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| --- | --- |
| **Title:** | ​​[Title]​ |
| **ADO:** |  |
| **PM Owner(s):** |  |
| **Eng Owner(s):** |  |
| **Stakeholders:** |  |
| **Status:** |  |
| **Approved by (please add your name)** | ​​Draft​ |
| **Marketing (naming):** |  |
| **Approval date:** | [Approval date] |

*Document Update History*

|  |  |
| --- | --- |
| **Date** | **Changes** |
| -- | Initial draft |

1. Overview

1.1 Problem Statement / Motivation

[Guidance](https://dev.azure.com/msazure/CloudNativeCompute/_wiki/wikis/CloudNativeCompute.wiki/37647/Product-Requirement-Docs?anchor=guide): State the **problem** or **challenge** in a way that ties back to the target user. What is their goal? Why does this matter to them? Make the problem real & relevant.

Lorem ipsum.

1.2 Customer user stories / use cases

[Guidance](https://dev.azure.com/msazure/CloudNativeCompute/_wiki/wikis/CloudNativeCompute.wiki/37647/Product-Requirement-Docs?anchor=guide): [Share the customer user persona, stories, corresponding requirements in a table format.   
Create a story that provides a high-level overview – detail out the **customer**, their **problem** or **goal**, and then specific **outcomes** the customer will achieve or how success would be **measured**. Avoid implementation details that may restrict solution choices.   
Specify the **target** users or system. Consider doing this as a **fictitious customer quote/case study**.

|  |  |
| --- | --- |
| **Persona** | **User stories and jobs to be done** *As a (persona) …* |
| **Denise Developer** An app developer on the retail team at Contoso |  |

1.3 Customers and Business Impact

[Guidance](https://dev.azure.com/msazure/CloudNativeCompute/_wiki/wikis/CloudNativeCompute.wiki/37647/Product-Requirement-Docs?anchor=guide): Provide **customer** **data or insights** with respects to the Problem Statement**.** Provide the business impact and OKR alignment.

Lorem ipsum OKR.

1.4 Existing Solutions or Expectations

[Guidance](https://dev.azure.com/msazure/CloudNativeCompute/_wiki/wikis/CloudNativeCompute.wiki/37647/Product-Requirement-Docs?anchor=guide): List the various ways in which a user may **currently tackle** this problem/challenge. With what **expectations** will customers approach our solution (competitors or current behaviors)?

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1.5 Goals/Non-Goals

[Guidance](https://dev.azure.com/msazure/CloudNativeCompute/_wiki/wikis/CloudNativeCompute.wiki/37647/Product-Requirement-Docs?anchor=guide): Provide a bulleted list of goals and non-goals.  This should include all the high-level customer requirements this needs to meet.

Goals

* Goal 1

Non-goals

* Non-goal 1

1.6 Proposed Solution

[Guidance](https://dev.azure.com/msazure/CloudNativeCompute/_wiki/wikis/CloudNativeCompute.wiki/37647/Product-Requirement-Docs?anchor=guide): Proposed solution and alternative options. Fill out the marketing details slide to stay compliant with naming, release strategy, and business goals. Download the marketing deck [here](https://microsoft.sharepoint.com/:p:/t/Try1963/Ebu0madvqdJBlUKDKlWo4zUB79jyxYqCNehscn47AhFZKQ?e=hqDPfC) and save it to the [AKS Marketing Feature Details folder on AKS sharepoint](https://microsoft.sharepoint.com/teams/azurecontainercompute/Shared%20Documents/Forms/AllItems.aspx?ga=1&id=%2Fteams%2Fazurecontainercompute%2FShared%20Documents%2FAKS%2FAKS%20Marketing%20Feature%20Details&viewid=e968f367%2D54ac%2D4541%2D99c1%2D5e15d9a303b8) and then attatch the link in this space. Once finished, send the link to Khawar Ahmed (V-KHAMED), Cory Skimming (CORYSKIMMING) and Nate Ceres (NACERES).   
Consider making this in a Press Release or MS Docs style. Example:    
"Before <feature>, AKS customers had to <pain point> to <achieve goal>. Now, AKS customers can <feature steps> to <achieve original goal>."

