


# TEMPLATE: Product Requirement Document - FULL

**? DELETE AFTER COPYING** - This template is intended to be used for opportunities that require the full barrage of discovery (New products/Major Features/Boulders).

Feel free to delete any sections in info panels that look like this. They are intended to be Tips to help you refine your PRD. If you wish for a version without info panels you can use this: *<insert link to PRD template without tips>*

## Project Collaboration

-  Alternative table sections (potentially managed in JPD)
- Priority
  - Division
  - Below can be added to collaborators
    - Engineering Manager/Lead
    - Designer
    - Architect
    - Product Manager
    - Business Analyst

Opportunity Name + ID	Opportunity Type	Slack Channel	RAG Status
Initiative/Opportunity link in Jira Discovery	Choose a level: New Product or Boulder. For Rocks/Pebbles, use  Template: PRD - Rocks/...		

Initiative Sponsor(s)	Business Owner(s)	Program Manager	Collaborators
			Tag the team name - it should show up under the @

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# Project Resources








 Any of the following should be added if they exist

- Tech Spec (Eng), if applicable
- Customer Journey
- Prototype link
- Confluence space
- Jira Roadmap Plan
- Link Product Pillars, if applicable
- Link to Regulatory Environment / Local Compliance Needs section inside document, if applicable

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## 1. Problem Definition

 The problem definition stage consists of the following sections. These are sections on the template PRDs and have sample information you might like to reflect.

- Define the Problem 
- Problem Validation & ROI 
- Analysis and Impact 
- Success Criteria 
- Solution Alignment 
- Implementation and Release 
- Supporting Research 

To leave this stage, you must create at least one epic for the work that needs to be designed/prototyped. See here on rules for epic creation.

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# Define the Problem

- Describe the problem that the customer/company is facing
  - What is the customer pain we are resolving and who are we building it for?
  - What segment of customer, what persona? (For internal personas see here. For external customer personas see here)
  - What are the Jobs to be done that we need to provide for? (verb + object + clarifier) that are end states, not processes. What needs and pains happen during these JTBD?
  - Why is it important to our users and our business?
  - What insights are you operating on?
  - What problems are you not intending to solve?
  - What are the boundaries of this problem and what is out of scope?

## Target audience / Personas

- Target audience size, characteristics, and personas impacted by this initiative. For internal Stakeholders, see here

## Priority (P0,P1,P2)

- Priority is a derived value informed by key dimensions such as severity, frequency, potential for delight, urgency (escalating factor), and team dependencies (blocking factor).

## Severity of Problem

- How significantly does this problem impact users, the business, or operations? Examples include revenue loss, user churn, or critical errors.

## Frequency of Problem

- How often does this problem occur? Consider whether it's a widespread issue or a niche but frequent pain point.

## Delighting Factor

- Does solving this problem create an opportunity to surprise and delight users, increasing their satisfaction and loyalty? If yes, describe how.

## Escalating Factor

- Are there time-sensitive risks, compounding issues, or external pressures (e.g., regulatory or competitive factors) that make this problem more urgent to address?

## Blocking Factor for Other Teams

- Does this problem block progress for other teams or initiatives? Consider cross-functional dependencies or workflow bottlenecks.

## Evidence of the problem

- What data, user feedback, or documentation supports this as a genuine issue? Include relevant links to research, metrics, or customer input.
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# Problem Validation & ROI

## Customer evidence or feedback validation

- [-] Ensure the problem resonates with real user needs with evidence and is backed by qualitative or quantitative customer feedback.

## Main riskiest hypothesis that needs validation

- [-] Identify the most critical assumption that, if false, could invalidate the initiative or solution.

## What we need to validate/invalidate hypothesis

- [-] Define the specific data, experiments, or insights required to confirm or disprove your hypothesis.

## Assumptions for the cause of the problem

- [-] Clearly state the root cause assumptions and assign confidence levels to clarify uncertainty or gaps.

## Calculating ROI

- [-] Estimate the business impact by calculating the expected return on investment (e.g., revenue, efficiency gains) if the solution succeeds.
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# Analysis and Impact

## General Assumptions

-  Capture broader assumptions about the project, team, or external factors.

## Open Issues & Key Decisions

-  Document all unresolved questions, trade-offs, and decisions here to ensure alignment and traceability.

Questions can also be related to insights. What key insights do we need to drive decisions?


## Open Questions

-  *Example: How should we prioritize integrations for multi-location enterprises?*

## Key Decisions

-  *Example: We will support the top 3 integrations in the region we are expanding into.*

## Trade-Offs

-  *Example: Not supporting smaller integrations may limit appeal for SMB customers in the short term.*




## Blocked Items

 *Example: Awaiting approval on UX prototypes from the design team.*

## Potential financial impact of the problem

 How is this problem affecting the company financially?

