

Product Requirements Document (PRD) Template

PRD Title:

Author:

Team:

Product Manager	
Engineering Lead/Team Lead	
Designer	
Approvers/Sign-Off	

Status of PRD: In Progress ▾

Overview

Welcome to the Baddies in Tech project! We are thrilled to introduce our new website, a comprehensive platform designed to enhance engagement and support for our community of women of color in tech. This website is crucial for creating a more inclusive and resource-rich environment, directly aligning with our mission to inspire, empower, and connect Black, Latina, and Native American (BLNA) women in technology.

The website aims to address the current low-touch membership experience by offering an intuitive, user-friendly design that accurately reflects our programming and initiatives. Key features include a comprehensive resource library, event sign-up and information, a partner dashboard for member-exclusive discounts, job board integration, career services platform integration, small mentorship groups, and a member directory. Additionally, the website will streamline employer opportunities and provide easily accessible membership perks, empowering our members and fostering community engagement.

By building this website, we support our vision of doubling the representation of women of color in computing roles to 10% by 2030. Your collaboration is essential in ensuring the successful development and implementation of this vital tool for our community.

Problem

Baddies in Tech currently faces the challenge of a low-touch membership experience, resulting in minimal engagement from new members after sign-up. This lack of continuous interaction and resource accessibility leads to members feeling lost or disengaged, ultimately hindering our mission to inspire, empower, and connect Black, Latina, and Native American (BLNA) women in technology. Additionally, our existing website fails to effectively convert visitors into engaged members and does not capitalize on potential partnership and sponsorship opportunities. This situation is critical to address, as it directly impacts our ability to grow our community, provide valuable resources, and achieve our goal of doubling the representation of women of color in computing roles to 10% by 2030. Solving these issues is essential for fostering an inclusive and supportive environment that empowers our members and drives our mission forward.

Objectives

The broad brush goals of this project. What would success look like if you solve the customer and company needs you are aiming to address?

- 1. Objective 1
- 2. Objective 2
- 3. Objective 3

Constraints

Roadblocks, realities, and dependencies that limit how ambitious you can be with this project. Whether it's time, money, or engineering capability, be clear about the limits of this project.

- 1. Constraint 1
- 2. Constraint 2
- 3. Constraint 3

Persona

Who are the target personas for this product, and which is the key persona?

Key Persona	Description Key Persona
Persona 2	Description Persona 2
Persona 3	Description Persona 3

Use Cases

Instances where various personas will use the product, in context.

Scenario 1

Scenario 2

Scenario 3

Features In

These are the distinct, prioritized features along with a short explanation of why this feature is important. Briefly outline the scope, the goals, and use case.

- Feature 1
- Feature 2
- Feature 3

Features Out

What features have you explicitly decided not to do and why?

- Feature 1
- Feature 2
- Feature 3

Design – (optional)

Include any needed early sketches, and throughout the project, link to the actual designs once they're available.

Technical Considerations – (optional)

Link to engineering technical approach document.

Success Metrics

What are the success metrics that indicate you're achieving your internal goals for the project? How will you measure success? You can use any goal-setting and tracking system you prefer (OKRs, KPIs, etc).

Open Issues

What factors do you still need to figure out? What problems may arise and how do you plan on addressing them?

Q&A

What are common questions about the product along with the answers you’ve decided? This is a good place to note key decisions.

Asked by	Question	Answer

Feature Timeline and Phasing

Feature	Status	Dates
	Backlog ▾	Jun 9, 2024
	In Development ▾	
	In Review ▾	
	Shipped ▾	
	Blocked ▾	