

TELUS x PMC

# Product Plus (PRD+)

Pitch by Team 4



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1<sup>st</sup> year UBC BUCS



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1<sup>st</sup> year UBC Commerce



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4<sup>th</sup> year SFU CS



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1<sup>st</sup> year UBC Commerce





## Executive Summary

# TELUS' internal issues and the path to addressing them

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How might we improve the way product teams at TELUS align on and communicate product requirements and processes?

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## Analysis

- Challenges
- Testimonials
- User Insights
- Prioritization



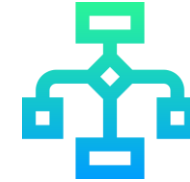
## User Story

- Product Percy
- Pain Points
- Opportunities



## PRD Plus

- What it is?
- How it works
- How it solves user pain points



## Action Plan

- Technical Implementation
- Reaching Target
- Determining Success

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How will this impact TELUS' business and address all stakeholders?



# Analysis

# Let's take a look at TELUS' management structure

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Chief Information Officer

## Let's take a look at TELUS' management structure

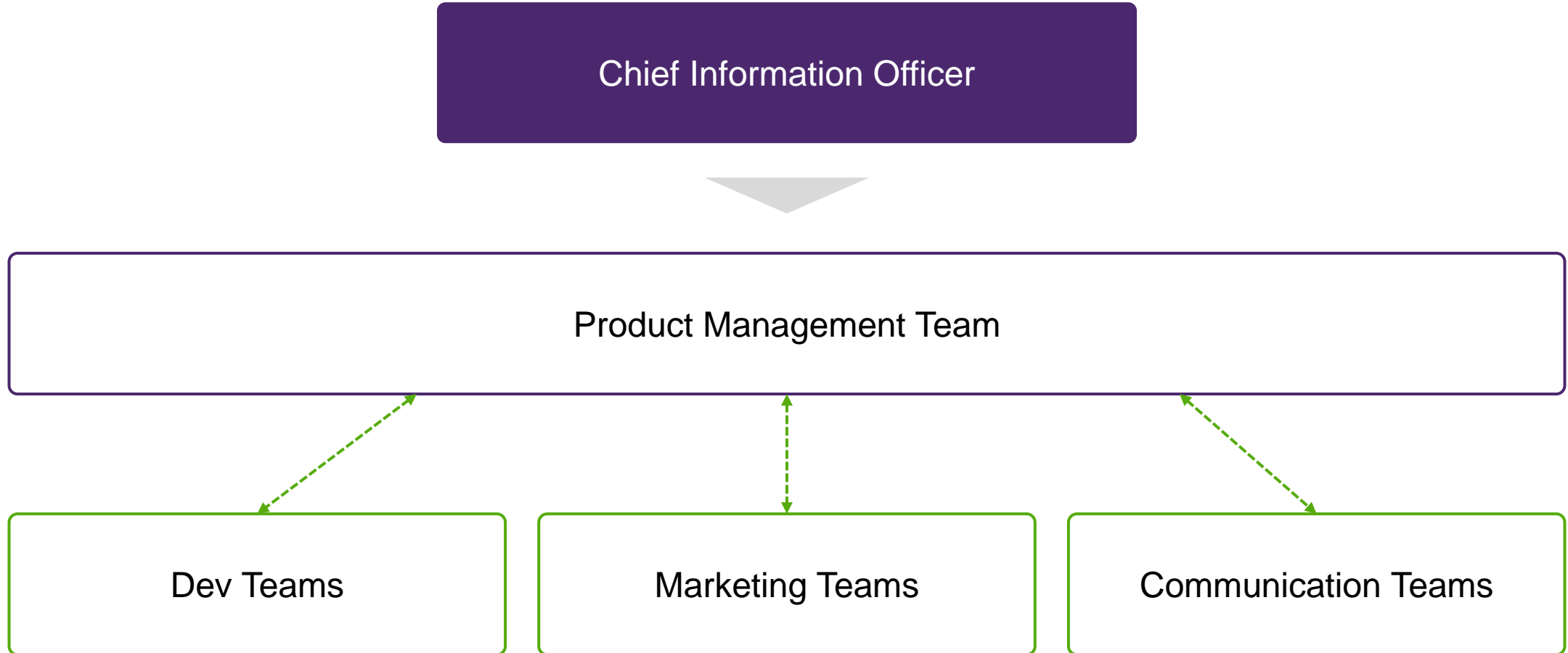
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Chief Information Officer

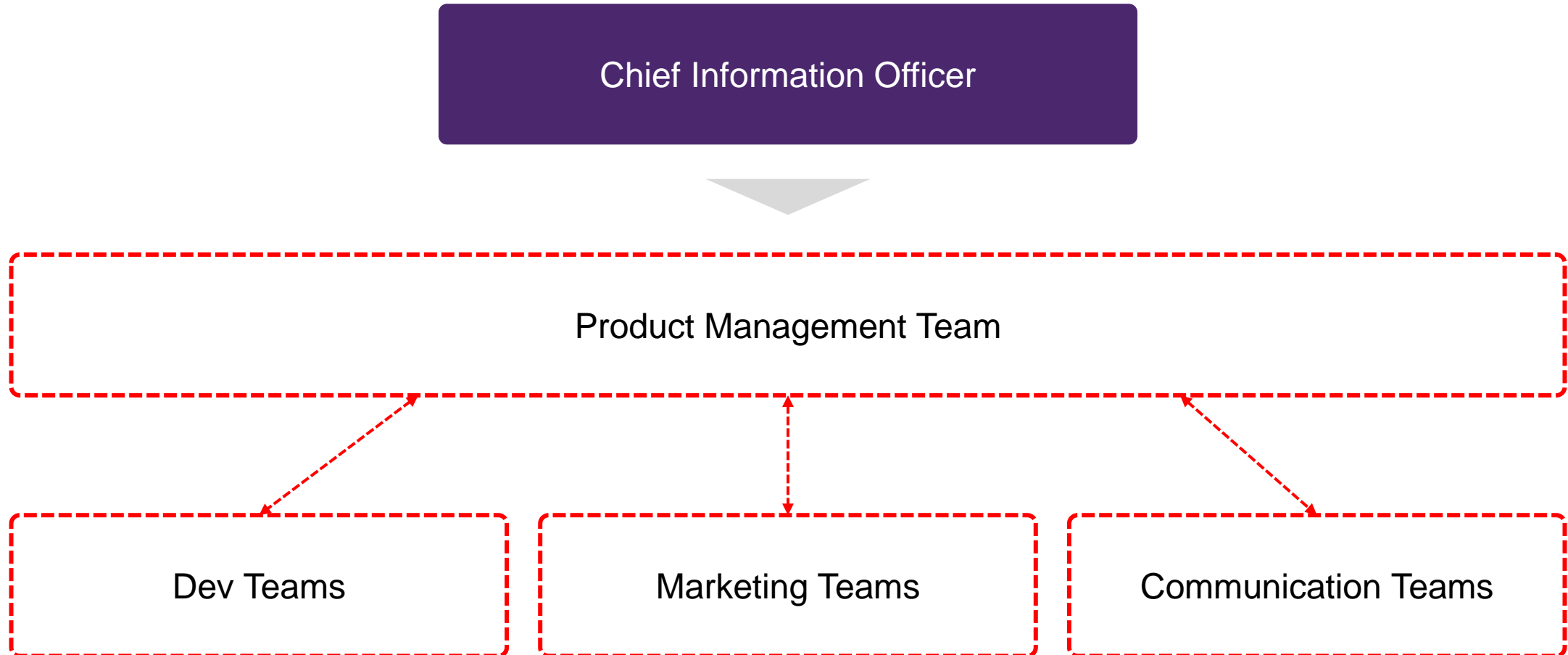


Product Management Team

## Let's take a look at TELUS' management structure



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## Let's take a look at TELUS' management structure

Chief Information Officer

TELUS **centralized** their Product Management Teams to **standardize practices**, but this introduced **communication and collaboration inefficiencies** because of the complexity of managing large teams

Dev Teams

Marketing Teams

Communication Teams



## User Testimonials – Real TELUS Perspectives –

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“I have to go through **3 chains of approval** before anything can get done. I ask the PM who leads me to the Dev who then leads me back. It's frustrating.”

“Expectations are **unclear** from the beginning which leads to **inefficient** workflows.”

# What Challenges are TELUS facing in the PRD process?

75%

## Knowledge Gaps

Difficulty connecting with the right people who could streamline workflows

63%

## Limited Learning

Best & consistent practices are not prioritized, new interns have trouble adapting to them

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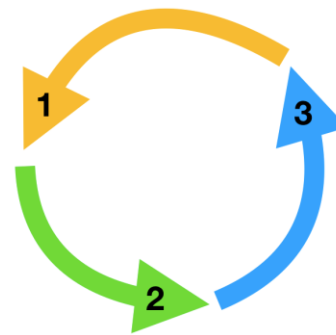


Introduce difficulties later in the project's life

"We must **constantly** shift requirements with late stage changes due to **unclear expectations**"

Not learning from best practices & past experiences **repeats the cycle**

Unclear Requirements



Reviewing & Iterating

Misinterpretations

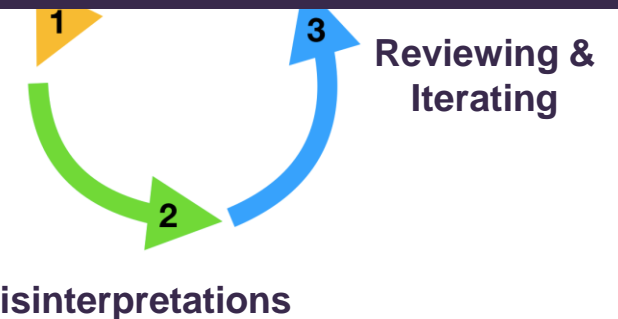
# What Challenges are TELUS facing in the PRD process?

Introduce difficulties later in the project's life

The root problem comes from **unclear expectations & not knowing who is working on what**, introducing **communication & collaboration gaps** later in the product's life

