Feature 2: Customizable Dashboards**
  - Scope: Allow users to create personalized dashboards with widgets relevant to their roles.
  - Goals: Enhance user experience by providing quick access to pertinent information.
  - Use Case: A team member sets up a dashboard displaying their assigned tasks, upcoming deadlines, and team announcements.
- **Feature 3: Enhanced Third-Party Integrations**
  - Scope: Expand integration capabilities with tools like Slack, GitHub, and Jira.
  - Goals: Facilitate seamless workflows across different platforms.
  - Use Case: Automatic creation of tasks in the platform when issues are reported in Jira

## Features Out

- **Built-in Video Conferencing**

- *Reason:* Focus on enhancing existing collaboration tools rather than developing new ones.



- **In-App Document Editing**

- *Reason:* Leverage integrations with established document editing platforms instead of building native capabilities.

- **Gamification Elements**

- *Reason:* Deemed non-essential for the current scope and objectives.

# Design

Dashboard

Dashboard

Projects

Tasks

Teams

Analytics

Settings

Search...

40 x 40

Active Projects

10

Overdue Tasks

5

Team Performance

85%

Kanban Board

To Do

Task 1

Task 2

In Progress

Task 3

Done

Task 4

Project Deadlines

Project	Deadline	Assigned To	Status
Project A	2023-12-01	John Doe	In Progress
Project B	2023-11-15	Jane Smith	Completed
Project C	2023-10-30	Alice Johnson	Overdue

## Success Metrics

- Increase in user engagement as measured by daily active users.
- Reduction in project completion times due to improved analytics.
- Positive user feedback on the customization features.

## GTM Approach

Collaborate with the marketing team to develop messaging that highlights the new features' benefits. Plan a phased rollout with webinars and tutorials to educate users.

Open Issues:

- Determining the most critical analytics to implement first.
- Ensuring data privacy compliance across all integrations.

## Open Issues

What factors do you still need to figure out? What problems may arise and how do you plan on addressing them?

## Q&A

What are common questions about the product along with the answers you've decided? This is a good place to note key decisions.

Asked by	Question	Answer
Farzana Rahman	How will we ensure data privacy compliance?	By implementing end-to-end encryption and adhering to GDPR and ISO 27001.
Raihan Karim	Can we add custom fields to the analytics dashboard?	Yes, custom fields will be supported in the advanced analytics module.
Shahriar Hasan	What is the estimated timeline for integrating APIs?	API integration scheduled for next 3 sprints.

## Feature Timeline and Phasing

Feature	Status	Dates
Advanced Analytics	In Development	Nov 23, 2024
Customizable Dashboards	Backlog	July 20, 2024
Enhanced Integrations	In Review	January 3, 2025

## PRD Checklist:

Here’s a list of topics you must include in your PRD:

PRD Checklist		
Order	Topic	Done
1.	Title	Added
2.	Author	Added
3.	Decision Log	Backlog
4.	Change History	Backlog
5.	Overview	Backlog
6.	Success Overview	Backlog

7.	Messaging	Backlog
8.	Timeline/Release Planning	Backlog
9.	Personas	Backlog
10.	User Scenarios	Backlog
11.	User Stories/Features/Requirements	Backlog
12.	Features In	Backlog
13.	Features Out	Backlog
14.	Design	Backlog
15.	Open Issues	Backlog
16.	Q&A	Backlog
17.	Other Considerations	Backlog



## Expanded Features and Details

### Features In (continued):

#### 4. Role-Based Access Control (RBAC):

- *Scope:* Define user roles (Admin, Manager, Contributor, Viewer) and control access to specific features or data.
- *Goals:* Ensure data security and tailor user experiences based on responsibilities.
- *Use Case:* An admin can configure team-wide settings, while a contributor only sees and edits their assigned tasks.

#### 5. Automated Notifications and Alerts:

- *Scope:* Create automated alerts for deadlines, task updates, and milestone achievements.
- *Goals:* Improve team responsiveness and prevent missed deadlines.
- *Use Case:* A project manager receives an alert when a task is overdue or a dependency is resolved.

#### 6. Cross-Team Collaboration Tools:

- *Scope:* Enable teams across different departments to collaborate on shared projects.
- *Goals:* Foster alignment on company-wide initiatives.
- *Use Case:* Marketing and Sales teams work on the same campaign timeline, with visibility into each other's progress.

