[Background](#_nmmfnr5g5k7)

[Problem](#_nkln26ipkwdu)

[Goals](#_anwafvz6dlss)

[Success Metrics](#_xkotbrsxwan6)

[Key Features & Scope](#_yyxcidgfny8e)

[Core UX Flow](#_6ba0fq6yi6tn)

### 

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| --- | --- |
| **START** | Create a copy of this template and include “v1” in the title  Complete the sections below as part of Step 0: Set the stage |

### Background

[Frame the problem: Provide any relevant background information about the industry or the problem]

### Problem

[Frame the problem: Describe the opportunity. What are the benefits to the user? What are key insights? What does the competition do? Why does this matter?]

### Goals

[Frame the problem: What does success look like?]

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| --- | --- |
| **STOP** | You’ve completed all the sections required for Step 0.  Link your v1 PRD to your solution deck  You’ll finish the rest of this doc in Step 8. |

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| **START** | When you are ready for Step 8: Handoff  Create a copy of your existing v1 PRD and add “v2” to the title  Only make changes to your v2 PRD going forward  Complete the sections below and edit the sections above, if needed. |

### 

### Success Metrics

[Define: How do you measure success?]

### Key Features & Scope

[Handoff: What are you building? What are you explicitly not building?]

### Core UX Flow

[Handoff: Link to mocks]

### 

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| **STOP** | You’ve completed all the sections required for Step 8.  Link your v2 PRD to your solution deck |

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