**When and How to Use This Template:**

This is a template for major new projects, such as any new initiative, new business, new marketplace, new service, country expansion, or a significant new feature, for example, matching service in VPS. Use product backlogs to manage requirements for paper cuts or minor features within existing products. Inputs include PR/FAQ and (optional) BRD, and the primary output is a product backlog.

Replace all text surrounded by square brackets.

Use the AMZN H1-H4 heading styles to format headings.

Use the AMZN Body style for the rest of the text in the document.

To format lists in the body of a document, use the Bullets and Numbering buttons in the Word Home ribbon.

Delete any highlighted sections of the document (like this one).

Additional comments related to Product Requirements Document (PRD) best practices are located in the end of this document.

Refer to Appendices by header and title, for example (Appendix A – Frequently Asked Questions).

For examples of common Amazon document types, refer to the Example documents on the Writing Hub: <https://w.amazon.com/bin/view/WritingHub/Resources/Document_Repository/>

[PRD Title]

Product Requirements Document

Date: [MM/DD/YYYY]

Version: [X.Y[[1]](#footnote-1)]

**Review History**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Version #** | **Created by** | **Reviewed and Signed Off** | **Review Date** | **Description** | |
| Format: [Major revision.minor change] | [Author’s or Reviewer’s Name] | [Add Reviewers and indicated whether then sign off was obtained] | [The date is required. This can be the version completion date, review date or a date range.] | | [Provide all relevant details in this column, including names and roles of reviewers, sections revisited, major changes and pivots, and decision points. Indicate whether sign off has been obtained.] |
| 1.0 | [Author’s Name] |  | [MM/DD/YYYY] | | Draft document created |
| 1.1 | [Author’s Name] |  | [MM/DD/YYYY] | | [Example: Updated Tenets to include Tenet 3 and revisit Tenet 6. Identified service component, and added two validation rules, 7 and 8.] |
| 2.0 |  | Principal & Internal Product Team [Provide names of all reviewers] | [MM/DD/YYYY] | | [This is a mandatory field. See above for details.] |
| 3.0 |  | Principal Engineer [& [SDMs, SDE3 forum] | [MM/DD/YYYY] | | [This is a mandatory field. See above for details.] |
| 4.0 |  | L7+ Product and Engineering Sign Off | [MM/DD/YYYY] | | [Provide the date when sign off was obtained. If conditional sign off was provided and additional changes required, include them as a point version below.] |
| 4.1 | [ | Legal, Tax, Compliance, and any other relevant reviewers’ Sign Off] | [MM/DD/YYYY] | | [If needed, continue to the second page.] |

**Stakeholder Matrix**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Role** | **Division/Group** | **Responsibilities** | **Meetings/Communication** |
|  | Single Threaded Owner (STO[[2]](#footnote-2)) |  |  |  |
|  | Product Manager |  |  |  |
|  | UX Designer |  |  |  |
|  | SDMs |  |  |  |
|  | Principal |  |  |  |
|  | Business Sponsor |  |  |  |
|  | Business SME |  |  |  |
|  | SPOCs from other teams on whom this project depends for successful implementation |  |  |  |

Provide the list of people the PM(T) will socialize this document with and get buy-in/signoff on the PRD, including internal team and external stakeholders. Add other stakeholders to provide an input into the communications plan and transparency into roles and expectations. Include SPOCs from other teams on whom this project depends for successful implementation. Please note that as the project progresses, TPMs will refine and maintain the stakeholder list for communications and dependency management.

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# Purpose of this Document

The purpose of this product requirements document (PRD) is to capture requirements for [product or service] to be implemented as part of the [program title] program. This is intended to be a living document throughout the life of the product or duration of a project/program.

Product Requirements Document (PRD) details the requirements for a product or service and includes (but is not limited to) technical functional and non-functional requirements, systems and data diagrams, current vs. end state, and any dependencies, assumptions, risks, and constraints. It is a starting place to define technical requirements, working backwards from the value we want to bring to customers and the problem we are solving for them. We begin with documenting the background, opportunity, vision, and move to high-level requirements, expanding sections as more information surfaces and decisions get made about the end-to-end customer experience.

