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Grammarly AI Writing Templates Library[PRD]

Last Updated: Apr 13, 2025 // Declared Final On: // Outcome: No Status ·

Status	Discovery ·
Product	Grammarly Web App, Browser Extensions
Target Release	Q3 2025
Lead Designers	[To be assigned]
Lead Developers	[To be assigned]
Epic	AI Writing Assistant: Contextual Templates and Smart Drafting
Docs	⊞ Value Proposition Canvas - Grammarly AI Template Feature ⊞ GRAMMARLY AI WRITING TEMPLATES PROTOTYPE ⊞ https://jumkye.atlassian.net/jira/polaris/projects/GTFR/idea...

Overview

Goal

Introduce an AI-powered templates library within Grammarly's writing environment to help freelancers and business professionals quickly generate structured first drafts for common business communications like emails, proposals, resumes, and blog posts.

Hypothesis

We believe that providing contextual, one-click writing templates will reduce drafting time and increase Grammarly's daily engagement rate. We will know we are successful when:

- *Users spend less time from draft to final document (as measured by session time per document category), and*

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- *Grammarly Premium conversion increases among freelance and professional segments.*

*This idea supports the **Strategic Pillar: Productivity & Workflow Simplification** because it helps our users achieve writing goals faster while showcasing the value of Grammarly Premium. It aligns with our goal of becoming the all-in-one writing workspace for professionals.*

Hypothesis

Goal	Metric
Provide contextual templates	Users spend less time from draft to final document
Drive engagement	Grammarly usage sessions per user increases
Increase conversions	Premium upgrades among freelancers and professionals
Simplify user experience	Customer satisfaction score increases

Problem Statement

Freelancers and business professionals often face "blank page" syndrome when beginning new writing tasks. Current Grammarly offerings assist with grammar, tone, and structure—but not with content generation or formatting from scratch. These users frequently turn to external template websites or AI writing tools, disrupting their workflow. We aim to close that gap by embedding smart templates directly into Grammarly's environment.

We are not solving for niche use cases (e.g., legal contracts, highly technical reports) in this phase. Instead, we're focusing on common high-frequency writing needs that can be generalized and templated.

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Vision/Why

Hypothesis

*This feature will position Grammarly as more than just a correction tool—it becomes a **writing launchpad**. We move forward the Grammarly strategy of deepening user value across the writing journey by assisting not only with refinement but also with ideation and generation.*

KPI Drivers

- *Reduction in time-to-first-draft*
- *Increase in documents completed within Grammarly*
- *Grammarly Premium trial-to-paid conversion among business/pro freelancer segment*

For Whom

Target Audience

- Freelancers (writers, consultants, marketers)
- Business professionals (sales, HR, founders)

Motivations

- Save time on writing common business content
- Ensure professionalism and brand consistency
- Streamline client communications

Pain Points

- Blank page anxiety
- Switching between multiple tools (AI writer + Grammarly)
- Lack of writing confidence or structure

Interests

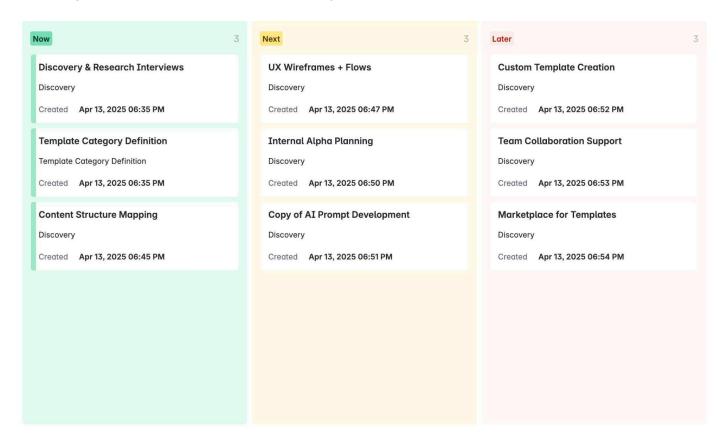Automation, personalization, tone control, efficient tools

Insights and Market Analysis

- **Quillbot** has limited pre-built templates focused on academic rewording.
- **ProWritingAid** lacks content generation and template support.
- **Hemingway Editor** only addresses readability.
- Market interest in generative AI tools for productivity is rapidly growing (e.g., Notion AI, ChatGPT and other AI tools adoption).

Milestones

- **April 2025:** Discovery + User Research Interviews
- **May 2025:** UX Wireframes and Template Categorization
- **June 2025:** AI Prompt Training and Internal Alpha
- **July 2025:** Beta Release (Premium Only)
- **August 2025:** Public Rollout + Marketing Push

Now	3	Next	3	Later	3
Discovery & Research Interviews Discovery Created Apr 13, 2025 06:35 PM		**UX Wireframes + Flows** Discovery Created Apr 13, 2025 06:47 PM		**Custom Template Creation** Discovery Created Apr 13, 2025 06:52 PM	
Template Category Definition Template Category Definition Created Apr 13, 2025 06:35 PM		**Internal Alpha Planning** Discovery Created Apr 13, 2025 06:50 PM		**Team Collaboration Support** Discovery Created Apr 13, 2025 06:53 PM	
Content Structure Mapping Discovery Created Apr 13, 2025 06:45 PM		**Copy of AI Prompt Development** Discovery Created Apr 13, 2025 06:51 PM		**Marketplace for Templates** Discovery Created Apr 13, 2025 06:54 PM	

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Solution

Requirements

Requirement	User Story	Importance	Notes
Mobile-responsive templates	As a freelancer, I want to generate templates from mobile while on-the-go	Normal ▾	Ensure accessibility via app
Context-based suggestions	As a user, I want Grammarly to suggest templates based on my writing intent	High ▾	Triggered by document context
Editable AI drafts	As a professional, I want to tweak AI-generated templates to my style	High ▾	Draft editable like normal text
Save Custom Templates	As a user, I want to reuse or save my custom templates	Normal ▾	Enable sharing in future phase

Go-To-Market Strategies

Product Positioning

Grammarly is now a complete writing companion: from idea to polished document. Templates simplify creation, AI boosts confidence, and Grammarly suggestions perfect the outcome.

Unique Differentiator

Unlike tools like Quillbot or Hemingway, Grammarly provides **one-click drafting and editing in the same flow**. It combines smart generation with the trusted correction engine.

The Value

Users get to their final document faster, with less mental load. They experience Grammarly as an end-to-end solution for business writing.

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Branding

This feature aligns with Grammarly's premium branding as a professional-grade writing assistant for serious communicators and productivity-focused users.