



Product Requirements Document



Company name

Aha!

Product Requirements Document

1. Objective
2. Release
3. Features
4. User flow and design
5. Analytics
6. Future work

1. Objective

Vision	<i>Where you want your product to be in the future</i>
Goals	<i>List product goals including their timeframe, and success metric</i>
Initiatives	<i>List high-level product initiatives</i>
Persona(s)	<i>Who the product is for</i>

2. Release

Release	<i>Release name</i>
Date	<i>Release date</i>
Initiative	<i>Initiative that the release relates to</i>
Milestones	<i>Release milestones</i>
Features	<i>Features included in the release</i>
Dependencies	<i>Release dependencies</i>



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3. Features

Feature	<i>Feature or user story name</i>
Description	<i>Description of what the new feature will do</i>
Purpose	<i>Task or action the user wants to accomplish</i>
User problem	<i>Pain point or challenge</i>
User value	<i>How the proposed solution helps the user</i>
Assumptions	<i>Business, user, or technical assumptions</i>
Not doing	<i>Anything that is out of scope for this feature</i>
Acceptance criteria	<i>Conditions of acceptance</i>

4. User flow and design

Insert wireframes and mockups.

5. Analytics

Hypothesis: We believe <this feature> will achieve <this outcome>.

Key performance indicator	Baseline	Target	Timeframe

6. Future work

Future features	Purpose	Priority	Timeframe



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