The success of a product or service launch directly correlates and depends on the extent to which product requirements can be thoroughly and effectively communicated. This sounds like a lot of work - IT IS! - but it will save you from doing a lot more work and re-work in the future. PRD is a living document that is referenced and updated throughout the project lifecycle. We get PRD reviewed with business and engineering stakeholders. We incorporate all their feedback before publishing a version of PRD. Requirements can and will change after the PRD is created, and those will be handled later by re-prioritizing existing requirements and reflecting them in a Product Backlog for engineering teams to execute on.

# Summary

[Brief product or service summary. If this is project-related, include project details.]

Provide a brief product summary, as well as a reference to the relevant project or initiative. Include 1/ line of business and the sponsor, 2/launch date, if known, 3/ geographies, 4/ high-level stakeholder description, 5/ objectives and business drivers, and 6/ high-level scope. If this is a new product or service, indicate so. Think of it as an “elevator pitch” for your product or service.

# Background

[Background, history of a project or product, current situation, or status quo.]

Start with “why” and explain to reader why this PRD is being written. Share the context and data behind the topic and the problem you're trying to solve. Include information that supports your purpose. A good practice is to start with a brief description of the current state, then share the problem statement, and the challenges that you are planning to solve with this product or service. Use the answers to “five questions” (see **Appendix A** – Frequently Asked Questions) as the input. Start with the customers, the problem they have, and why it is important for them. Add the current state flow and other details as relevant.

Use metrics to explain why this is a priority. Refer to the Kingpin goal and customer feedback or prior research, as applicable. Be specific about the impact, size of the user base, any existing workarounds or manual solutions, and baseline data or industry benchmarks. If you are aware of any prior attempts to address this issue, provide relevant details and specify outcomes. If there are any regulatory or other constraints, and known risks, state them here. If there are any repeatable terms, provide a Glossary as an Appendix and reference it from this section.

Most of the time, we focus on getting current year metrics / volumes. We forget to get a forecast on the growth and talk about scalability issues within 2 years of launch. Please note it is important to collect both current and a forecast of metrics for next 3 to 5 years.

# Vision for [product or service]

[Your vision for the product or service. Include any data and supporting evidence.]

Provide a one-paragraph vision statement for your product or service. Start with the customer or business value proposition. Define scope to eliminate any ambiguity. Include success criteria that you will use to define whether the product has been successfully delivered. These success criteria can be qualitative, such as “Improve automated account coverage from 60% to 65%” or qualitative “By vending all user level activities on a collect account and invoice, we will be able to calculate the # of tasks completed per month by account for collection activities.” However, the preference is for quantifiable criteria. Any success criteria need to be agreed upon by the business. State clearly what is not in scope. Add anticipated timelines or any business constraints, if known.

# **Tenets for** [product or service]

Following are the tenets defined for the product or service:

* **[Tenet 1]** – [Tenet description]

[continue as needed]

Provide tenets here. Ensure to review organizational tenets and align your tenets with them.

Definition of a tenet is a principle, belief, or doctrine generally held to be true. Refer to <https://w.amazon.com/index.php/Tenets> for information on writing tenets.

Good tenets:

1. Help the team make hard choices and trade-offs. This is why you have tenets.
2. Are durable, strategic, and codify approaches without explicitly prescribing actions.
3. Are unique to the team’s space, or at least have a unique application to the team’s space.
4. Are not obvious.
5. Are aspirational and hard. Should not simply validate what you are doing today.

A tenet example:

***Oblivious to the end result*** *– This service will not recommend any action for the transaction, on the basis of the result of validation rules. The decision-making responsibility will lie with the clients of the service.*

Do not confuse tenets with non-functional requirements, such as:

***Scalability*** *–The system will process up to 650 K transactions per day with a response time of less than 0.1 second per transaction.*

# Current State (optional)

If relevant, describe the current state and existing challenges. This section is recommended for replatforming projects or the ones that replace existing functionality.

