

PRD Title

This is the [Hustle Badger](#) template for a PRD (Product Requirements Document). All text in *italic* is placeholder. You should put the title of the feature above, and also delete this box.

Read the full guide to PRDs [here](#)

Owner	<i>The PM who owns this PRD, first point of contact for stakeholders</i>
Team	<i>The team working on this PRD</i>
Summary	<i>1 line summary of what this feature is</i>
Status	<i>Current status, e.g. Discovery / Delivery / Roll Out / Live</i>
Next Milestone	<i>Timing of next major milestone, e.g. Product Review 28th March</i>

Problem Definition

Objective

What we are trying to achieve with this feature. Which company goals it relates to.

Success metric

The metric that we will use to measure whether the feature has been successful.

Stakeholders

Who needs to be kept up to date on the progress of this feature, or should be giving input on it.

Responsible	<i>The people doing the work. Usually the team</i>
Accountable	<i>The person ultimately responsible for the work. Usually the PM</i>
Consulted	<i>Stakeholders that should have input into the feature. i.e. two-way</i>



	<i>dialogue</i>
Informed	<i>Stakeholders that should be kept up to date, but who don't need input into the feature. i.e. one-way dialogue</i>

Context

This is the core of this section, detailing why this is important to work on, from both a user and business perspective. It likely links to other strategy documents and existing insights the team has.

Scope & Constraints

Notes on what is in and out of scope, as well as any constraints that the team should bear in mind, such as a limit to the time or investment that can be made, or impact on other teams.

Risks

The key risks that the team has identified and is working to reduce.

Solution Definition

User flows

Diagrams showing the states and screens that the user can move between. Ideally these can be embedded Figma / Miro / etc. files that are automatically kept up to date.

Designs

Wireframes, mockups and prototypes as they are developed, showing what the feature will look like, and how users will interact with it. Ideally these are also embedded files or links to the latest designs, and automatically updated.

User Research

Insights from user testing and key stakeholders on how well the solution solves the problem.

Analysis

Quantitative insights that guide the development of this feature



Competitor references

Screen shots from competitors and other products that are useful references for the development of this feature

Decision log

Question	Decision made	Decider	Date
<i>What is the question or alternatives we need to decide between</i>	<i>What was the decision made, and why</i>	<i>Who made this decision</i>	<i>When was this decision made</i>

Launch Readiness

Testing plan

Details of how you are planning to test the solution. This might include stages such as an internal release, external beta, staged roll-out or AB testing.

Tracking & analytics

Details of the tracking in place, and dashboards or reports that are needed to assess the performance of the solution.

Marketing plan

The details of how the solution will be marketed to users. It's useful here to think through the message and channels for different user groups, as well as who is responsible for pulling together and triggering these comms.

Customer service plan

This might be a simple to-do noting whether or not the customer service team has been briefed (e.g. a workshop or team meeting), and could include the materials they will need to support the solution once it is live.

Legal checks

This should ensure that any legal implications of launching (e.g. updating T&Cs, partner contracts) are dealt with before the feature goes live.

FAQs

It's useful to answer anticipated questions from both internal stakeholders and external users ahead of the feature going live. In some situations, this might include updating your public FAQs or support documents.

Timeline

This should give an overview of upcoming dates and milestones, and confirmation of where the team is in roll out, especially if things have been delayed.

Impact

Success

How much the release moved its success metrics. How much it contributed to the team's objective.

Quantitative analysis

Any insights we can see in terms of how much users engaged with this feature, or other behaviour. Whether there are any second order effects to the release.

Qualitative analysis

What feedback we saw from users both direct to customer service, and indirectly via forums, social media and so on.

Next steps

Any follow up actions arising from the release. Whether AB tests will be rolled out or rolled back. Further phases of developing this solution.