Product Requirements Document (PRD) Template

1. Document Control

- **Version:**

- **Date:**

- **Author/Owner:**

- **Reviewed By:**

- **Last Updated:**

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2. Executive Summary

- **Product Name:**

- **One-Liner:** (e.g., "A self-learning platform for everyday people that personalizes content and scales for use in classrooms.")

- **Elevator Pitch:** (High-level explanation of the problem, solution, and opportunity.)

- **Primary Goal:** (e.g., "Enable learners to acquire new skills at their own pace, while providing tools that can later support adoption by educational institutions.")

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3. Objectives & Success Metrics

Objectives (What are we trying to achieve?)

- Empower individuals with self-directed learning.

- Deliver personalized, engaging, and interactive content.

- Provide extensibility for academic and institutional use.

Success Metrics (How do we measure success?)

- **B2C:**

  - Monthly active users (MAUs)

  - Retention rate & completion rate of modules

  - NPS (Net Promoter Score) from individual learners

- **Future B2B/Education:**

  - Institutions onboarded

  - Teacher/student adoption rates

  - Usage intensity in classroom environments

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4. Target Audience & User Personas

Primary Users (Launch / B2C)

1. **Everyday Learners** – Adults seeking self-improvement or new skills.

2. **Casual Students** – High school/college-aged individuals enhancing formal education.

Secondary Users (Future / B2B2C)

- **Educators** – Teachers integrating the tool into courses.

- **Institution Admins** – Academic leadership tracking adoption, costs, and results.

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5. Problem Statement

- **Current Gap:** Existing e-learning platforms are too rigid, expensive, or lack personalization.

- **Pain Points:**

  - Self-learners struggle with motivation + guidance.

  - Institutions need tools that integrate seamlessly with existing systems (LMS, tracking).

- **Opportunity:** Create a balance between lightweight self-learning for individuals and scalable analytics + integrations for institutions.

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6. Product Scope

In Scope (MVP / Phase 1 - B2C)

- User sign-up, login, and profile creation

- Personalized learning paths (basic AI or recommendation engine)

- Progress tracking dashboard

- Content delivery: text, video, quizzes, interactive exercises

- Gamification (badges, streaks, leaderboards)

- Social learning features (peer challenges, optional sharing)

Future Scope (Phase 2+ - Institutional Use)

- Admin & educator dashboards

- Assignment and group management tools

- Real-time performance analytics

- LMS integrations (Canvas, Blackboard, etc.)

- Compliance reporting (FERPA, GDPR, etc.)

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7. Features & Requirements

Functional Requirements

1. **User Account Management**

   - SSO options (Google, Apple, Microsoft, etc.)

2. **Learning Experience**

   - Content modules (videos, readings, quizzes)

   - Adaptive learning paths

   - Offline mode (mobile app consideration)

3. **Engagement Tools**

   - Reminders, streaks, push notifications

   - Discussion forums or Q&A boards

4. **Analytics & Reporting**

   - Personal progress tracker (B2C)

   - Student/teacher reporting (B2B future)

Non-Functional Requirements

- **Performance:** Fast load times (< 2 seconds per screen)

- **Scalability:** Cloud-native, scalable to thousands of concurrent users

- **Accessibility:** WCAG 2.1 compliance

- **Security & Compliance:** GDPR, CCPA, FERPA (future) compliance

- **Data Privacy:** User-controlled data sharing

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8. Competitive Landscape

- Summary of top competitors (e.g., Coursera, Duolingo, Udemy).

- Gaps & differentiators (e.g., stronger personalization, gamification, institution-ready features).

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9. Assumptions & Dependencies

- Initial focus on web + mobile responsive app; later expand to native mobile apps.

- Content will be created by partnered SMEs or curated from open sources.

- Dependencies: cloud hosting provider, payment gateway, possible AI recommendation API.

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10. Risks & Mitigations

- **Risk:** Low engagement from users → **Mitigation:** Gamification + AI nudges

- **Risk:** Institutional adoption delayed → **Mitigation:** Ensure product value stands alone for B2C success.

- **Risk:** Content credibility questioned → **Mitigation:** Partner with experts/educators for validation.

11. Timeline & Roadmap (High-Level)

Phase 1 (MVP – 6 months): B2C launch with core self-learning features.
Phase 2 (12-18 months): Introduce institutional features (admin dashboards, LMS integrations).
 Phase 3 (18-24+ months): Expansion to enterprise adoption, advanced AI personalization, global market support.

12. Open Questions

- Should certification be included in the B2C version or reserved for institutional partnerships?

- How much gamification is optimal for both learners and institutions?

- Should AI recommendations be explainable (transparency vs simplicity)?

13. Appendix

- User Journey Maps

- Wireframes / Mockups

- Glossary of Terms