

# **Product Requirements Document (PRD)**

## **Insurance Product Support – Minimum Lovable Product (MLP)**

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### **1. Summary**

This PRD defines the Minimum Lovable Product (MLP) described in the Insurance Product Support brief. The MLP is an initial deployment of a conversational chatbot for Relationship Managers (RMs), powered by Retrieval Augmented Generation (RAG), with multi-turn context retention, dynamic persona adaptation, and an evaluation framework measuring accuracy, relevance, response time, and user satisfaction.

### **2. Background and Problem**

FinServe Analytics manages an extensive portfolio of insurance products, each documented in comprehensive materials spanning ~700–1000 pages per product. RMs must retrieve accurate, detailed information quickly during customer interactions. Manual search across long, multi-document materials is slow, error-prone, and degrades customer experience.

### **3. Goals**

- Provide RMs with instant access to accurate insurance product information during customer interactions.
- Reduce time spent searching and synthesizing across long product documents.
- Support multi-turn RM conversations with context retention (Italian language).
- Adapt response complexity to RM expertise (persona adaptation).
- Establish an evaluation framework to measure accuracy, relevance, response time, and user satisfaction.

### **4. Non-Goals**

- Replacing formal compliance or legal review processes.
- Fully autonomous multi-agent orchestration beyond the MLP scope (covered separately in the brief).
- Automated changes to product documentation or source systems.
- Customer-facing deployment (MLP is RM-facing).

## 5. Users and Personas

Primary user: Relationship Managers (RMs) serving clients in Italian. Personas vary by product expertise.

| Persona        | Typical Need                                         | Response Style (Expected)                                 |
|----------------|------------------------------------------------------|-----------------------------------------------------------|
| New RM         | Quick, safe guidance on common questions             | More explanatory; definitions; examples; high-level first |
| Experienced RM | Fast lookup of specific terms, limits, exclusions    | Concise; structured; direct; assumes context              |
| Specialist RM  | Deep detail and edge cases; cross-reference sections | Detailed; cites sources; highlights conditions/exceptions |

## 6. Primary Use Case

An RM asks a question about an insurance product (e.g., coverage, exclusions, pricing structures, terms and conditions, regulatory constraints). The chatbot retrieves the most relevant source passages across product documentation and returns a grounded answer in Italian, retaining conversational context across turns and adapting detail level to the RM persona.

## 7. Product Scope (MLP Components)

The MLP includes the following components as described in the brief:

- Conversational chatbot interface integrated into RM workflows
- Intelligent knowledge retrieval system powered by RAG
- Multi-turn conversation capability with context retention
- Dynamic user persona adaptation (response complexity/detail based on RM expertise)
- Evaluation framework measuring accuracy, relevance, response time, and user satisfaction

## 8. Functional Requirements

| ID    | Requirement | Description                                                   | Priority | Acceptance Criteria (MLP)                                    |
|-------|-------------|---------------------------------------------------------------|----------|--------------------------------------------------------------|
| FR-01 | Chat UI     | RM can ask questions and receive answers in Italian; supports | P0       | RM can submit query; receive answer in Italian within target |

|       |                                    |                                                                                                  |    |                                                                                                                  |
|-------|------------------------------------|--------------------------------------------------------------------------------------------------|----|------------------------------------------------------------------------------------------------------------------|
|       |                                    | copy/export of answers.                                                                          |    | latency; basic conversation history visible.                                                                     |
| FR-02 | RAG Retrieval                      | System retrieves relevant passages from product documentation and uses them to ground responses. | P0 | Answers include citations/snippets to retrieved passages; retrieval improves over naive keyword search baseline. |
| FR-03 | Multi-turn Context                 | System retains context across multiple turns in the same conversation.                           | P0 | Follow-up questions resolve pronouns/references correctly using conversation context; user can reset context.    |
| FR-04 | Persona Adaptation                 | System adjusts response complexity/detail based on RM persona/experience level.                  | P0 | User can select persona or system infers from interaction; output changes in depth/format accordingly.           |
| FR-05 | Safety Controls                    | Data protection mechanisms and harmful content filtering consistent with regulated environment.  | P0 | System blocks/flags disallowed content; logs safety events; provides safe refusal messaging.                     |
| FR-06 | Evaluation Framework               | Measure accuracy, relevance, response time, and user satisfaction.                               | P0 | Dashboards/reports exist for these metrics; periodic sampled review workflow defined.                            |
| FR-07 | Workflow Integration (Lightweight) | Accessible from RM workflow entry point (e.g., intranet/portal/CRM                               | P1 | Single sign-on or equivalent access; link from primary RM workspace;                                             |

