PRD Template

[Initiative Name]

What

Describe the initiative. Keep it high level and use plain language.

Why

Why should we work on this? Include how it aligns with business and user goals.

Success Criteria

What does success look like? Include quant and qual metrics as appropriate.

Metric	Baseline (Date)	Target (Date)	Latest (Updated On)

[Optional] Overview

🌱 Problem Space		🛠️ Solution Space		📊 Observing	📁 Archived
Discover	**Define**	**Explore**	**Deliver**	**Learn**	**Move On**
📍 We are here					
1 Pager	Product Spec	Design Exploration	Epic / Issues	XP Template	N/A
Research Brief		Technical RFC		Looker Dash	

Team

Product Management: TBD
Product Design: TBD
User Research: TBD
Analytics: TBD

iOS: TBD
Android: TBD
Web: TBD
Backend: TBD
Keep Informed: TBD
Stakeholder X: TBD
Stakeholder Y: TBD

Related Links

OKRs
FAQs
Internal Documentation
Press Release
Loom Demo

[Optional] Upcoming Milestones

Milestone	Owner	Due Date	Completion Date

[Optional] Decision Journal

Question/Topic	Current Path Forward
[Add question/topic here]	**[Decider Name], [Decision Date]** - [Decision Description]

[Optional] Meeting Notes

[Date] - [Description]
- *Add agenda, notes, action item*

Product Spec

This section gives us a consistent way of making sure we're working on the right problems before diving into solutions.

Alignment

How does this initiative tie to broader team or company goals and strategies?

Key Insights and Inspiration

What key insights (quant or qual) and inspiration (including competitive research) should be considered when refining the problem and exploring solutions? Please add any related links or dashboards.

Problem Statement

What's the underlying problem we've observed? How do we know this is true?

Hypothesis & Impact

We believe [capability], will lead to [outcome], which will result in [metric change] by [date]. Include guesses for the size of the win.

Constraints

What are the key constraints, deadlines, or hard requirements to consider?

Non-Goals

Are there any related problems that we want to explicitly ignore for now?

Design Exploration

This section helps us ensure a collaborative and divergent design process. It also helps us document previously considered directions and rationales for large design decisions.

🔗 Figma Link

Initial Ideas
Document any initial ideas or user stories that should be considered when exploring solutions.

Ideas	Description
[Idea Name]	[Add brief description and any supporting links]

User Stories	Importance
As a [persona], I [want to], [so that]	**Must have** **Nice to have** **Optional**

Explored Directions
Document the main directions being considered, along with links to the design artifacts.

Name	Details
[Direction Name]	[Short description w/ link to details]

Key Decisions
Document any key decisions that were made.

Decided Direction
Describe which direction was chosen to move forward with and why it was chosen.