Status In progress ▾

Product requirements

Product manager 👤 Person
Engineer 👤 Person
UX designer 👤 Person
UX researcher 👤 Person

Introduction

Purpose

State the reason for building the product or feature

Problem statement

Define the problem(s) the product or feature intends to solve

Target audience

Describe the ideal users of the product or feature (demographics, pain points, needs)

Objectives

Goals

List the strategic business objectives this product or feature aligns with

Non-goals

List objectives that will not be addressed by this product requirements document

Metrics

Define quantitative and qualitative metrics to measure success
(Example: increased user signups, improved retention, positive customer feedback)