*Potential announcement (elevator pitch)*

***Marketing details deck link:*** <insert link of uploaded deck>

“Announcing <foo feature> for Azure Kubernetes Service (AKS). With <foo>, you can now do <bar>. “

Proposal

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1.7 FAQ

[Guidance](https://dev.azure.com/msazure/CloudNativeCompute/_wiki/wikis/CloudNativeCompute.wiki/37647/Product-Requirement-Docs?anchor=guide): Try to imagine all the questions any internal stakeholder and/or customer would ask and answer them. (different sections). Try your best to answer them all, highlight any ones where you need help.  **Capture questions and feedback from comments as apropriate.**

Question 1

Answer 1

Question 2

Answer 2

1.8 User Experience

[Guidance](https://dev.azure.com/msazure/CloudNativeCompute/_wiki/wikis/CloudNativeCompute.wiki/37647/Product-Requirement-Docs?anchor=guide): Describe the user experience. Include API Property names, feature names, CLI parameters and any relevant fields. Include some success and failure scenarios.

Example: Enabling the feature with cluster create

Lorem ipsum.

az aks create -n contoso -g contoso-aks --sku apps

**UX 2**

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1.9 Open Questions (optional)

[Guidance](https://dev.azure.com/msazure/CloudNativeCompute/_wiki/wikis/CloudNativeCompute.wiki/37647/Product-Requirement-Docs?anchor=guide): Any possible open questions about the possible solution, requirements or experience that you want to discuss/get feedback. This section should not exist in an approved PRD. You may also use for important questions that will need to be tackled in the design phase.

**Question/Discussion 1**

Description/Potential answer.

1. Definition of Success

2.1 Expected Impact: Business, Customer, and Technology Outcomes, Experiments + Measures

[Guidance](https://dev.azure.com/msazure/CloudNativeCompute/_wiki/wikis/CloudNativeCompute.wiki/37647/Product-Requirement-Docs?anchor=guide): Identify the business, customer, and technology **outcomes** you expect to achieve as a result of delivering on this scenario – and then define the **measures** you will use to gauge progress. Ongoing iteration on the outcomes, and how to measure them, will be critical to success.  Consider leveraging experiments to enable data-driven decisions.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No.** | **Outcome** | **Measure** | **Target** | **Pri** |
| **1** |  |  |  |  |
| **2** |  |  |  |  |
| **3** |  |  |  |  |

1. Requirements

3.1 Functional Requirements

[Guidance](https://dev.azure.com/msazure/CloudNativeCompute/_wiki/wikis/CloudNativeCompute.wiki/37647/Product-Requirement-Docs?anchor=guide): What **feature functionality** is required to deliver the outcomes listed above?  Specific / concrete user requirements / user stories. (in contrast to higher-level in goals)

|  |  |  |
| --- | --- | --- |
| **No** | **Requirement** | **Pri** |
| **1** |  | 0 |
| **2** |  | 0 |
| **3** |  | 0 |

3.2 Test Requirements

[Guidance](https://dev.azure.com/msazure/CloudNativeCompute/_wiki/wikis/CloudNativeCompute.wiki/37647/Product-Requirement-Docs?anchor=guide): What **testing functionality** is required to deliver the outcomes and requirements listed above? What testing is needed to prevent unforseen edge cases and protect against changes? What composed / complex scenarios should be tested together?

|  |  |  |
| --- | --- | --- |
| **No** | **Requirement** | **Pri** |
| **1** |  |  |
| **2** |  |  |
| **3** |  |  |

1. Dependencies

[Guidance](https://dev.azure.com/msazure/CloudNativeCompute/_wiki/wikis/CloudNativeCompute.wiki/37647/Product-Requirement-Docs?anchor=guide): At a high level, what **dependencies** from other teams are required?

|  |  |  |
| --- | --- | --- |
| **No** | **Requirement or Deliverable** | **Giver Team / Contact** |
| **1** |  |  |
| **2** |  |  |
| **3** |  |  |

1. Compete

[Guidance](https://dev.azure.com/msazure/CloudNativeCompute/_wiki/wikis/CloudNativeCompute.wiki/37647/Product-Requirement-Docs?anchor=guide): What are the related current solutions and behavior we see from our competitors

5.1 GKE

5.2 EKS

5.3 Others