who could streamline workflows

prioritized, new interns have trouble adapting to them








## User Story


# Product Percy's pain points in the PRD process




**Product Percy**



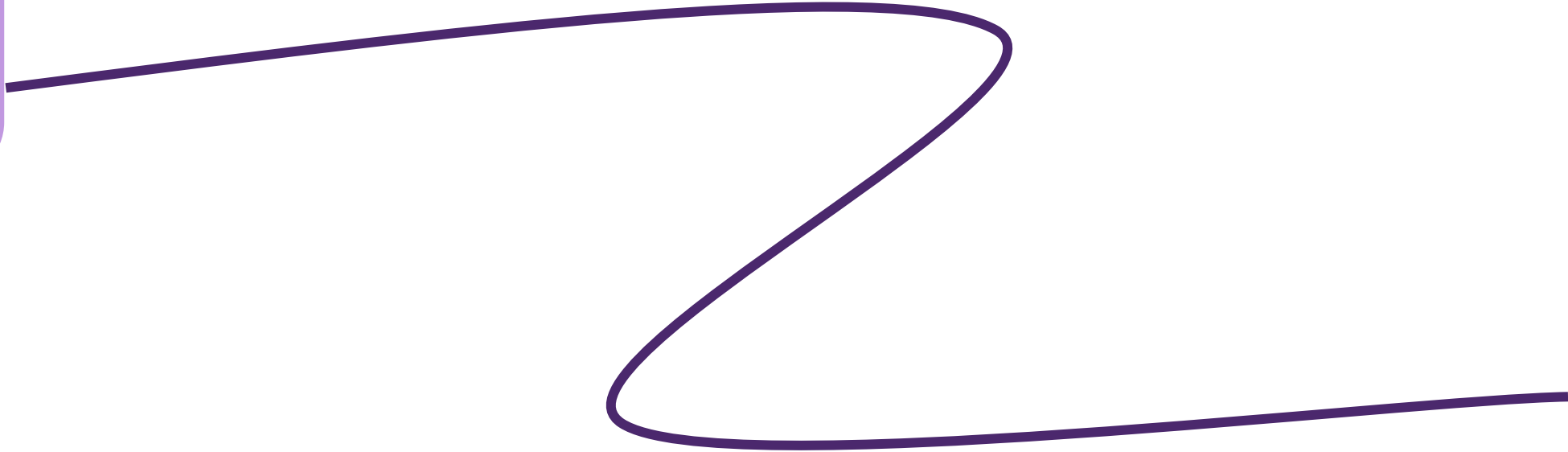
24 yrs old



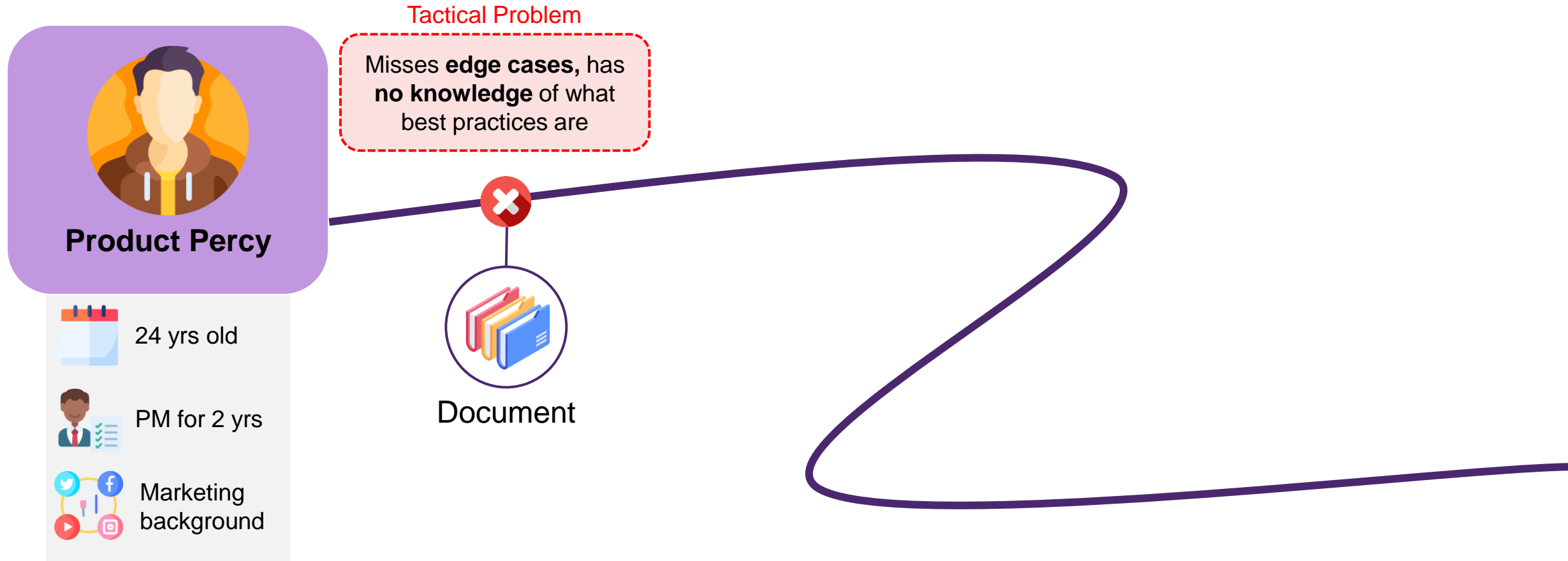
PM for 2 yrs



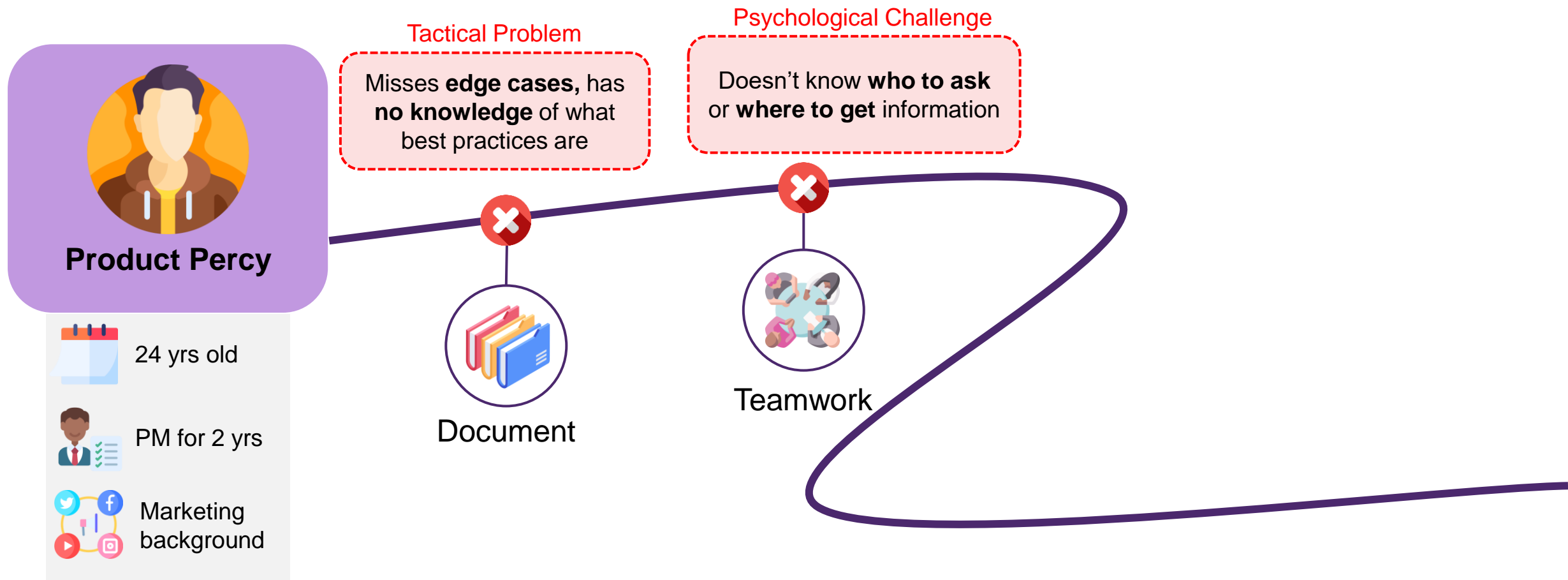
Marketing background



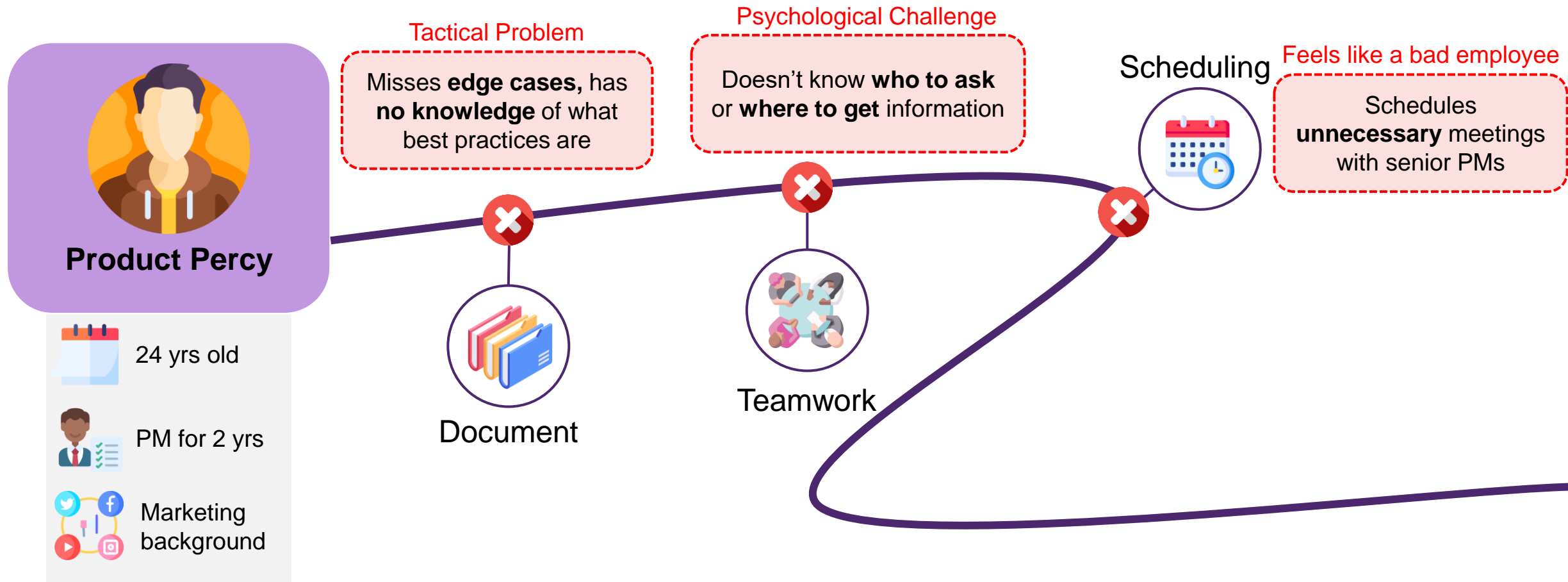
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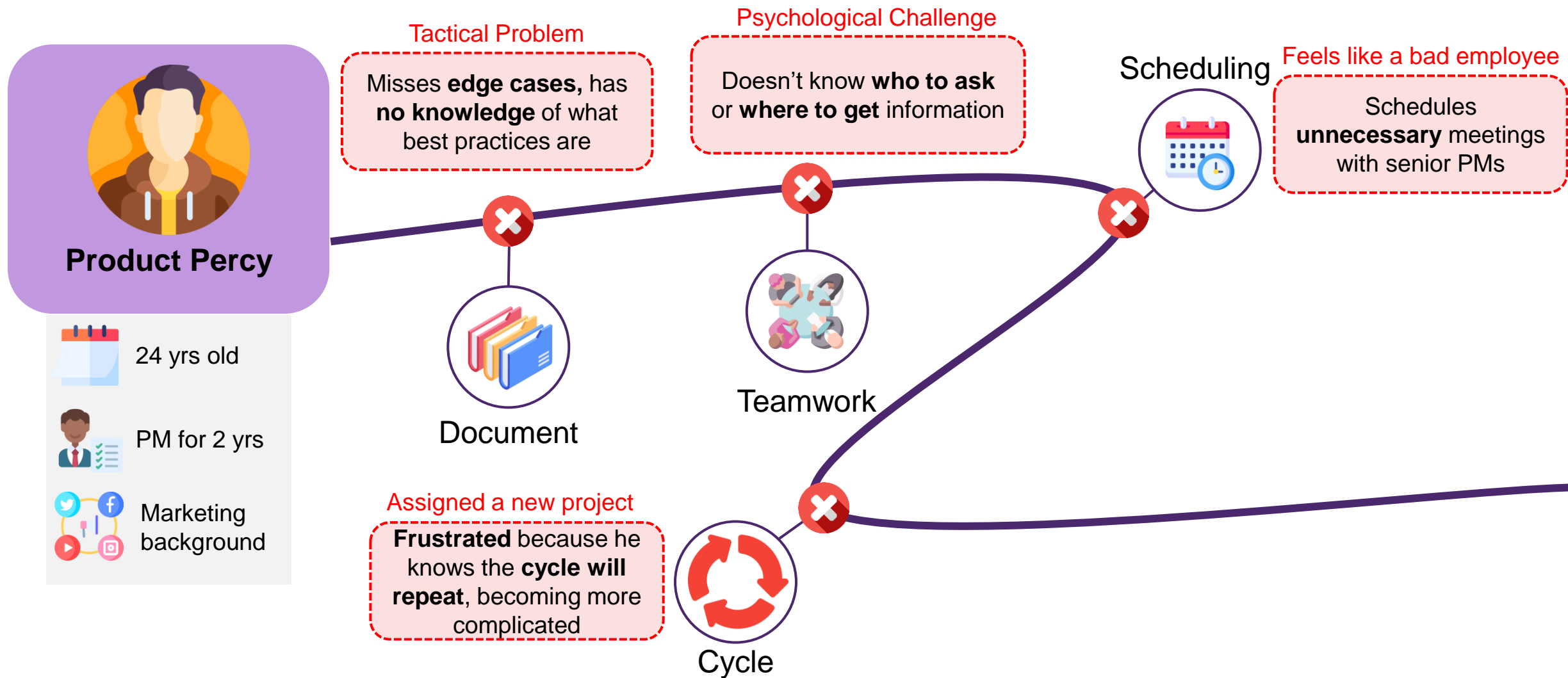
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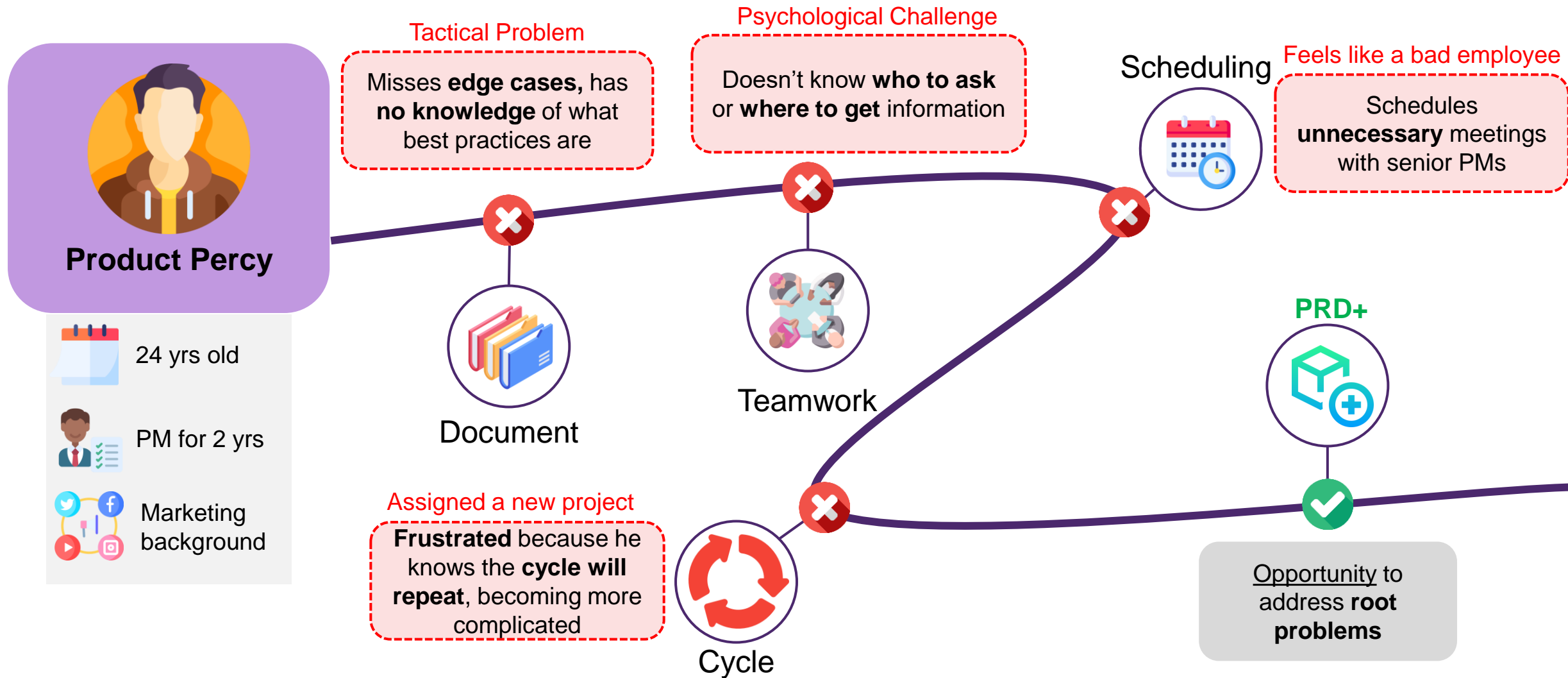
# Product Percy's pain points in the PRD process