# Future State

[Requirements for the Product]

Describe the requirements. Start with the proposed state and the value proposition for the customer. Document all the options considered and the final set of requirements. Add any details or relevant references, such as PR/FAQ, Business Requirements Document (BRD), or user research in the Appendix and reference from here. This section should also include the functional data flow of the future state. If it is an incremental solution, explain the expected deliverables by phase and the benefits associated with each phase. Describe your user personas in detail or use Appendix C as a reference to the FinAuto Persona Library (to be created). For initiatives that aim to modernize or replace an existing product/application, add a Current State section and potential drivers leading to the future state.

# Product Requirements

## User Persona Definitions

[User persona list with definitions and user-specific pain points]

Provide context and definitions of the various users that will interact with the product, such as vendor, internal business, and technical teams consuming services we deliver. Specify user needs and goals.

## Core Features/Major Modules

[Core features of the product and major product modules or components.]

Provide a short narrative describing the core features. Explain what are we trying to achieve and which data should be captured in the system to fulfill these core features. There could be several sections, for example, Ingestion, Processing, Booking, Reporting and Reconciliation, and Disbursement for e-Invoicing. Use data diagrams and process flows as needed.

## Deep Dives on Each Component

[Detailed description of each feature, module, or component.]

Use subsequent sections to provide detailed requirements by each requirement group. State any integration requirements or upstream dependencies.

Include visual wireframes and mockups to show what the features will look like and where it fits on the overall sitemap or page, as relevant. Visualizing the customer journey helps identify ways to improve the overall experience and reduces misunderstandings about how features should work.

## Non-Functional Requirements

[Non-functional requirements, such as authentication and authorization, security, performance, and others.]

Describe non-functional requirements, such as security requirements, data vending and reporting requirements, Service Level Agreement (SLA) requirements for performance, legal, data privacy and segregation, data retention, and other relevant requirements and constraints. Break those down into further subsections as needed.

For data requirements, specify which data points / attributes will need to be made available for vending, and how they will be used. For example, in the context of Invoice validation, the business (as well as engineering) will want to have metrics on validation success/failures. For these metrics to be built, the relevant data needs to be vended and made available in data lake. Another example in the context of AP tools - AP Managers want to measure SLA compliance in the handling of vendor disputes. To do so, we need to capture time when a dispute is logged / assigned / worked on / status changes, etc. through resolution. Then, this data needs to be made available for dashboards / reporting / analysis. Use tables and appendices as needed to provide sufficient level of detail.

Ensure to add hardware and software requirements, for example, device specification.

## Instrumentation

Instrumentation is an important section of a PRD. Instrumentation data need to capture product performance, in order to diagnose error and track data for audit purposes. This may include runtime data, tracing data depending on the framework being used, application monitoring and response management, and other relevant data points stored in a data warehouse.

## Other Requirements

[Any additional requirements]

This is an optional section. Include here any requirements or related data that are critical to define the scope or deliverables for this product or service. If these are not critical, provide them in an Appendix and reference from prior sections. However, in specific circumstances, you need to provide them in the body to ensure that readers take them into account. Those may include, though not limited to, phasing recommendations to explain which functionality will be delivered later, onboarding and migration strategy, any pending decisions that will define scope or prioritization, any builds vs buy considerations, and critical pre-requisites or business factors that may influence the requirements.

## Open Questions and Decision Points[[3]](#footnote-3)

[Open questions or decisions that need to be made]

Provide a list of open questions with recommendations and open topics, including owner and status. Along with any open questions, provide your recommendation along with the supporting data, details, arguments, and evidence.

If you need a decision, clearly state what is needed. Only include content that will help stakeholders make that decision. If you are using specific data points from a larger data source, include the full source (such as an Excel report or a web link) in an Appendix. Use data to make your argument as specific as possible:

* Select the data: what, why, when, how much, who
* Provide supporting evidence for what you think is happening
* Point out any holes in your data – before someone else does
* Demonstrate that you have assessed the risks
* Explain any assumptions you made in the absence of data

# Feature List

[Feature list in the table format]

Summarize requirements as a feature list in a table format prioritized top to bottom. This list will serve as a foundation for the product backlog. Make sure to include reporting requirements. Detail out frequency, operational ownership, access, format, and delivery method. Include mock ups as Appendices. Add the purpose, user problem (pain point or challenge), user value, assumptions, not doing (anything that is out of scope for this feature), and other details as relevant. The feature list should be sufficient to generate 3 months of well-groomed user stories and epic-level backlog for 12-18 rolling month ahead. Once the initial product backlog is created, Product Managers will be continuously working on refining the backlog to ensure 3 rolling month of well-groomed user stories.

