BRD - Business Requirements Document

Prodexa AI: Product Discovery & Requirements Intelligence System

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1. Executive Summary

Product and business teams spend significant time transforming raw, unstructured information—such as customer complaints, meeting notes, support tickets, and feature requests—into structured product artifacts like BRDs, PRDs, user stories, and roadmaps.

Prodexa AI is an autonomous AI-powered system that streamlines product discovery by automatically ingesting raw inputs, extracting actionable insights, generating requirements, prioritizing features, and producing a draft product roadmap.

The solution automates 60–80% of early-product lifecycle activities, allowing teams to accelerate decision-making, reduce manual effort, and improve documentation consistency.

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2. Business Problem

Organizations face the following challenges:

2.1 Manual Discovery Process

- PMs and BAs spend hours synthesizing feedback.

- Unstructured inputs create ambiguity and inconsistency.

2.2 Slow Requirement Turnaround

- Producing BRDs, PRDs, and user stories takes days.

- Delays slow roadmap planning and execution.

2.3 Poor Visibility of User Pain Points

- Feedback stored across emails, tickets, and notes leads to insights being lost.

2.4 Inefficient Prioritization

- Decisions often rely on intuition instead of structured frameworks such as RICE or MoSCoW.

2.5 Scaling Challenges

- Growing product teams need systematic, automated documentation.

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3. Business Objectives

Prodexa AI aims to:

- **Reduce discovery time by 70%** using AI-driven analysis.

- Generate consistent and high-quality BRDs/PRDs automatically.

- Automate prioritization using RICE & MoSCoW frameworks.

- Produce structured epics, user stories, and acceptance criteria.

- Create automated roadmaps for MVP, quarterly planning, and long-term vision.

- Improve decision-making by centralizing unstructured inputs.

4. Scope

In-Scope

Text ingestion (feedback, meeting notes, transcripts)
Problem extraction & sentiment analysis
Root cause analysis (5 Whys + dependency mapping)
Automated BRD/PRD generation
Epic & user story generation
Feature prioritization engine
Automatic roadmap generation
n8n-based agentic workflows for automation
Streamlit UI for end-user interaction

Out-of-Scope (initial release)

Proprietary integrations (Jira, Notion) — optional
Image-to-text for complex PDFs
Real-time dashboards
Reinforcement ML modelling

5. Success Metrics

- Reduce requirement creation time from **4 hours → 10 minutes**.

- Reduce discovery analysis backlog by **60%**.

- Generate consistent BRDs/PRDs with **95% completeness**.

- Cut PM/BAs documentation effort by **50–70%**.

- Automated weekly insights delivered with **100% accuracy**.

6. Stakeholders

- **Product Managers**

- **Business Analysts**

- **Customer Success Teams**

- **Product Operations**

- **Compliance & Process Governance**

7. High Level Requirements

- System must parse structured/unstructured text.

- System must generate BRD & PRD outputs in markdown.

- System must store outputs in exportable format.

- System must support simple UI to upload/paste text.

- System must process input within < 10 seconds.

- Weekly digest automation must run independently of UI.