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# Product Percy's pain points in the PRD process







**PRD+**

## DEMO TIME!



Untitled document - Google Docs

docs.google.com/document/d/1dW6jAksOTLZYRaWSSaKj0YtLPHh\_neYJ4dsYVz8-iEw/edit?tab=t.0#heading=h.hi4qw7i5t2gc

UBC Email

Canvas

Workday

WebWork

UBC 365

My EBooks

BibliU

MyLab

Opennote

All Bookmarks

Untitled document

File Edit View Insert Format Tools Extensions Zotero Help

100%

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B I U A

Link

Image

Table

List

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Align

Font color

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Share

Document tabs

Tab 1

PRD Title

Overview

Problem Definition

Solution Definition

Launch Readiness

Problem Definition

Objective

Success metrics

Key Problems Identified

Why is this important?

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PRD+

# PRD.ai



by ProductPlus

✓ QuickChecklist →



🗨 Chat With PRDude →



📄 Search PRD's →



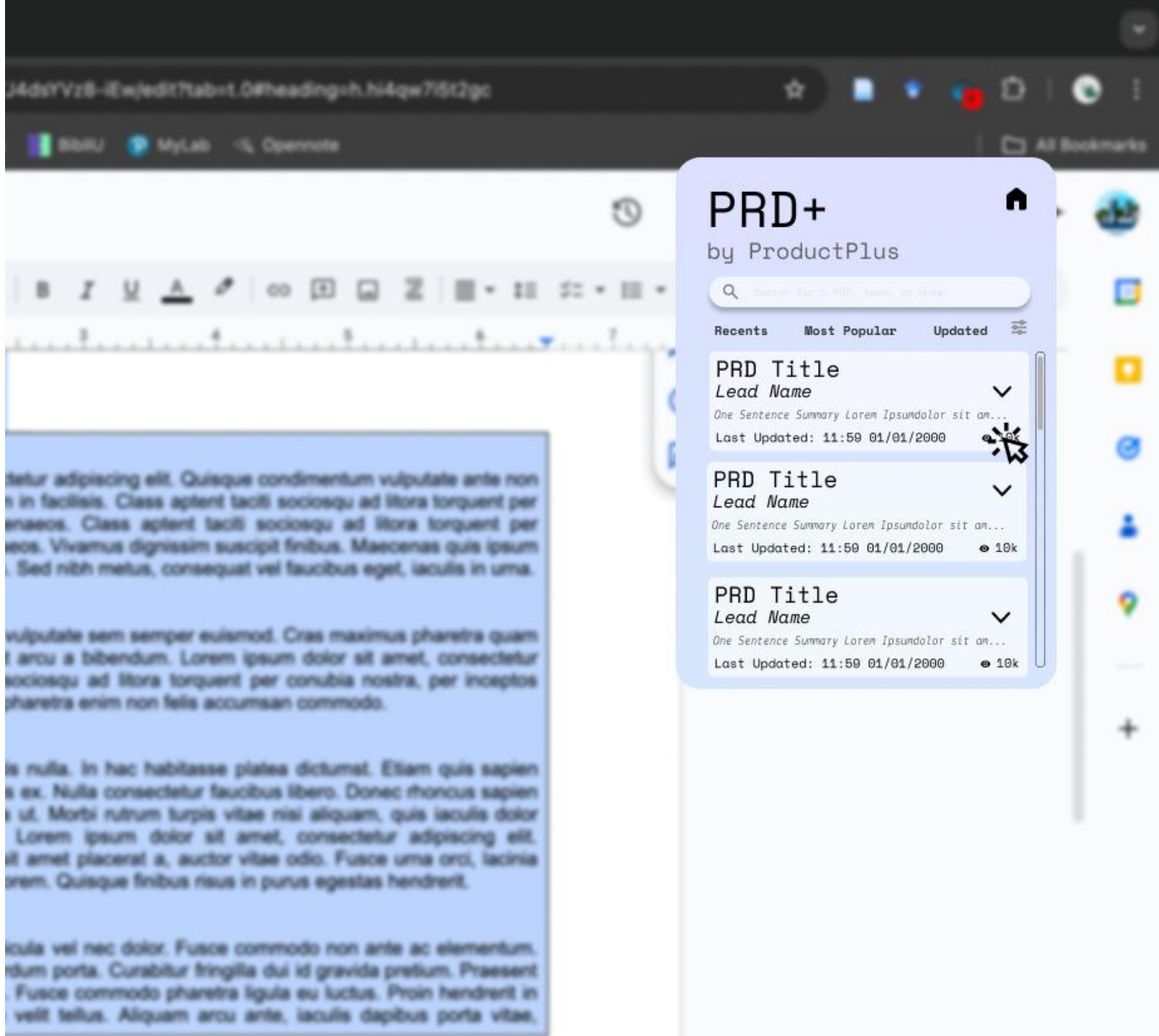
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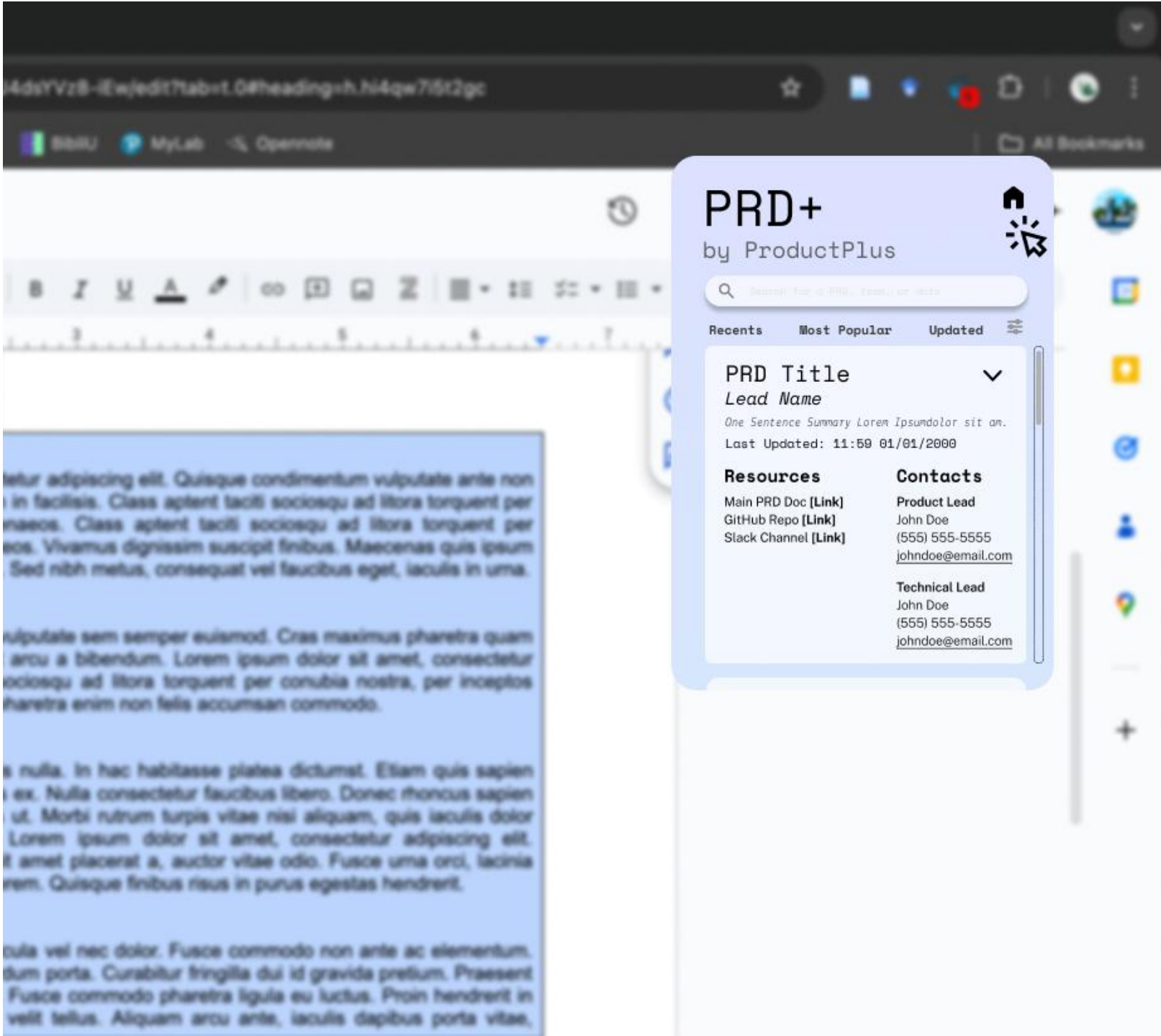
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# PRD+

by ProductPlus



Recents

Most Popular

Updated



PRD Title



Lead Name

One Sentence Summary Lorem Ipsundolor sit am.