## Benefit/Value to <my Company>

 What tangible or intangible benefits will this solution bring?

- Revenue growth?
- Improved user retention?
- Strategic advantage?

## Impact to <my Company>goals

 How does this align with our strategic objectives?

- Link to strategic pillars or OKRs

# Competitor Analysis

☰ Where do competitors stand, and how will our approach position us?

- Do competitors solve this problem?
  - Yes? How effectively?
  - No? What gap exists?
- Customer perception of improvement:
  - Basics: *"Okay, sure, of course it does this, so what?"*
  - Performance: *"Great, this will be faster/easier than before!"*
  - Delight: *"Whoa! That's amazing!"*

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## Project Scope and Success Criteria

### In Scope

☰ List the specific items or goals that are explicitly included in the project.

### Out of Scope

☰ List any areas, features, or goals explicitly excluded from the project to avoid confusion.

### What does success look like?

☰ Clarify what "done" means and how we'll measure success. Break this into actionable sections.

## Measurable Impact

 What measurable outcomes will indicate success? Be specific about metrics and OKRs.

- **OKRs/Metrics:** [Insert examples tied to business goals]
- **Examples:**
  - Removes acquisition blocker related to “performance data in review cycles”
  - Unblock “supervisor guidelines” feature
  - 30/60/90 day learning/success metrics we can use to learn whether we’re on the right track, or if we’ve succeeded.

## User Outcomes

 What specific value will users experience, and what trade-offs are considered?


### Examples:


- Supervisors can provide real-time feedback on performance, fostering employee growth and satisfaction.
- Regional managers can compare attach rates across different regions without any extra steps

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## Solution Alignment


## Current & Proposed Process

 Provide a clear comparison of the current vs. proposed customer journey. Highlight key steps, pain points, or opportunities addressed.

Use the  [Product Discovery Board Template](#) if discovery gaps exist.



Ensure any linked documentation (e.g., prototypes, customer journey diagrams) is kept up to date for easy reference.

# High Level User Stories

 **NOTE:** This section is optional at this point, and can be deferred to **#3. Design and Refine** if further research or spikes are needed.

- Define the main user stories for each persona/actor.
- Organize user stories by role (e.g., "as an admin...").
- Highlight what's **out of scope** or deferred to future releases.
- Reserve **Given-When-Then** formatting for delivery epics during refinement.

Example: As a manager, I want to access employee performance data so I can provide coaching.

AC/Job Story	MoSCoW	Planned Delivery Date
 Indicates an approved AC  Use <b>4 - WONT HAVE</b> for Out of Scope ACs	<b>1 - MUST HAVE</b> <b>2 - SHOULD HAVE</b> <b>3 - COULD HAVE</b> <b>4 - WONT HAVE</b>	1 - H1 2025 2 - H2 2025 3 - H3 2025 4 - H4 2025 5 - Unplanned
 Manager can filter performance data by location and date range.	<b>1 - MUST HAVE</b>	1 - H1 2025
Supervisor can access coaching tips for underperforming staff.	<b>2 - SHOULD HAVE</b>	3 - H3 2025
Enable integration with external HR tools	<b>4 - WONT HAVE</b>	5 - Unplanned

## Implementation and Release

### High Level Approach

 Outline the primary steps for implementing and releasing this solution.

- Include any key milestones (e.g., design handoff, development sprints, pilot testing).
- Highlight major risks and mitigation strategies for implementation.

## Dependencies on other teams

- ☰ List any dependencies that may impact delivery.
  - **Other Teams:** Are there cross-functional teams (e.g., design, data, ops) whose work is required for progress?
  - **Other Systems:** Are there integrations or platform dependencies (e.g., API availability, third-party tools) that could create delays?

## Security considerations

- ☰ Document any potential security risks or considerations to address during implementation.
  - Example: Ensure secure data handling for sensitive information (e.g., PII).
  - Consider penetration testing or adhering to your organization's security guidelines.

## Compliance considerations

- ☰ Identify compliance requirements that may influence implementation.
  - Example: GDPR, HIPAA, or PCI compliance for data handling.
  - Call out if any audits or regulatory reviews are needed before release.

## Geographical considerations

- ☰ Note any location-specific requirements for this solution.
  - Example: Regional regulations, language translations, or localization efforts (e.g., currency formats, time zones).
  - Consider if certain features are limited by geography (e.g., payment integrations unavailable in specific countries).

## Legal considerations

- 📄 Highlight any legal factors that may impact delivery or implementation.
  - Example: Licensing, intellectual property, contractual, subscription, or terms of service updates.
  - Call out if legal approvals or reviews are required before shipping.

