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Changelog

- Jun 2, 2024 - Document started
- Jun 30, 2024 - First Draft Shared

Related Documents

Use this section to link to other relevant documents, such as other PRDs, market research etc.

- [Link to Document 1](#)
- [Link to Document 2](#)

Project Status

Project	Status	Jira Epic(s)	Notes
	Not started		
	Not started		
	Not started		

Stakeholder Sign-Offs

Reviewer	Status	Notes
Adam Mazouz	Not started	Product Management
	Not started	Architecture
	Not started	Engineering
	Not started	UX Designer
	Not started	Solutions

Introduction

General introduction to the particular product initiative.

Problem Statement

State what is the product purpose.

Competitive

Competitive Landscape

Describe what other vendors are doing in this realm

Differentiation

Where is (or where would) X is superior and/or unique?

Customer Requirements/Data

Personas

Customer or user personas.

Known Customers and Customer Requests

If you have customers who have asked for the functionality covered, list them here with details, e.g. links to customer call notes, or link to PRD.

Quantitative Customer Data

If you have any numbers, for example how many customers have asked for feature x.

Identification of Additional Customers

How can we proactively identify customers who might want this offering, but have not directly requested it?

Requirement & Design

Functional

Description of key functional aspects on a very high level, for example Epic level. Detailed user stories will go into your ticketing system (Such as Jira, Github, Trello etc.). You can also link (some of) them here.

Non-Functional

This is often forgotten: things such as: how many users are expected to be supported at peak? Any latency expectations (page load in x ms) etc.?

UI/UX

Any high level UX/UI considerations to mention, but primarily link to any UX research or any prototypes as things progress.

Technical Challenges or Risks

Anything that's relevant for/from engineering that could delay the project around unknowns or show stopping issues.

Dependencies

Are there any technical dependencies on other engineering teams?

Business Model

Revenue

How is this expected to impact revenue? Maintain, increase?

Pricing

How will this initiative be priced? Part of standard pricing plans? An extension, or add-on?
A whole new business model?

Future

What is next for this? Are there any future pieces that are relevant to current efforts?

Open Questions