Last Updated: 11:59 01/01/2000

## Resources

Main PRD Doc [\[Link\]](#)

GitHub Repo [\[Link\]](#)

Slack Channel [\[Link\]](#)

## Contacts

### Product Lead

John Doe

(555) 555-5555

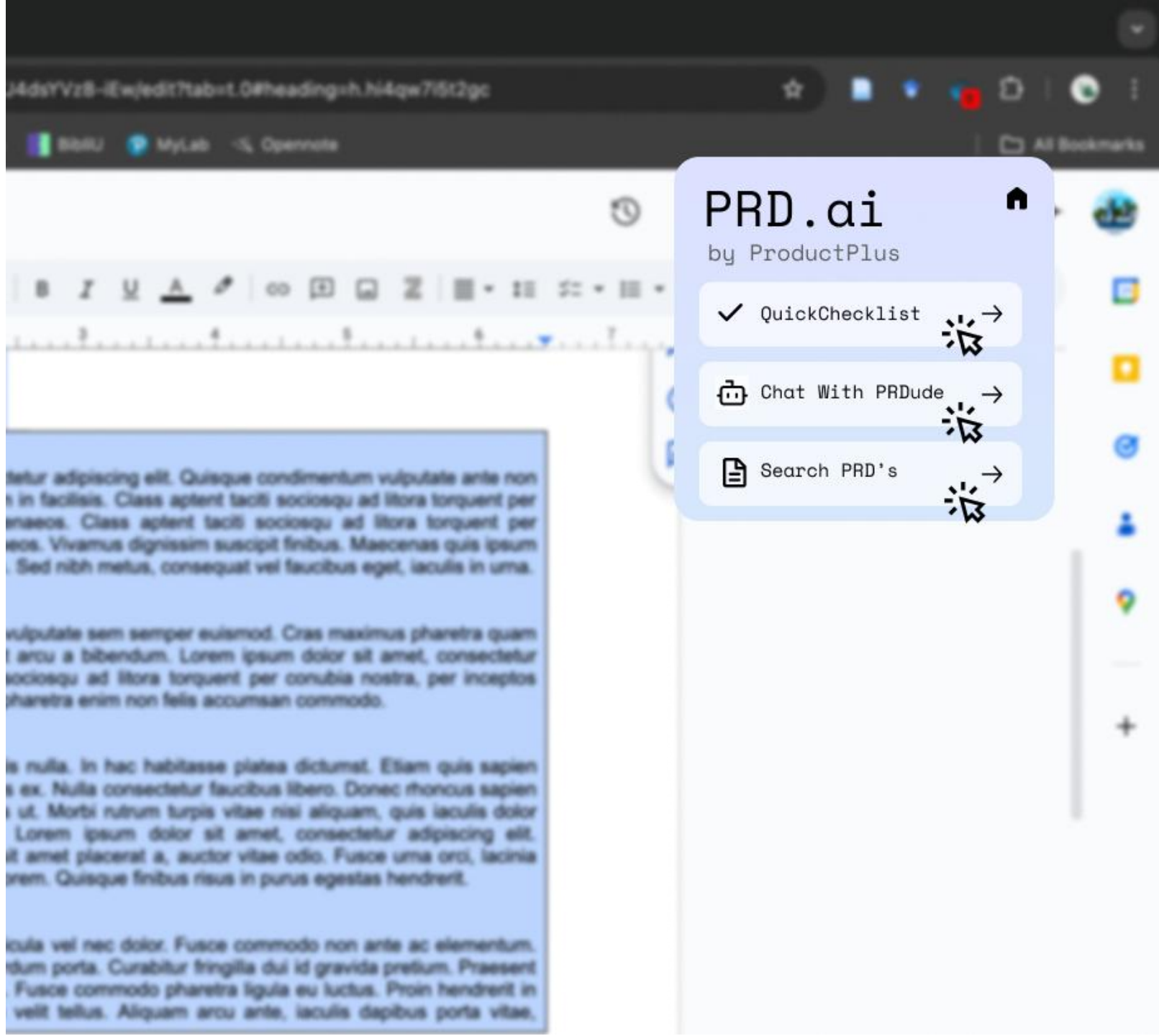
[johndoe@email.com](mailto: johndoe@email.com)

### Technical Lead

John Doe

(555) 555-5555

[johndoe@email.com](mailto: johndoe@email.com)



PRD.ai



by ProductPlus

✓ QuickChecklist



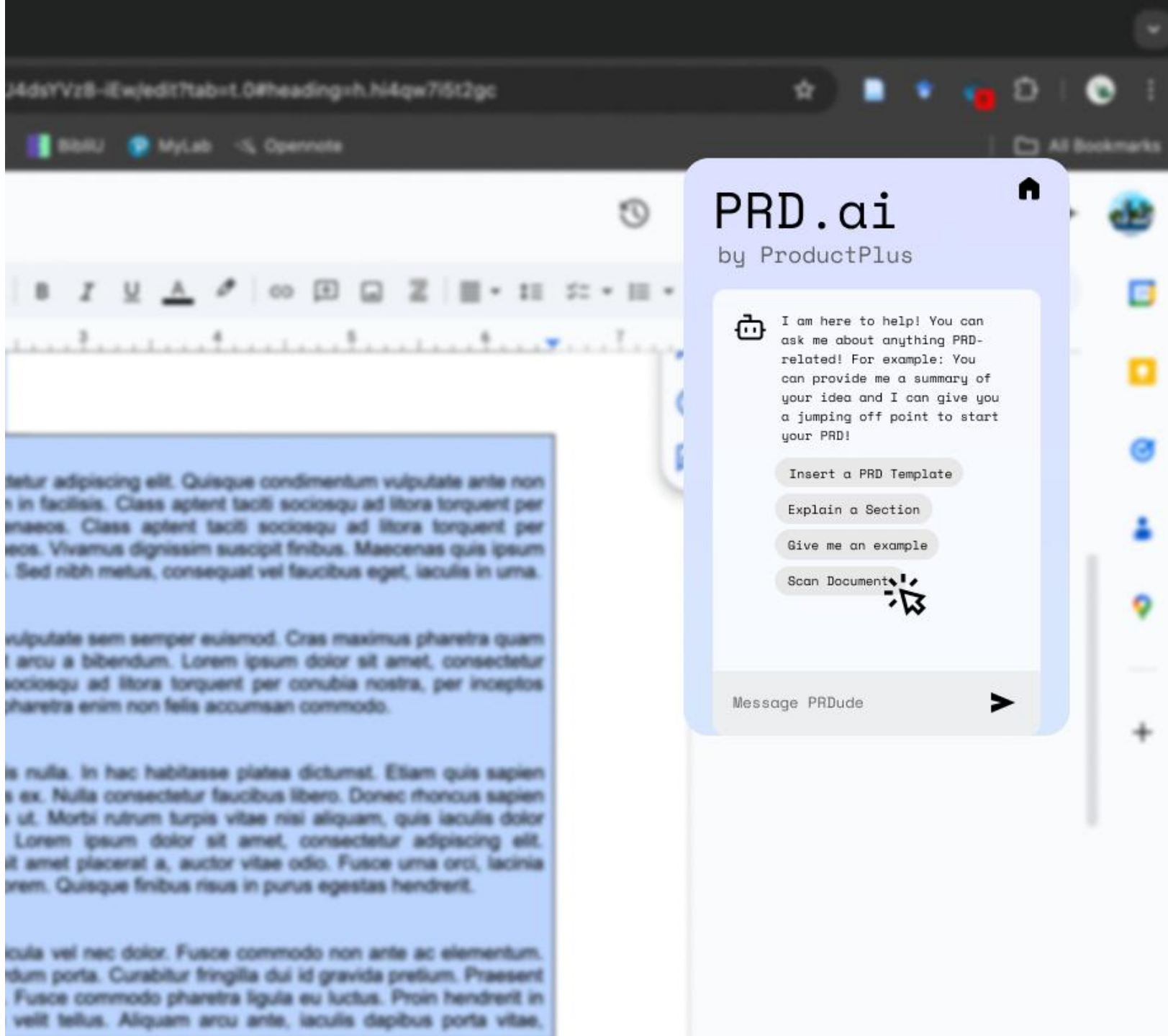
Chat With PRDude



Search PRD's







# PRD.ai

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I am here to help! You can ask me about anything PRD-related! For example: You can provide me a summary of your idea and I can give you a jumping off point to start your PRD!

Insert a PRD Template

Explain a Section

Give me an example

Scan Document



Message PRDude



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Based on my scan of your document, here are some suggestions to align with best practices:

## 1. Clearly Define Objectives and Success Metrics

- Ensure the PRD includes specific, measurable goals (e.g., KPIs, OKRs)

## 2. Include Detailed User Stories and Use Cases

- Add user personas and scenarios

These steps will help streamline your PRD and align it with Telus standards. Let me know if you have any questions!

Message PRDude

# PRD.ai

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These steps will help streamline your PRD and align it with Telus standards. Let me know if you have any questions!

I changed things! Can you check if I've got everything up to standard now?



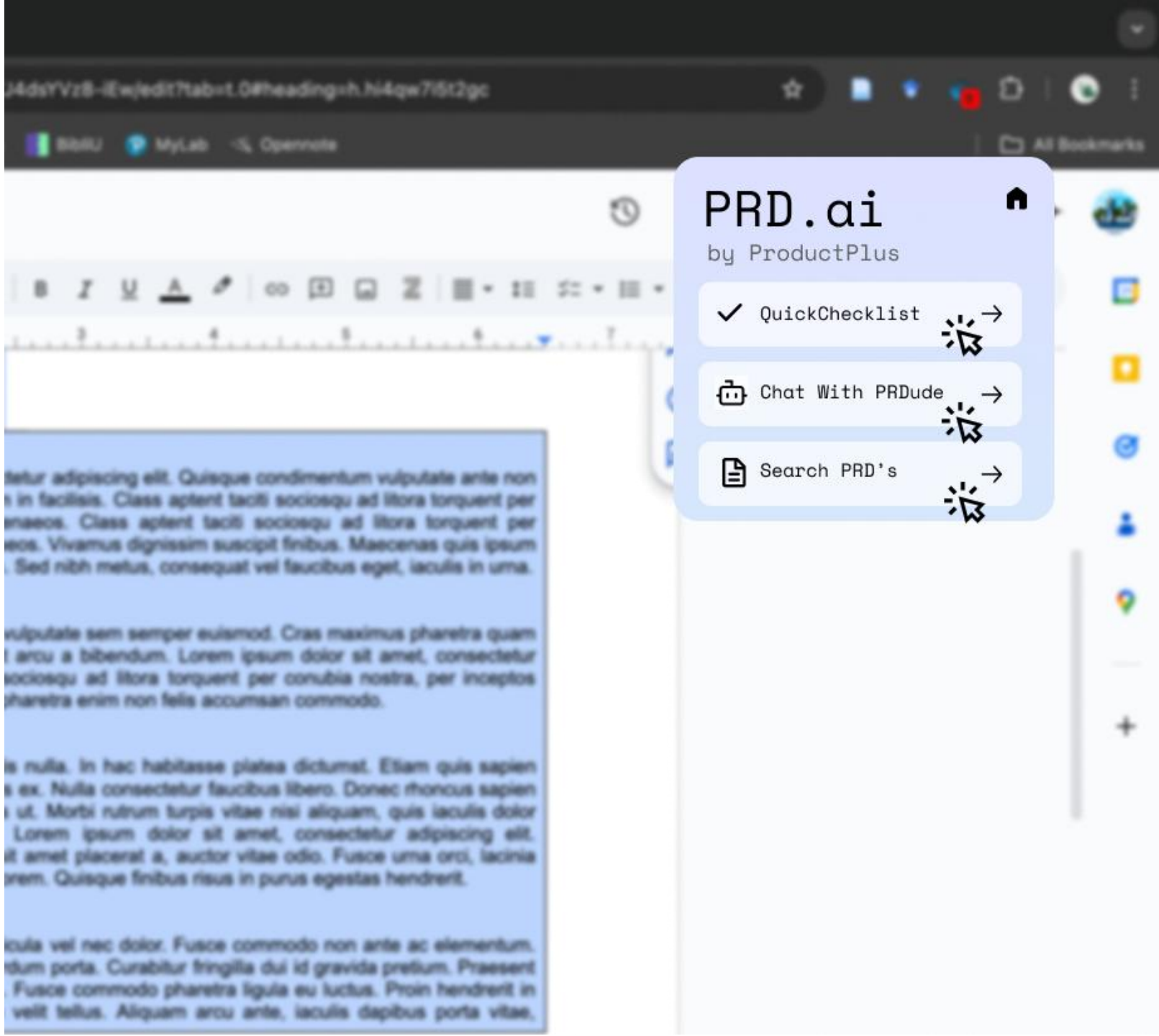
Of course! Here's where you succeeded:

- ✓ Sub-Criteria 1.b
- ✓ Sub-Criteria 1.b

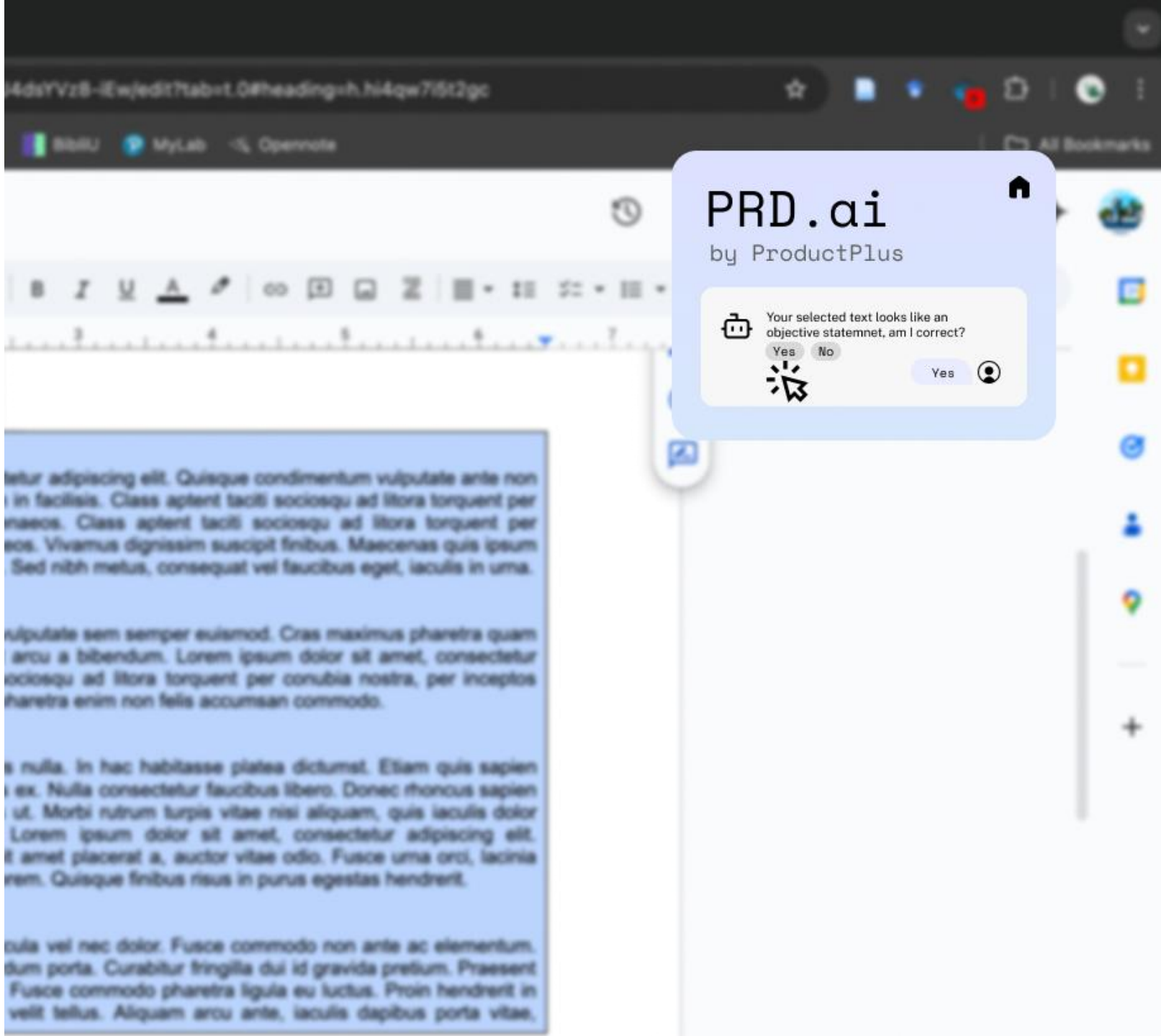
And here is where your PRD still needs work:

- ✗ Sub-Criteria 1.b
- ✗ Sub-Criteria 1.b
- ✗ Sub-Criteria 1.b

Message PRDude







# PRD.ai

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Your selected text looks like an objective statement, am I correct?

Yes No

Yes



Great! Here is the report card for your objective statement:

✓ All Good! Objectives Overview

✗ Needs Work: Success Metrics

✗ Criteria 1

✗ Sub-Criteria 1.a

✓ Sub-Criteria 1.b

✗ Criteria 2

✗ Sub-Criteria 2.a

✗ Sub-Criteria 2.b

✗ Missing! Stakeholders

✗ Criteria 1

✗ Sub-Criteria 1.a

✗ Sub-Criteria 1.b

✗ Criteria 2

✗ Sub-Criteria 2.a

✗ Sub-Criteria 2.b

✗ Sub-Criteria 2.c

✓ All Good! Key Problems

✓ All Good! Importance Report

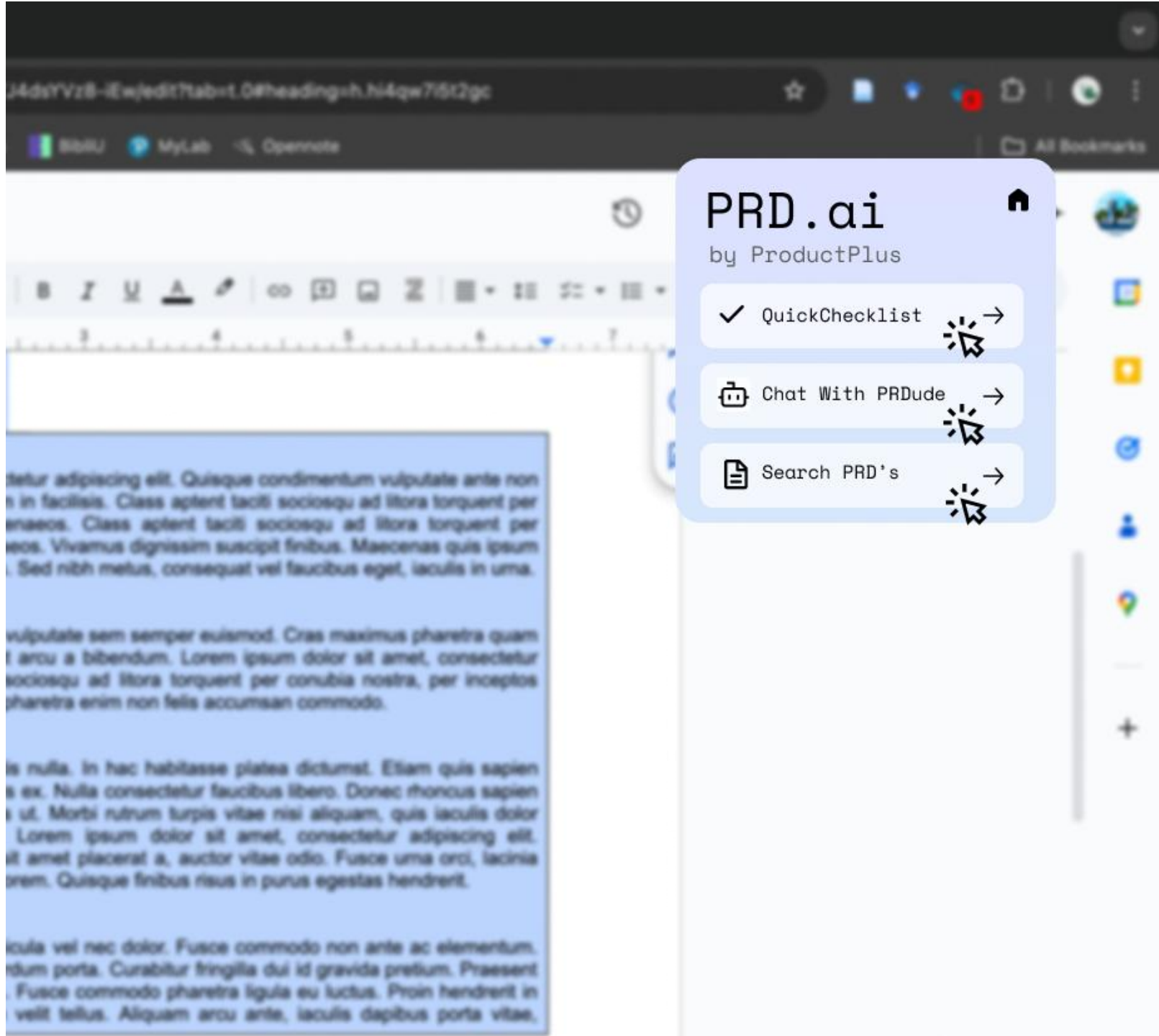
✓ All Good! Risks & Mitigations

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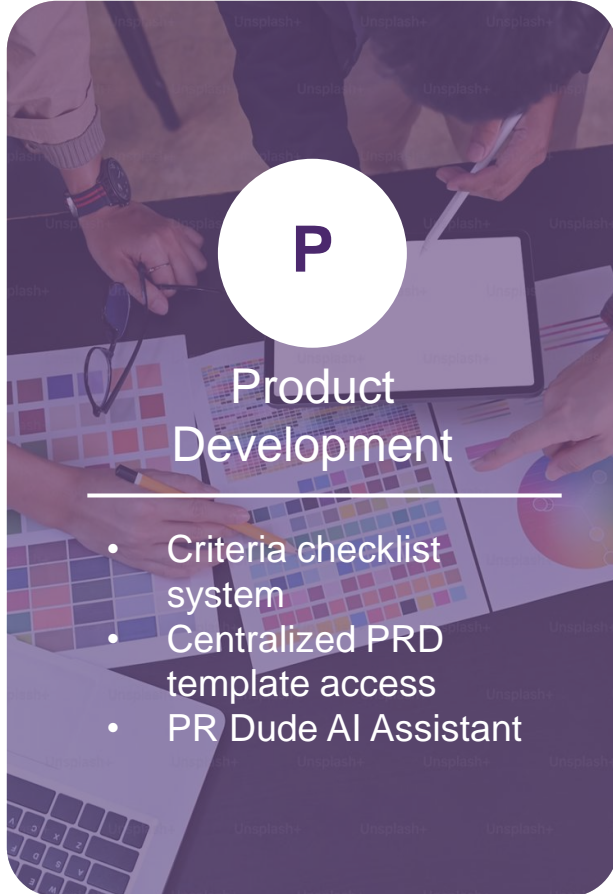




