PRD: <Title>

Changelog

- 01/01/2020 - Initial version

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

Introduction

General introduction to the particular product initiative.

Customer needs, market and business model

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.

Business model and pricing

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

Expected results

Write here in a few sentences and with a few numbers what you expect when launching the initiative. For example "We expect in the first 3 months after launch 25 customers will sign up for this feature" or "We expect revenue will increase by 2% in the first 6 months". This is useful to check back later on initial assumptions.

(Product) Marketing and Communication

Key metrics

How do you measure success and adoption for the product initiative? List concrete metrics to track here.

Terms, wording, and copy

The key words and terms to use in/for the product. Links to additional materials.

Personas

Customer or user personas.

Functional Requirements

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 Requirements

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.?

Design

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

Technical Specifications

<mark>Anything that's relevant for/from engineering. Such as key technical challenges or risks.</mark>