## My PRD Writing Principles

When I write a Product Requirement Document (PRD), I follow these principles to ensure clarity, focus, and alignment across teams:

**1.Do the homework** — Research users, competitors, and technical feasibility before defining requirements.

**2.Define clear goals** — Write a simple, testable value proposition and measurable success metrics.

**3.Understand users** — Build personas, identify their goals, and design minimal tasks to achieve them.

**4.Set product principles** — Define guiding rules (e.g., safety first, 3-step core actions, privacy by default) to make trade-offs consistent.

**5.Prototype & test early** — Validate feasibility, usability, and desirability before heavy development.

**6.Challenge assumptions** — Make hidden assumptions explicit, back them with evidence, and plan validation.

**7.Write it down** — A good PRD covers: product goals, features, release standards, and traceability to objectives.

**8.Prioritize smartly** — Use MoSCoW (Must, Should, Could) and sort within each group to cut scope correctly if needed.

**9.Test completeness** — Engineers should build from it, QA should draft test cases from it.

**10.Keep it living** — Update PRD continuously as decisions are made, so it remains the single source of truth.

I believe a strong PRD is not about being long, but about being **clear, focused, and valuable**.