#### 7. Multi-Language Support:

- *Scope:* Support key global languages to cater to international clients.
- *Goals:* Increase accessibility for diverse user bases.
- *Use Case:* Users can switch the platform interface to their preferred language for easier navigation.

## Enhanced Success Metrics

- **Adoption Rate:** Measure the percentage of new users who engage with the advanced features within the first 30 days.
- **Churn Reduction:** Track the decrease in customer churn following feature rollouts.

- **Revenue Impact:** Monitor the impact on subscription renewals and upsells due to new feature adoption.
- **CSAT and NPS Scores:** Capture user satisfaction and promoter ratings post-implementation.

### Extended GTM Approach

- **User Onboarding:** Create in-app walkthroughs and interactive guides for new features.
- **Content Marketing:** Publish blogs, case studies, and whitepapers showcasing how businesses can leverage the new features.
- **Customer Webinars:** Host live webinars to demonstrate functionality and gather real-time feedback.
- **Partnership Campaigns:** Collaborate with existing integration partners (e.g., Slack, Jira, HubSpot) to co-promote the enhanced compatibility.

### New Open Issues

- **Integration Scalability:** Identify potential challenges in maintaining performance while integrating multiple third-party tools.
- **API Rate Limits:** Address potential conflicts with rate limits imposed by external integrations like GitHub or Slack.
- **Data Migration:** Plan for seamless migration of existing data to accommodate new dashboard configurations.

Feature	Status	Dates
Role-Based Access Control	Backlog	February 15, 2025
Automated Notifications	In Review	February 5, 2025
Cross-Team Collaboration	Backlog	March 1, 2025
Multi-Language Support	Backlog	March 20, 2025

## Example PRD

# PRD Title: PRD for Feature X

**Author:** Natalie PM - (*Sign off*)

**Team:** [List team members]

Product Manager	Natalie PM
Engineering Lead/Team Lead	Ella
Designer	Jorge
Approvers/Sign-Off	Ella

PM Epic: [Insert link to Project Management tool epic (on JIRA or similar tool)]

Status of PRD: **Backlog**

**PM Epic:** [*Insert link*]

## One Pager for Feature X

### Overview

The Mobile App has two main goals, to provide a fantastic picture discovery and viewing experience for camera owners and non-camera owners alike and to provide added value to the camera owner (value that comes from having a portable computer with a fast processor, a nice screen, and an Internet connection).

This vision will continue through with Product X, taking advantage of the smartphone's cellular radio (among other things) for camera owners and by continuing to be a great place to experience pictures.

*Note: This document describes a roadmap to Product X's time, not the scope of a massive release at Product X's release. We will want to identify key release milestones/priorities and plan development around them.*

## Objectives

1. Be a great place to discover and view pictures, regardless as to if you're a camera owner or not.
2. Provide extra value to camera owners.
3. Support our ecosystem goals.

## GTM Approach

The Mobile App provides a convenient way to share on the go, control your camera remotely, or simply see the latest amazing pictures in 3D.

## Success Metrics

TBD (It's OK that these aren't clearly defined yet! We'll figure them out as we discuss the product with the other teams)

## Scenarios

### Non-Owner Discovering Pictures

Hans is thinking about buying a camera, having seen a demo at his local Ringfoto store, but he's unsure. He downloads the app, now available in German fortunately, as he thinks about buying the camera. In it, he can easily sit back and watch a slideshow of pictures play or interrupt them and interact with them. Thanks to geotagging, he can even see what other camera owners are shooting in his town. This browsing experience is quite pleasant, and the pictures look great on his iPad.

He goes into the app's learn section and sees a list of videos he can play to teach him how to use the camera better, but unfortunately they're all in English.

However, Hans has had enough fun playing with the app that it pushes him towards buying a camera.

### Camera Owner Remote Control and Sharing

Julie bought Product X because she had a lot of fun with the first edition camera, and now she's having fun thinking of new ways to use Product X. She periodically gets a bald eagle in her yard, and she's been trying to figure out how to get a great picture of it.

Eventually, she rigs up a system where Product X is plugged in to a power outlet, set to never turn off, continuously broadcasting its Wi-Fi network, and sitting outside near a perch she rigged up for the eagle. Then, she has her iPhone with her at all times.

