

THE FIVE DOCUMENTS OF A MODERN PRODUCT

1. PRD — Product Requirements Document

Purpose → Outcomes → Constraints. Defines purpose, audience, success metrics, functional and non-functional requirements, and core journeys.

2. IA — Information Architecture

Structure → Navigation → Findability. Defines sitemap, hierarchy, navigation, content types, taxonomy, URL patterns, depth and linking.

3. PDS — Product Design Specification

Behaviour → Interaction → UX Logic. Defines component behaviour, layouts, states, motion, accessibility, and page templates.

4. BIG — Brand Identity Guide

Expression → Tone → Visual Language. Defines colours, typography, spacing, iconography, imagery, and brand voice.

5. SAIS — System Architecture & Integration Specification

Realisation → Engineering → Determinism. Defines services, APIs, data models, security, tenancy, observability, and CI/CD.