

# Product FAQ Template

## The Basics

FAQs serve as a way for us to articulate what we are building and why and to validate that our work is relevant to customers. Before we start building anything, it is helpful to understand why we are building a new feature/service or improvement to an existing feature and how it will work from the customer's viewpoint.

There are many reasons to build something: it's a technically challenging problem, it will increase customer value, etc. While it can be many of these things, the most important priority is to invest in helping our customers solve a real problem.

FAQs are an effective mechanism to refine a new proposed feature until it's described sufficiently to make an informed judgment call about whether customers would benefit from it. After the feature ships, well-written FAQs will help drive most marketing materials: product detail pages, sales enablement decks, inbound customer inquiries, etc.

## External FAQ

What is your product?

Who is your product for?

What can I do with your product that I couldn't do before?

How can I start using your product?

How do I use your product? (this can be broken down to more specific questions.)

How is your product priced?

What are the limitations of your product? (this should be broken down to specific questions)

Can I do specific this/that?

## Internal FAQ

What will customers like most about your product?

What will customers like least about your product?

How do we measure success and adoption of your product?

What are the privacy concerns?

How do we compare to competitors?

What features were considered for v1 but moved to later releases?

What milestones do we track for the release?

Do we plan to do beta release?

Are there any dependencies on other teams or products?