

# Product Requirements Document (PRD)

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## Introduction

The purpose of a PRD is to communicate the overall product strategy to your product design and development team. This is a dynamic tool that is typically written by a product manager before the team begins their work. It outlines the problem(s) you are looking to solve, why they are worth fixing, and how your team's solution(s) should make an impact.

## Project Summary

*Summary about the overall project goal at a high level.*

## Problems

*What problems are we trying to solve with this project?*

## Goals

*Why are we building this? What do we hope to accomplish?*

## Critical Questions

*What questions are we trying to answer with discovery? What risks can we de-risk?*

## Risks

*What risks out of our control could negatively impact our product?*

## Key Assumptions

*What are we comfortable assuming without needing to validate? What must we assume if we can't validate within our scope?*

## Success Metrics

*KPIs? How will we measure success?*

## Open Questions

*What questions regarding scope must we answer by the end of discovery?*

## Users

*Who are we solving for, internally and externally? What are their demographic backgrounds? How tech savvy are they?*

User group	Background