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## Supporting Research

### Links to supporting research

- 📄 Include links to user research, data analysis, or market insights that informed this project.
  - Example: Customer interviews, survey data, or competitive analysis reports.

## Quantitative research gathering

- 📄 Detail any data or metrics you are collecting (or plan to collect) to validate the solution.
    - Example: Usage data from prototypes, customer NPS scores, or A/B testing results.
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## 2. Spikes & Prototyping

? Please provide links to all prototype documentation and/or spike POC tickets, or a link to a Jira filter showing the same.

The intention of this opportunity step is to choose a solution path for the opportunity and where necessary, complete spikes and POCs to help choose the solution, or increase confidence in what was already chosen.

Some opportunities may require spikes, prototyping or both. The outcomes of these should be added to the PRD in this section. Rough notes can be saved in the engineering research section of the correct product area here.

When working on this stage you should:

- Follow the guidelines for POC/Spikes. They can be found on our Way of Working page here: [From Chaos to Clarity: Shaping Effective Ways of Working in Engineering Teams](#)
- Any outcome chosen ideally would be able to answer RICE (Reach, Impact, Confidence, Estimation)
- At the minimum, we should be able to accurately answer Reach + Impact.
- 1 solution should be proposed to move onto the next stage

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## 3. Design & Refine

? List of all epics and the main user stories created related to this PRD.

You can move the **High Level User Stories** section here if you don't wish to have to update two sections.

You should update the solution alignment section if required.

If this is a UI feature, and a design for the solution does not already exist, then it is required before the chosen solution is refined. The design team should be consulted where necessary for designs to be provided.

See <insert link here> for a completed PRD

See here for epic refinement instructions: <https://www.youngleaders.tech/p/how-to-refine-an-epic-in-30-minutes>

### Epic 1

Epic Link

Epic Objective/Solution

### Key Tasks:

1. **Task/Ticket Title:** User Story link
  2. **Task/Ticket Title:** User Story link
  3. **Task/Ticket Title:** User Story link
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## 4. Build & Release

? For this stage, we should break the opportunity into milestones where possible, and include those in the release plan for the feature. Format of the release plan is up to the person creating, but should follow a loose structure similar to the one on our epic template that you should have filled out in the previous stage.

Information required to complete this stage:

- The user stories on the epic will act as the DOD
- User stories discarded to be tracked as new opportunities where necessary
- Tech & other debt documented and moved to epics related to new opportunities listed above where possible
- Release plan (audience, GTM etc)
- Release notes



# Milestones/Roadmap Plan

? Define the key steps for the build and release process, tying them back to the roadmap. Focus on actionable milestones and their relationship to broader product goals.

- Break down the project into **logical phases** (e.g., MVP, Alpha, Beta, GA).
- Call out **dependencies** or risks associated with each milestone.
- Link to the roadmap or strategic goals for **context and alignment**.

Example:

1. **Milestone 1: Internal Beta**
  - Goal: Test core functionality internally with QA and select employees.
  - Dependencies: API readiness, backend stability.
  - Roadmap Link: *Part of Q1 goal to validate core functionality.*
2. **Milestone 2: External Beta**
  - Goal: Gather early feedback from key enterprise customers.
  - Dependencies: Completion of onboarding workflows, feature flags enabled for select accounts.
  - Roadmap Link: *Supports Q2 objective to deliver value to top enterprise accounts.*
3. **Milestone 3: General Availability (GA)**
  - Goal: Launch to all customers with marketing and sales enablement materials.
  - Dependencies: Completion of final documentation, training materials, and bug fixes.
  - Roadmap Link: *Aligns with strategic initiative to enhance enterprise retention.*

# Feature Flags

? Define any feature flags that will control access during rollout.

Specify which features will be gated behind flags for testing or phased releases.

Example:

- **Flag 1:** Enable "Performance Insights" for enterprise customers only.
- **Flag 2:** Roll out "Advanced Reporting" feature to 10% of accounts first for testing.

Highlight plans to remove or retire flags post-release.

# Communication

? Describe how and when release updates will be communicated to stakeholders.

Include channels like Slack, email, release webinars, or newsletters.

## Internal Communication

? Example: Product updates for sales, support, and internal stakeholders.

## External Communication

? Example: Customer notifications, release notes, or blog posts.

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## 5. Post Release Clean-up & Analysis

? *Following the successful release of the Epics related to the milestone, the following should be completed or documented*

- *Review of all previous steps (especially step 1) to ensure problem definition and information is still correct*
- *Customer Validation of solution where possible*
- *Enhancements to solution tracked as new opportunities. This can include discarded user stories listed in step 4.*

## Customer Feedback

? Enhancements should be tracked as new opportunities.