# 

# **PRD Title: PRD for Feature XXX**

1. Introduction and Overview

Define product idea/feature that will be discussed in the document.

Author: [Your Name]

Team: [List team members]

|  |  |
| --- | --- |
| Product Name | [Insert name] |
| Product Type | [New Product Idea, New Feature, Enhancement, etc.] |
| Product Manager |  |
| Engineering Manager/Lead |  |
| Designer |  |
| Approvers/Date |  |

2. Product Vision & Alignment

What is the product’s vision?

Provide a clear statement about the product's ultimate goal and how it fits into the overall business strategy and company vision.

Why now? What drives the urgency for this product or feature?

Outline the market trends, technological advancements, or competitive pressures that make this product launch important now.

What key business objectives does this product address?

Clarify the strategic business outcomes this product will support (e.g., increased revenue, reduced churn, new customer acquisition).

3. Market & Customer Insights

Where should we focus within the problem space?

Define the target market and user segments the product will cater to. Include a competitive landscape analysis and highlight gaps in the market.

What user insights validate our conviction?

Provide user research, surveys, or customer feedback that support the need for this product or feature. Include pain points, wants, and needs of the users.

What are the key assumptions we are making?

Identify the risky assumptions that need to hold true for the product to succeed.

What are the riskiest assumptions? What must be true for this idea to work?

Define the riskiest assumptions that could affect the product’s success.

Example: "We assume that users will adopt this feature, which requires behavior change."

4. Product Differentiation & Positioning

Why are we uniquely positioned to succeed in this space?

Explain why your team, company, or product has a competitive edge. What makes you well-positioned to win in this market?

What product principles will guide our development?

Detail the core principles that will guide product decisions. Example: “We prioritize user-centric design.”

5. Product Features & Functionality

What key features will be included in this product?

List the features and functionalities of the product. Be clear about what will be included in the MVP and what will be added in future iterations.

These are the distinct, prioritized features along with a short explanation of why this feature is important. Briefly outline the scope, the goals, and use case.

Feature 1

Feature 2

Feature 3

What trade-offs and decisions have we made in product development?

Identify key decisions and trade-offs made (e.g., prioritizing mobile responsiveness over desktop features).

6. User Experience & Design

What does the user journey look like for this product?

Provide a high-level overview of the user journey, including key touchpoints from first awareness to regular use.

How will we ensure seamless user experience?

Highlight design principles and strategies for ensuring an intuitive, efficient, and delightful user experience.

Also, include following:

Who are the target personas for this product, and which is the key persona?

|  |  |
| --- | --- |
| **Key Persona** | Description Key Persona |
| **Persona 2** | Description Persona 2 |
| **Persona 3** | Description Persona 3 |

7. Risk Management & Mitigation

What are the main risks to the success of this product?

Identify and categorize the key risks (technical, market, operational) that could affect the product’s success.

What mitigation plans are in place for these risks?

Provide mitigation strategies for each identified risk.

8. Validation & Iteration

What key metrics will we use to measure success?

Identify OKRs, KPIs (e.g., user adoption, retention rates, customer satisfaction) to measure the product’s impact.

How will we iterate based on user feedback?

Define the feedback loops and how agile iterations will be implemented to refine the product based on feedback.

9. Timeline & Milestones

What is the product development timeline?

Define the launch timeline, major milestones, and any key dates.

What dependencies or resources are needed to meet these milestones?

Outline the dependencies (e.g., technical resources, personnel).

10. Pricing, Monetization, & Customer Impact

Optional (this will depend on product and feature type)

What is the pricing or monetization strategy for this product?

Outline the pricing model (e.g., subscription, freemium) and how the product will generate revenue.

What is the expected customer impact?

Describe how the product will benefit users and solve their pain points.

11. Final Sign-off & Approval

Who are the key stakeholders for approval?

List the key stakeholders who must approve the PRD before proceeding.

Approval Status: This will be reflected in the beginning of the document.

[To be filled out at sign-off] - Include final review and signature approval sections.