## Action Plan



# Introducing the three stages of P-R-D

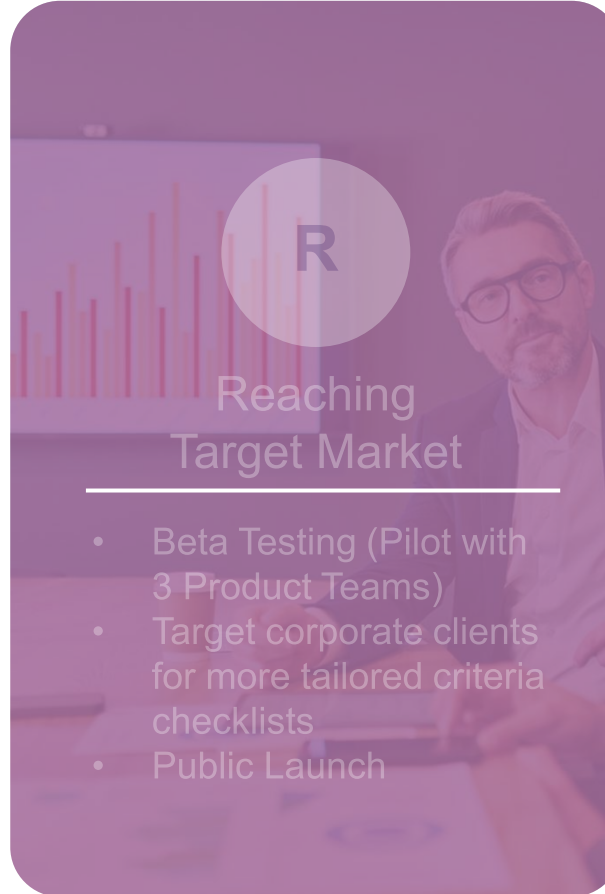


**P**

## Product Development

- Criteria checklist system
- Centralized PRD template access
- PR Dude AI Assistant

1-2 months



**R**

## Reaching Target Market

- Beta Testing (Pilot with 3 Product Teams)
- Target corporate clients for more tailored criteria checklists
- Public Launch

3-4 months



**D**

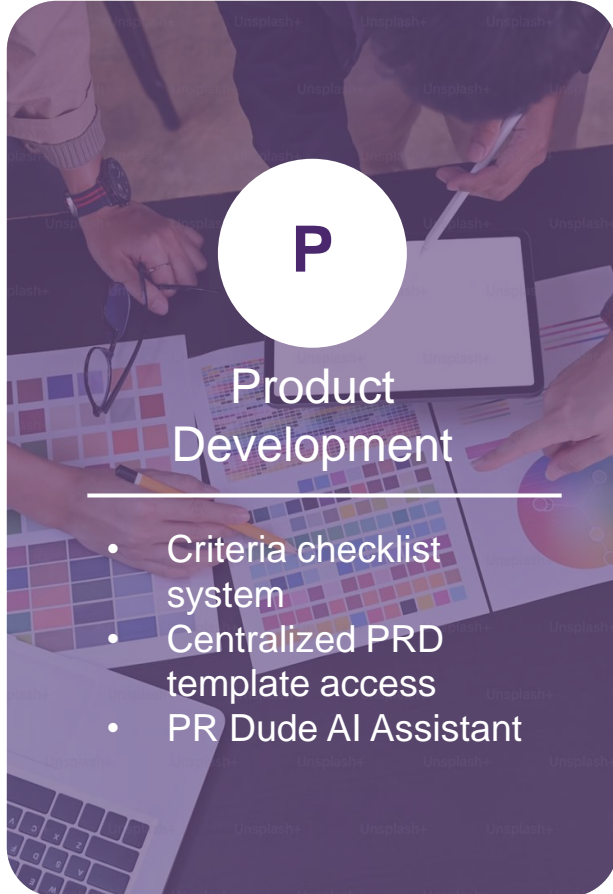
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Three levels of reduction:

- PRD creation times
- PRD related meeting hours
- PRD Knowledge Search

5-6 months

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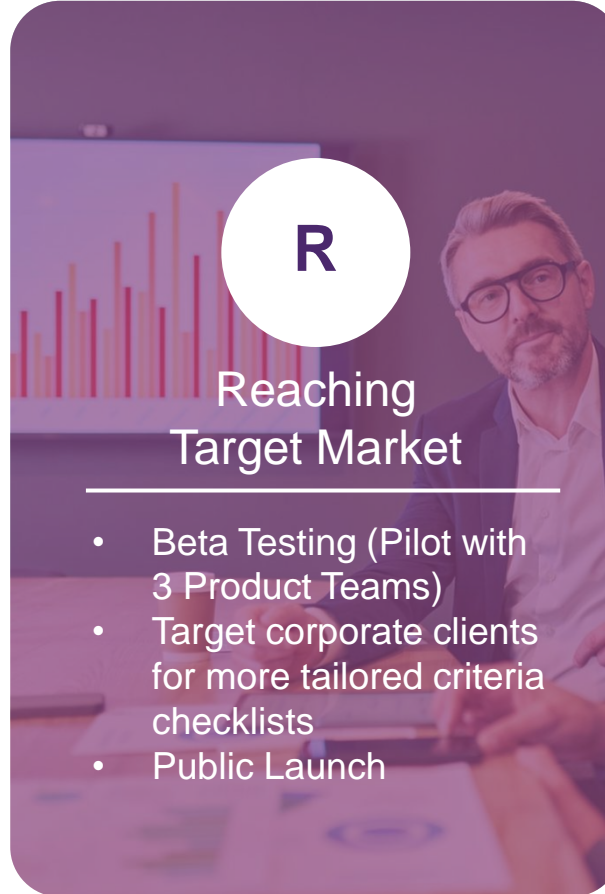


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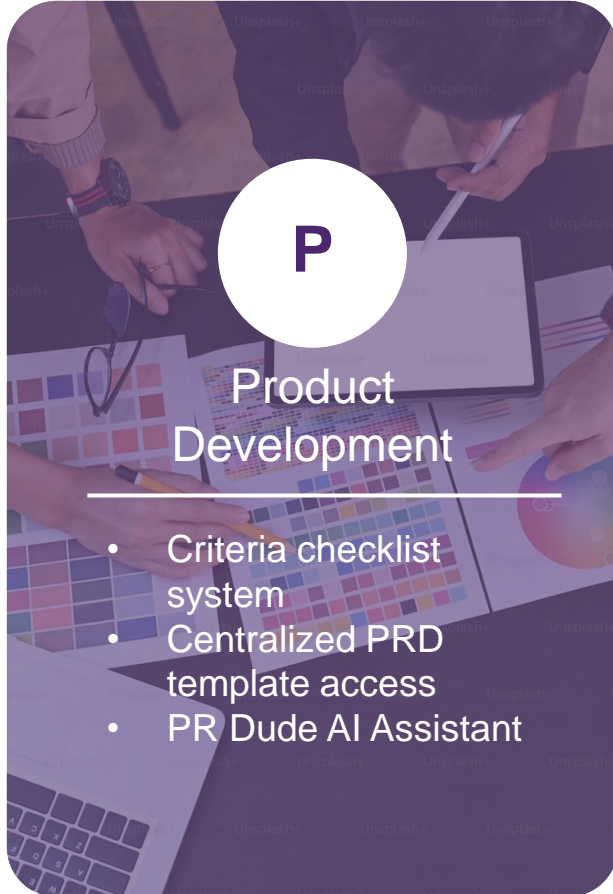
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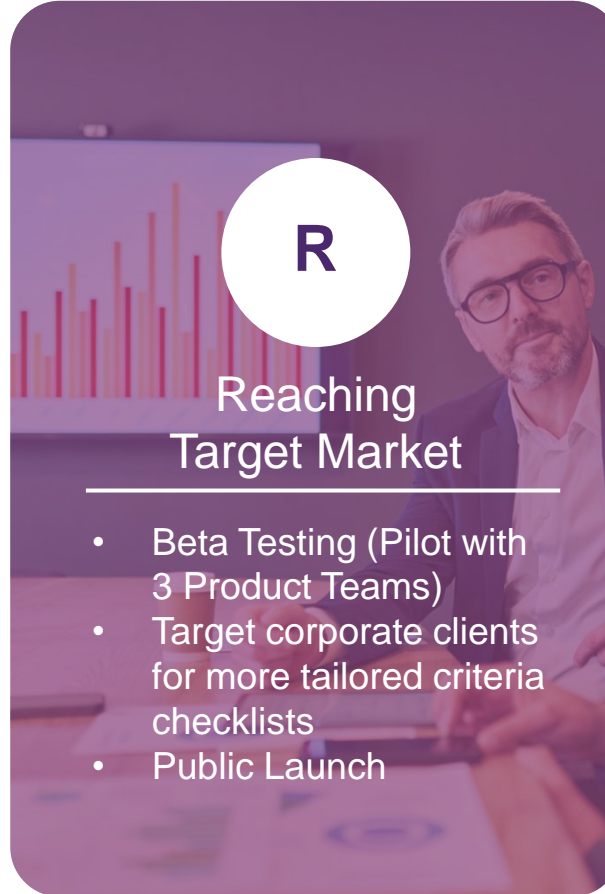


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Three Reduction Stages:

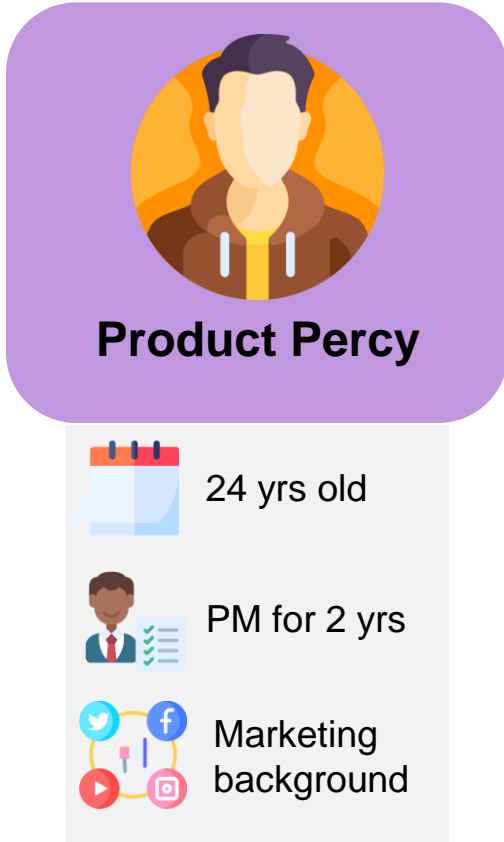
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- PRD related meeting hours
- PRD Knowledge Search