| **#** | **User Story Title[[4]](#footnote-4)** | | **User Story Description** | **Business Theme** | **Acceptance Criteria** | **Scenarios** | **Priority** | **Notes (Assumptions, Not in Scope, User problem)** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** |  | **[Feature/Epic Description]** | | | | | |  |
| *1.1* | *[A short title for tracking purpose. Example:*  *Receive response from the validation service]* | | *[As a/an [analyst, manager, system, developer, other] I want to [describe detailed need/request/requirement] so that [describe why this is important and what is the business benefit]* | *[Select one or more:*   * *Customer Impact* * *Business Blocker* * *Efficiency* * *Compliance/Regulatory* * *Other (explain)]* | *[The response from the validation service should include the following details*  *- List of rules executed for the transaction*  *- Result of executing the validation rule*  *- Error/Warning message (if any, in case of failed validation)*  *Note: “Give-When-Then” format is recommended]* |  | *[P0]* |  |
| 1.2 |  | |  |  |  |  |  |  |
| 1.3 |  | |  |  |  |  |  |  |
| 1.4 |  | | [Add all the requirements groups by feature or category] |  |  |  |  |  |
| **2** |  | **Security Requirements** | | | | | |  |
| 2.1 |  | |  |  |  |  |  |  |
|  |  | | Continue with other features broken into requirements and presented in a similar format |  |  |  |  |  |

# Dependencies, Risks, and Constraints

[Dependencies, risks, and constraints known at the time of writing this document.]

Provide a complete description of the factors that could prevent successful implementation or accelerate the project, particularly technical or operational limitations in the environment, and budget/resource constraints. List all known functional and technical assumptions and dependencies (internal and external) for the product or service. Include regulatory or other dependencies or hard deadlines. If there are known risks, add them along with the mitigation strategy that you recommend.

# Assumptions

[List of open items, owners, and timelines.)

List any open items and assign ownership. Provide timelines and track the completion.]Define maintenance requirements (who will own this product or service once it is delivered and what maintenance or customer support will be necessary), as well as any other expectations, such as adoption strategy or training requirements. You can write a narrative or use a custom table format.

# Operational Readiness

Operations Readiness is an optional but highly recommended section that can be filled in collaboration with FinOps teams. It can also call out all the new manual steps that this project might be generating.

# Next Steps[[5]](#footnote-5)

[What happens after PRD is signed off]

This can be used to append a project delivery plan (if it exists) or provide an update on the next stage/phase of proposed solution.

Use this section to outline what will be delivered and when, to the extend it is known. This helps engineering teams understand the scope and timelines of the release so that they can plan their work. Add release name, date, initiative that the release related to, list the key features included in the release, release milestones, and dependencies.

Please note that PRD is a versioned document that may change after sign-off depending on changes in business priorities that drive specific features, beyond control of either engineering or product organization. While PRD serves as an input into the product backlog creation, it also serves as a reference document. As a result, any material pivots require further updates under a new version. However, no changes to PRD are required to synch back with the product backlog.

# Conclusion (optional)

[Your conclusion as relevant]

Conclude the document with any strategic summaries, next steps, or implementation considerations that need to be summarized. Do not repeat statements from prior sections that do not add value to the document.

# Appendices

**Appendix A – Frequently Asked Questions**

Provide relevant questions that help understand the context for PRD. For [customer name], combine internal and external user questions in one section, unless there are explicit external users, such as vendors. The questions may include, but are not limited to the following:

* “Five questions”(Who is the customer? What is the customer problem or opportunity? What is the most important customer benefit? How do we know what customers need or want? What does customer experience look like?)
* What is this [product or service]?
* Why do we need this [product or service]?
* What are intangible benefits of this [product or service]?
* What are the assumptions related to the implementation of this [product or service]?
* Are there any dependencies for the successful implementation of this [product or service]?
* Are there are country-specific, legal, technical, or tax constraints and regulations?
* What are some hotly debated topics?
  + Alternatively, create a separate one-pager for hotly debated topics. Usually, a one-pager for hotly debated topics, specifically for the feature/product is more efficient in getting a response from stakeholders, and allows flexibility to seek decisions outside of the PRD review, at any stage of dev.
* What are the next steps?
* This can be used to append a project delivery plan (if it exists) or provide an update on the next stage/phase of proposed solution.

