

Product Requirements Document

Company name

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# Objective

|  |  |
| --- | --- |
| Vision | *Where you want your product to be in the future* |
| Goals | *List product goals including their timeframe, and success metric* |
| Initiatives | *List high-level product initiatives* |
| Persona(s) | *Who the product is for* |

# Release

|  |  |
| --- | --- |
| Release | *Release name* |
| Date | *Release date* |
| Initiative | *Initiative that the release relates to* |
| Milestones | *Release milestones* |
| Features | *Features included in the release* |
| Dependencies | *Release dependencies* |

# Features

|  |  |
| --- | --- |
| Feature | *Feature or user story name* |
| Description | *Description of what the new feature will do* |
| Purpose | *Task or action the user wants to accomplish* |
| User problem | *Pain point or challenge* |
| User value | *How the proposed solution helps the user* |
| Assumptions | *Business, user, or technical assumptions* |
| Not doing | *Anything that is out of scope for this feature* |
| Acceptance criteria | *Conditions of acceptance* |

# User flow and design

*Insert wireframes and mockups.*

# Analytics

*Hypothesis: We believe <this feature> will achieve <this outcome>*.

|  |  |  |  |
| --- | --- | --- | --- |
|  Key performance indicator |  Baseline | Target | Timeframe |
|  |  |  |  |

# Future work

|  |  |  |  |
| --- | --- | --- | --- |
| Future features |  Purpose |  Priority | Timeframe |
|  |  |  |  |