PRODUCT REQUIREMENTS TEMPLATE EXAMPLE

PRODUCT TITLE	Project Phoenix - Customer Engagement Platform
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DATE	MM/DD/YY

OVERVIEW

Project Phoenix aims to develop a robust customer engagement platform catering to small and medium-sized businesses (SMBs). This platform will facilitate seamless interaction between businesses and their customers, offering features for messaging, customer support, and analytics.

PRODUCT OBJECTIVES

Define the overarching objectives and goals the product aims to achieve. This section sets the context for the requirements that follow.

OBJECTIVE 1	Enhance customer-business communication channels.
OBJECTIVE 2	Provide a user-friendly interface for customer support queries.
OBJECTIVE 3	Implement analytics tools for businesses to gain insights into customer interactions.

STAKEHOLDER IDENTIFICATION

List and describe the stakeholders involved in the project, specifying their roles, responsibilities, and interests in the product.

NAME	ROLE	RESPONSIBILITY	INTERESTS IN THIS PRODUCT
Melissa B. and Kiran G.	Marketing Team (Primary Users)	Provide insights into customer engagement needs.	
Patricia H. and Jose P.	Development Team	Develop and maintain the platform.	

FUNCTIONAL REQUIREMENTS

Detail the specific functionalities the product must have. Use user stories, scenarios, or use cases to describe how users will interact with the product and what the product needs to do.

Allow customers to initiate support tickets via chat or email.
Provide a dashboard for businesses to track customer inquiries.
Enable integration with social media platforms for direct messaging.

NON-FUNCTIONAL REQUIREMENTS

Address aspects beyond specific features, such as performance, security, scalability, usability, compliance, and any technical constraints.

Response time for customer queries should be under 30 seconds.
Platform should comply with GDPR regulations for data privacy.

ASSUMPTIONS AND CONSTRAINTS

Identify any assumptions made during the requirement-gathering process and constraints that might impact the product's development or deployment.

ASSUMPTIONS
The platform will be built on an existing cloud infrastructure.
Assumption 2
Assumption 3
Assumption 4
CONSTRAINTS
Initial development budget limited to $500,000.
Constraint 2
Constraint 3
Constraint 4

DEPENDENCIES

Outline any external factors or dependencies that could affect the development or release of the product, such as third-party integrations or external services.

DEPENDENCY 1	Integration with CRM software used by businesses.
DEPENDENCY 2	Access to third-party API for social media integration.

ACCEPTANCE CRITERIA

Clearly define the conditions that must be met for each requirement to be considered successfully implemented and accepted.

CHAT FUNCIONALITY	Chat functionality should successfully handle 100 concurrent users.
CUSTOMER DATA	All customer data stored must be encrypted using AES256.

RISK ANALYSIS

Assess potential risks that could impact the project's success and detail mitigation strategies or contingency plans.

RISK	MITIGATION
Potential delays due to third-party API changes.	Have backup options for social media integration.
Regulatory changes impacting data privacy laws.	Regular compliance reviews and quick adaptation.

PRIORITY EFFORT

Assign priority levels and estimate the effort required for each requirement to assist with project planning and resource allocation.

REQUIREMENT	PRIORITY LEVEL	ESTIMATED EFFORT REQUIRED
Requirement 1	High	Estimated effort - 4 weeks.
Requirement 2	Medium	Estimated effort - 6 weeks.
Requirement 3	Low	Estimated effort - 8 weeks.

VERSION HISTORY AND CHANGE LOG

Maintain a record of revisions, updates, and changes made to the document to track the evolution of requirements.

VERSION	EDITS COMPLETED BY	DATE	DESCRIPTION OF EDIT
1.00	Sasha P.	MM/DD/YY	Initial draft
1.10	Sasha P.	MM/DD/YY	Added stakeholder details
1.20	Sasha P.	MM/DD/YY	Included risk analysis

VISUAL AIDS

Incorporate diagrams, wireframes, mock-ups, or prototypes to visually represent the product's expected look and feel, enhancing understanding and clarity.

DISCLAIMER