**Appendix B – User Experience Research**

This is an optional but important Appendix to provide details of any user research and relevant metrics.

**Appendix C – User Persona Definitions**

Provide context and definitions of the various users that will interact with the product, such as vendor, internal business, and technical teams consuming services we deliver.

**Appendix D – Useful Links and References**

Provide links to any relevant wikis, PR/FAQs, BRDs, and document repositories. Use the standard repository structure for [customer name] product team.

Add any appendices as relevant, including system diagrams, mock ups, risk and dependency logs, program information, input into high-level design, and product feature requests or customer tickets.**Additional comments about this template:**

1. The goal of the Product Requirements Document (PRD) is to detail the requirements for a product or service. The benefits include the following: PRD 1/ provides alignment among the stakeholders, 2/ serves as an input into high-level and low-level design documents, 3/can be used to size a project, 4/ serves as the main deliverable to build a roadmap, 5/ serves as a reference for subsequence projects, and 6/ minimizes project risk.
2. There are Do’s and Don’ts for PRDs.

**Do:**

* Take this as an opportunity to dive deep into the business, technical solutions, and other systems it interfaces with.
* Collect feedback from subject matter experts in order to ensure that the content is accurate, complete, and takes into account any risks, assumptions, and constraints.
* Use the working backwards methodology to start with customer value and work back to requirements.
* Have multiple review and sign off sessions with product, engineering, and other stakeholders.
* Keep track of all feedback and the changes made in the document over time, as well as reasoning for any decisions being made.
* Engage with a document bar raiser to raise the bar on PRD quality and with a UX designer to ensure positive user experience.
* Engage with a financial bar raiser if needed to understand the impact of technical requirements on product features.

**Don’t:**

* Copy an existing PRD and replace key terms with new ones.
* Work in a silo while writing your PRD, this is an exercise that involved multiple stakeholders.
* Delay research of any constraints, such as tax, accounting, tech stack, legacy system dependencies, and others.
* Ignore country-specific requirements, e.g. CN has non-standard payment methods, as well as unusual account requirements for those processes. BR and IN have strict requirements, and so do many other countries.
* Ignore reporting requirements and other relevant details. Detail out frequency, operational ownership, access, column detail/mock-up, and delivery method.

1. Finally, remember: PRD does not exist in a vacuum. It is part of the overall process. The list of product deliverables includes 1/ Function Level 3YP, continues with OP cycle (owner: FinOps), 2/ PR/FAQ (owners: FinOps PMs or FinAuto PM(T)s), 3/ BRD (owners: FinOps PMs) 4/ PRD (owners: [Customer name] PM(T)s), 5/ Product Backlogs (owners: [customer name] PM(T)s and Execution Team).

Based on these artifacts, TPMs create roadmaps, resource plans, and status updates. SDMs create high-level and low-level design documents, including data models, prototypes, workflow and other diagrams, setup scripts, and other artifacts. It is important to engage all relevant stakeholders and manage expectations with them as part of writing and updating PRD.

1. Use X for major revisions and Y for implementation of each feedback round or other interim changes. [↑](#footnote-ref-1)
2. The Product Manager is the STO for the requirements document. They partner with the engineering team for end-to-end delivery. Definition of STO for each initiative is outside of scope of this document. [↑](#footnote-ref-2)
3. Optional section. Alternatively, use Appendix A - FAQ or Hotly Debated Topics (HDT) template for this information. [↑](#footnote-ref-3)
4. Product backlog taxonomy (epic, user story, spike), tooling, and user story templates/samples are a separate effort of the Product Excellence subcommittee, related to but not included into PRD template scope. [↑](#footnote-ref-4)
5. Optional section. Alternatively, use Appendix A – FAQ for this information. [↑](#footnote-ref-5)