link).

minimal friction to start a session.

## 9. Data and Content Requirements

Source information includes detailed product documentation spanning 700–1000 pages per product, often spread across multiple documents and formats. The solution must handle both structured information (tables/specifications) and unstructured content (policy descriptions, terms and conditions).

- Document ingestion and indexing suitable for RAG (chunking, metadata, versioning).
- Support for extracting/using structured tables where needed.
- Clear linkage between answers and source passages for auditability.

## 10. Compliance, Security, and Governance

- Operate in a highly regulated financial services context; accuracy, compliance, and customer trust are paramount.
- Implement data protection mechanisms and harmful content filtering.
- Maintain traceability from answer to source content to support review and audit needs.

## 11. Metrics and Measurement

MLP evaluation metrics (explicitly called out in the brief):

| Metric            | Definition                                               | How Measured                                          | Notes                                       |
|-------------------|----------------------------------------------------------|-------------------------------------------------------|---------------------------------------------|
| Accuracy          | Correctness of answers vs. source documents              | Human review on sampled Q&A set; error categorization | Must account for compliance-critical errors |
| Relevance         | Retrieved and presented info matches the question intent | Human rating + retrieval relevance scoring            | Track top-k retrieval quality               |
| Response Time     | Latency from question submit to answer                   | System telemetry                                      | Segment by doc size and complexity          |
| User Satisfaction | RM perceived usefulness and trust                        | In-product feedback + periodic survey                 | Track adoption alongside satisfaction       |

Business success metrics referenced for executive sponsorship (tracked alongside MLP evaluation):

- RM productivity improvements
- Customer satisfaction scores
- Response time reductions
- Return on investment (ROI)

**12. Release Plan and Milestones (Proposed)**

Note: The source brief does not include dates. The milestones below are a proposed sequencing to deliver the MLP scope.

| Milestone | Name                       | Exit Criteria                                                                  |
|-----------|----------------------------|--------------------------------------------------------------------------------|
| M1        | Discovery & KPI definition | Confirm RM workflows, top question categories, and evaluation plan.            |
| M2        | Data ingestion & indexing  | Ingest initial product docs; create RAG index; define doc versioning approach. |
| M3        | MLP build                  | Chat UI, RAG, multi-turn context, persona adaptation, safety controls.         |
| M4        | Evaluation & pilot         | Run evaluation framework with RM pilot; iterate on retrieval and responses.    |
| M5        | Production readiness       | Monitoring, governance, runbook, training material, broader RM rollout.        |

**13. Risks and Open Questions**

- Document quality/format variability may degrade retrieval and grounding.
- Regulatory/compliance requirements may necessitate stricter refusal behavior, reducing perceived usefulness.
- Persona adaptation must be predictable; overly dynamic behavior may reduce trust.
- Evaluation coverage must include edge cases (exclusions, conditional clauses) to avoid high-impact mistakes.

Open questions (not answered in the brief):

- Which specific document formats are in scope (PDF, DOCX, scanned images, etc.)?
- What is the target RM population and rollout approach?
- What systems constitute “RM workflows” for integration (CRM, portal, intranet, etc.)?
- What are the compliance review and escalation requirements for answers?
- How frequently do product documents change, and what is the expected update SLA?