5-6 months





**Impact**

# Product Percy's new outlook on the PRD process

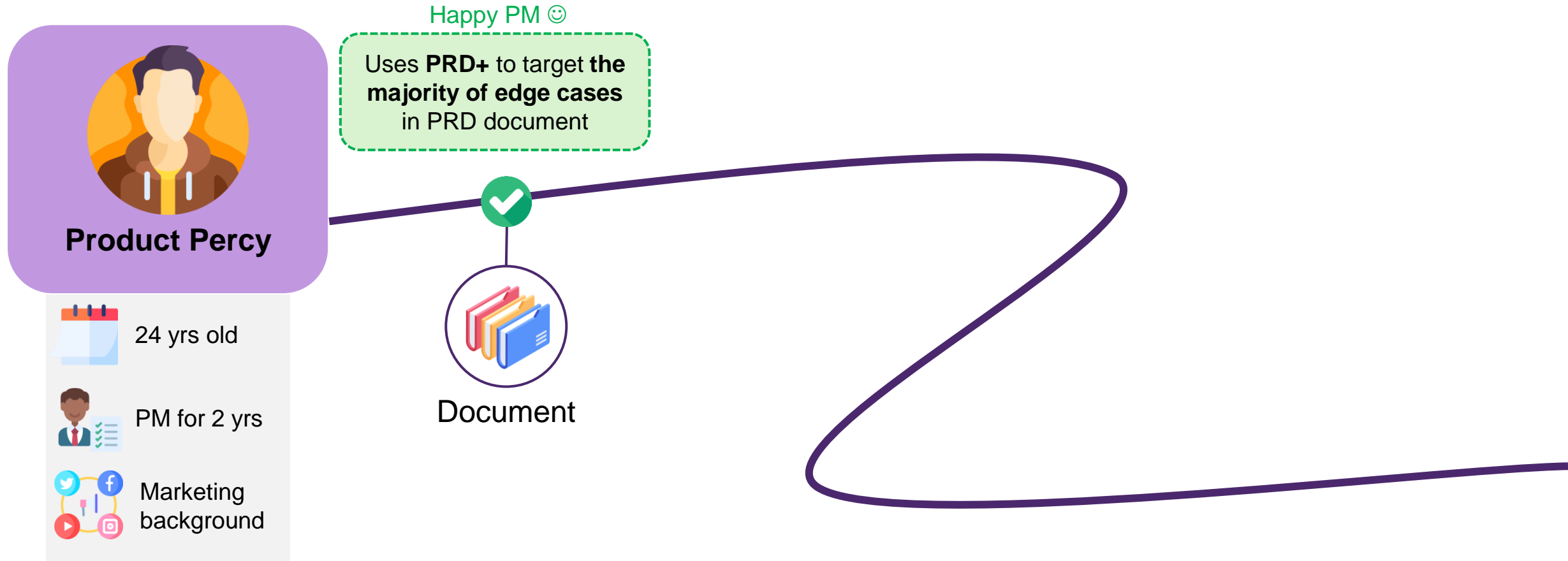


**Product Percy**

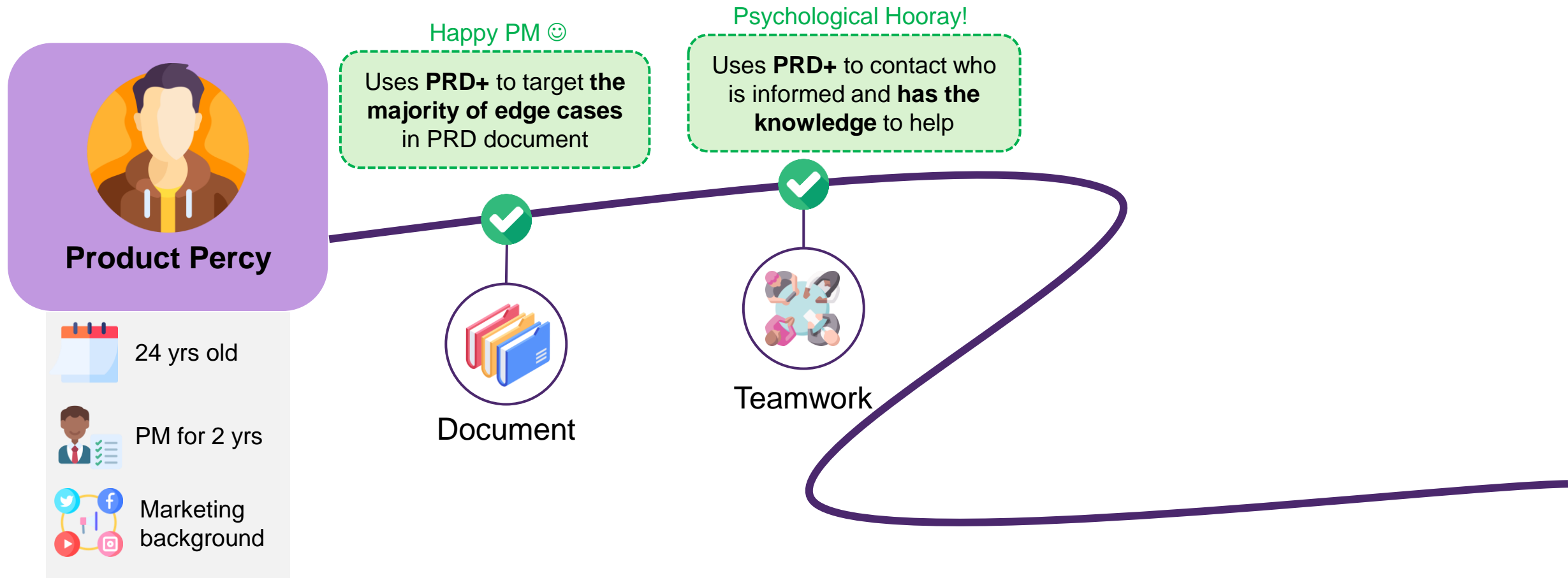
-  24 yrs old
-  PM for 2 yrs
-  Marketing background



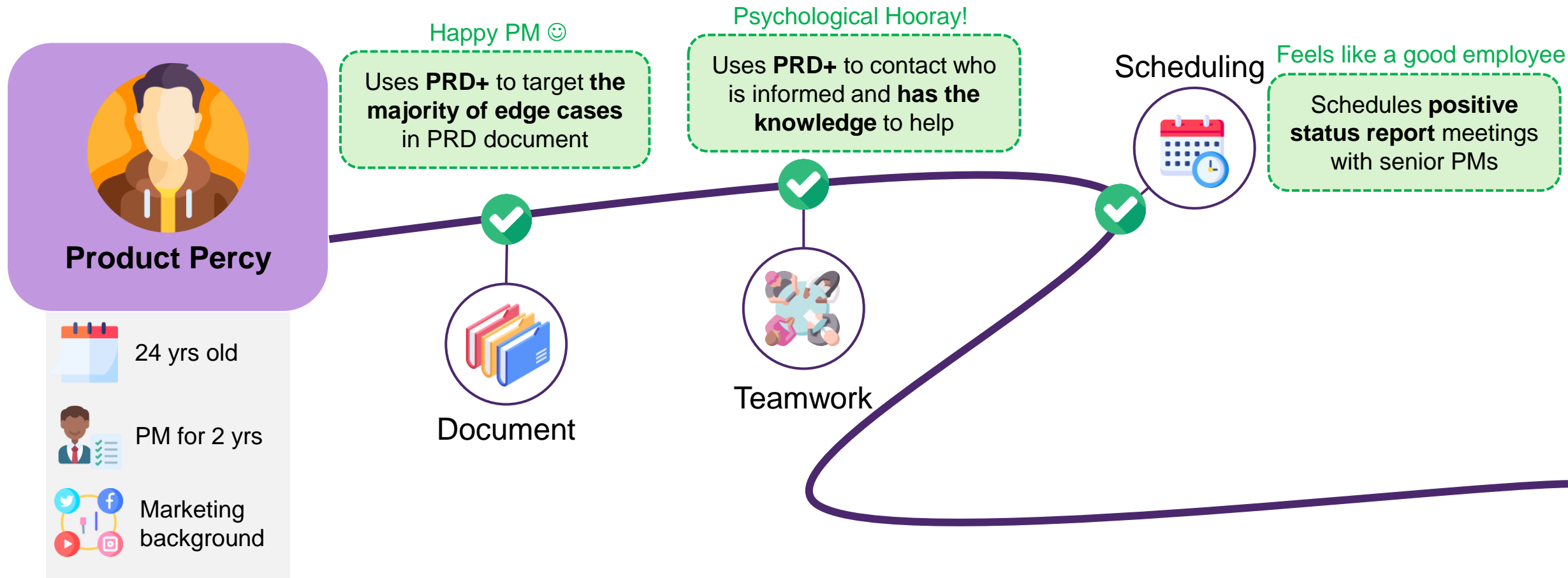
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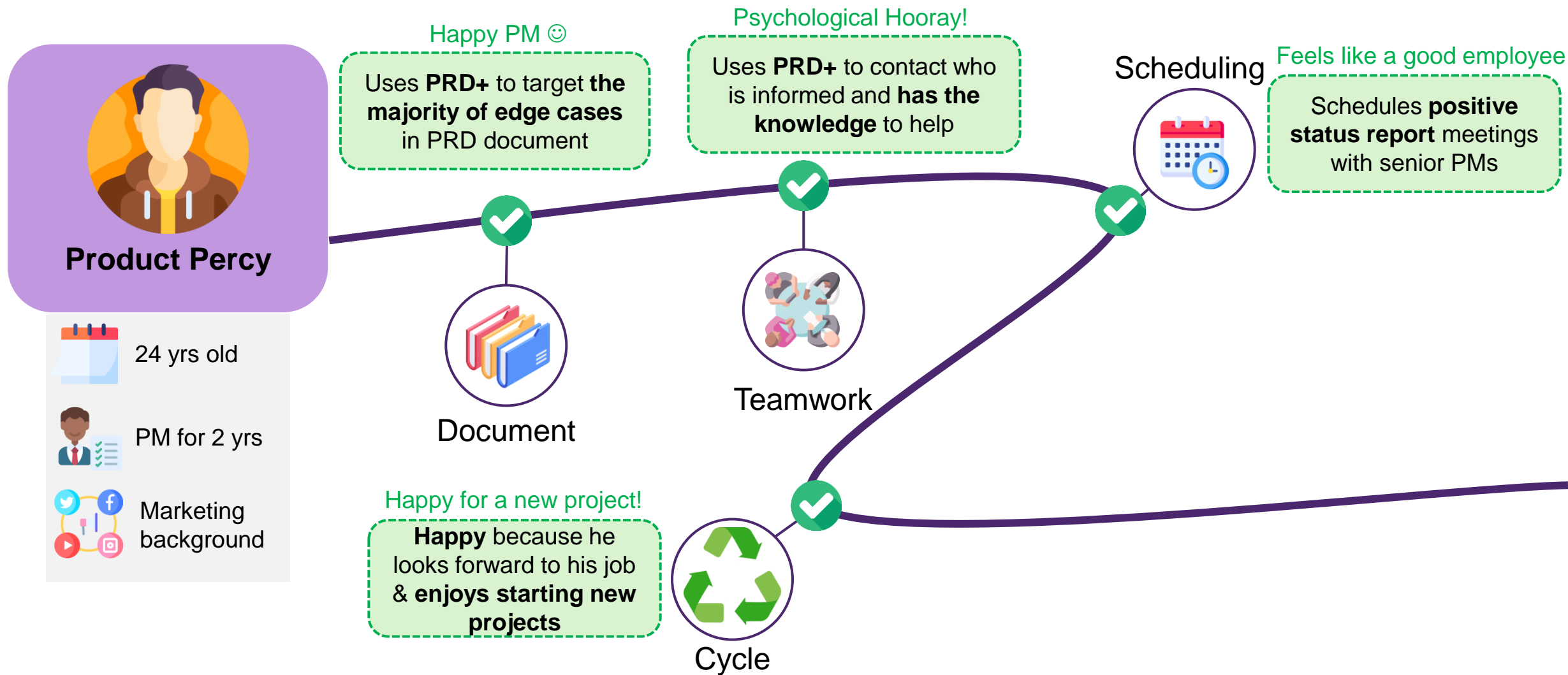