When she sees the eagle outside, she gets her iPhone out and connects to her camera's Wi-Fi network. She switches over to live view mode and sees the eagle in the palm of her hand. She's able to tap to set focus and even zoom the lens remotely to get the shot she wants, and when she taps the shutter, the camera fires.

She continues shooting, and when the eagle flies away, she switches to share mode. She quickly finds her favorite shot and shares it right from the app to Twitter, adding, "The eagle has landed!"

The next time she launches the app, she has a notification that Hans liked her picture and started following her. Although she received far more replies on Twitter itself, she's still happy that people are discovering her pictures.

### **Sharing Product X Pictures On the Go**

Sam's using a test unit of Product X and takes a shot he wants to send to the IQ team to look at. He pulls up the mobile app on his Nexus 4 and puts it into a mode where it essentially acts like a radio for Product X.

Now, he can interact with Product X on its own screen, select pictures there, and send them from Product X to their final destination, all without using the app's UX. This makes it easy to keep his phone in his pocket while sending files from Product X as he shoots. If his camera were in a bag, he could've used the app to browse, select, and send his thumbnails, but in this case, it was more convenient for him to go the other way.

### **SDK Timelapse App**

Topher's a bit of a hacker who likes coming up with new things to do with his camera. When we released an iOS SDK, he first set out to add support for our pictures to his Stuck on Earth app. He had to do some extra work to datamine our site and get the geotags into a format he can understand, but he can now get a picture's URL and location.

With that bit of data and Player bundled into an SDK, it's trivial for him to add support for our picture format to his app, and our pictures now appear side-by-side with standard, 2D pictures.

But Topher didn't stop there. He's been interested in flower bloom sequences for a while, and it would be pretty awesome in picture. Using the camera control part of the SDK, he rigs up a timelapse app and connects it to Product X. It's not particularly sophisticated, simply making sure the camera hits a specific exposure value with each shot and fires at a specified interval, but the results are what matter. If we're lucky, maybe he'll post the source for others to use!

# Features In

[M] denotes minimum viable experience requirement for Product X

(Note: Many of these features will have their own separate specs with more detailed prioritization and requirement breakdown. This doc is keeping an overall higher-level view of prioritization by just saying must have or not. In general, the categories are in priority order with the minimum requirements within each taking the highest priority.)

## Viewing

- [M] iOS 8-native experience for iOS
- [M] See pictures as large as possible on each device
- [M] Autoplay support for animation loops built in the desktop software
- [M] Content discovery mechanism (Recent/popular streams? Random picture view? This will be part of the 2.0 iOS 8 redesign, and we should keep some consistency with the website, too)
- Way to see an activity stream from people you follow
- Search that also searches keywords/metadata/comments
- Way to save and view your own pictures offline
- Map view for different collections (yours and other streams)
- Way to see pictures taken nearby

## General

- [M] Localization (match Product X)
- [M] Android port (most likely by an outsourced firm)
- Remote control of camera operation and live view
- Way to act as a relay radio so that you can share via Product X's UX rather than the app (but still support sharing via the app)

## Community

- Followers
- Comments

## Social Network Integration

- [M] Post to Twitter on share
- Post to Pinterest on share
- Re-share to each network
- Support card metadata in Twitter to load our app for our picture links

## Sharing

- [M] Way to set a specific animation loop on a picture you're sharing
- Share to a specific or new album rather than Mobile Uploads

## SDK

- [M] Player that can load files from a specified URL
- [M] Scriptable player (e.g., go to this view)
- [M] Versioned and compatible with various file format iterations
- Camera control APIs

## Slideshows

- Play an album
- Play a stream of pictures
- Airplay support

## Learn Content

- Tutorial videos

## Features Out

- Custom Streams: we probably won't have the back-end for this ready by when Product X ships, so it's a non-feature for the mobile app for now.
- Direct file sharing support: there are so many ways to share files, including just taking a card out and handing it to someone else, it doesn't seem important to have AirDrop support, for



example. If we want wireless import, presumably there are more cross-platform ways to do it (we had this working in an old version of the desktop software once).

## Open Issues

None yet!

## Q&A

Drop your questions here:

Asked by	Question	Answer
Ella from Engineering	What's the right first pass at content discovery?	

## Feature Timeline and Phasing

Feature	Status	Dates
Drop box integration	In Development	Nov 23, 2022
Localization	In Review	
Android port	Blocked	
Activity stream	Blocked	Feb 8, 2023
	In Development	

# More Resources!

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