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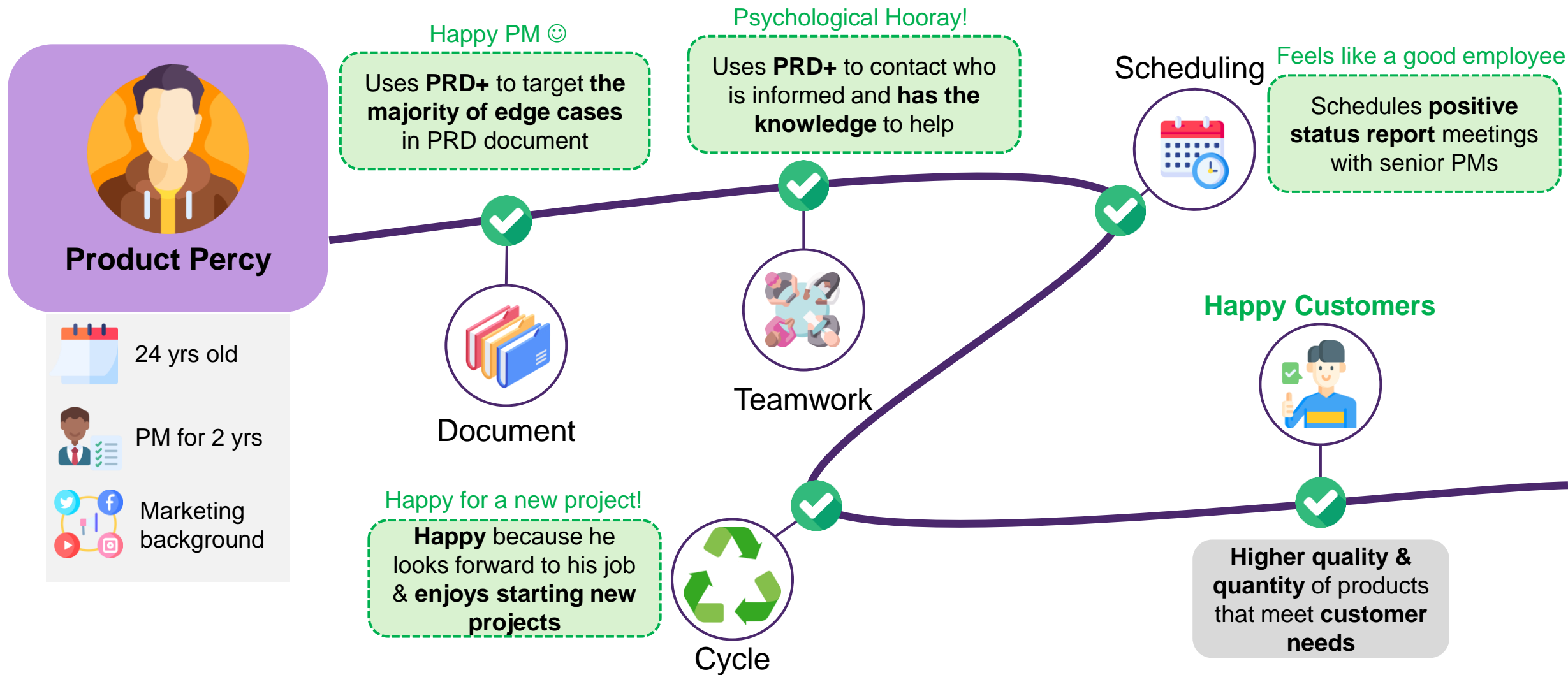




# Product Percy's new outlook on the PRD process



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# How much can key stakeholders really benefit?

## Time Reductions



**10 hours**

Meeting Time on  
PRD alignment



**5 hours**

Meeting Time on  
PRD alignment

## Business Impacts

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**5 hours**

Meeting Time on  
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- 50% reduction
- 15 projects/month
- ~10 ppl/meeting
- \$50/hr



## Business Impacts



**\$450,000/yr**  
saved

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**8 hours**

PRD  
Draft Time



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PRD  
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PRD  
Draft Time



**6 hours**

PRD  
Draft Time



- 2 hrs saved/PRD
- ~150 PRDs/yr
- ~10 people drafting
- \$50/hr



## Business Impacts



**\$450,000/yr**

saved



**\$150,000/yr**

saved

# How much can key stakeholders really benefit?

## Time Reductions



**10 hours**

Meeting Time on  
PRD alignment



**5 hours**

Meeting Time on  
PRD alignment

- 50% reduction
- 15 projects/month
- ~10 ppl/meeting
- \$50/hr



**8 hours**

PRD  
Draft Time



**6 hours**

PRD  
Draft Time

- 2 hrs saved/PRD
- ~150 PRDs/yr
- ~10 people drafting
- \$50/hr



**4 hours**

Knowledge  
Search Time



**1 hour**

Knowledge  
Search Time

## Business Impacts



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- \$50/hr



**4 hours**

Knowledge  
Search Time



**1 hour**

Knowledge  
Search Time

- 3 hrs saved/month
- ~100 people
- \$50/hr

## Business Impacts



**\$450,000/yr**  
saved



**\$150,000/yr**  
saved



**\$180,000/yr**  
saved



# How much can key stakeholders really benefit?

## Time Reductions



- 50% reduction
- 15 projects/month
- 10 ppl/meeting



PRD+ can save TELUS **\$780,000+** by reducing inefficiencies & allow teams to focus on what's most important:  
**BUILDING REAL PRODUCTS**



**4 hours**

Knowledge  
Search Time



**1 hour**

Knowledge  
Search Time



- 3 hrs saved/month
- ~100 people
- \$50/hr



**\$180,000/yr**  
saved

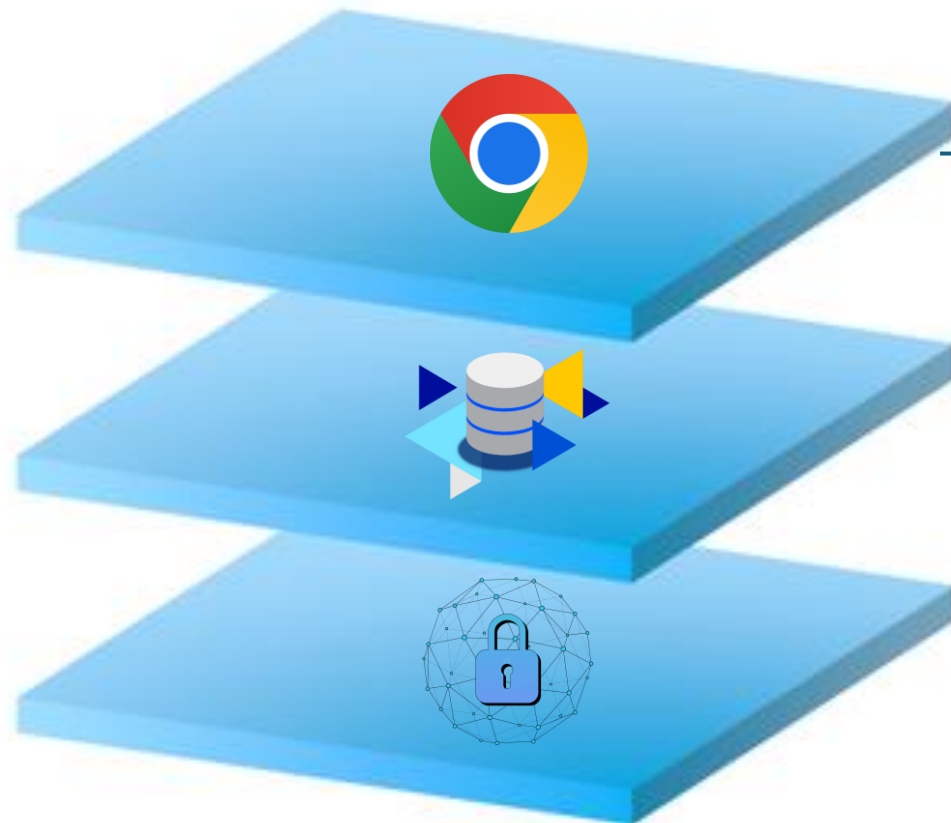


## Conclusion



## Appendix

# Technical Implementation

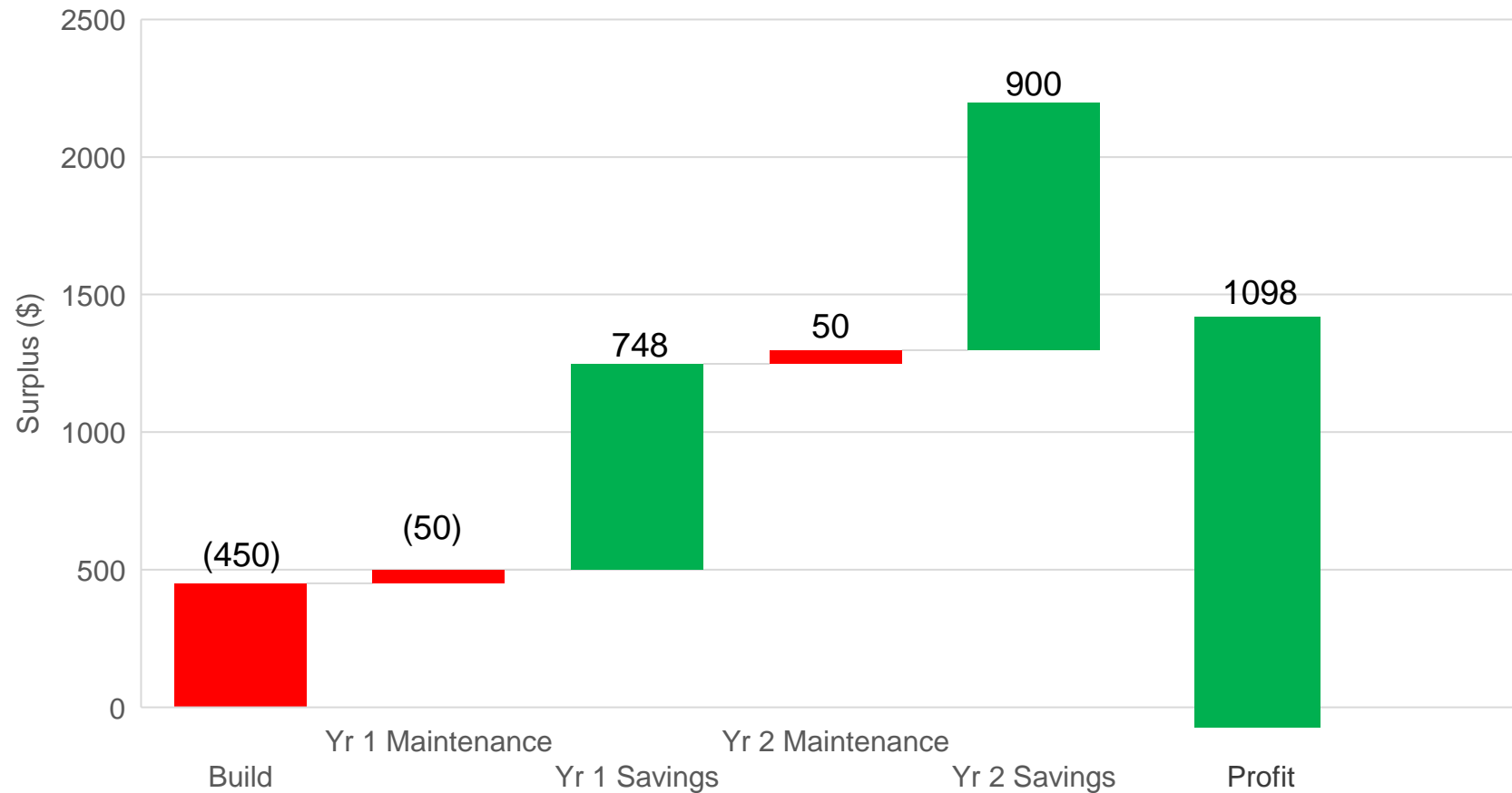


**Chrome Extension:** Cross-platform (Windows, macOS, Linux), Manifest V3, secure data storage via chrome.storage.

**PRD+ Database:** Relational DB (MySQL/PostgreSQL), RESTful/GraphQL API, real-time sync via webhooks/polling.

**Privacy & Security:** Local GPT model (e.g., GPT-J), granular permissions, OAuth 2.0 for Google Docs/JIRA integration.

# Revenue & Cost Projections for first 2 years



**Note. All figures in CAD (thousands)**