Product requirements document template

To ensure an org-wide affinity around a product, it is critical to nail your Product Requirements Document (PRD).

To keep the product team, PMMs, dev team, and all other stakeholders aligned, as well as your end-users, compiling a PRD as a single source of truth eliminates any time-wasting answering questions by neatly displaying the answers to all the most pressing questions pre-product launch.

The PRD is different from the **Marketing Requirements Document** or a **Business Requirements Document** in that it is more detailed in terms of functionality, technical requirements, and use cases, rather than focusing on customer demand and market opportunity.

It is also separate from a Product Specification Document as once again rather than just outlining features, whilst a description is still included, the feature will be explained in more technical terms.

We’ve put together a template of the essential boxes to be ticked when building and releasing your product and/or features.

| **Product Requirements Document Template** | **Focus area** | **Description** | **Completed?** |
| --- | --- | --- | --- |
|  | **Author** | Who is writing this document |  |
|  | **Vision** | How do you see the product? |  |
|  | **Targets** | What are the objectives of the product? |  |
|  | **Strategy** | What initiatives are going to be put in place? |  |
|  | **Personas** | Who is this product for? |  |
| **Product Features** |  |  |  |
|  | **Features** | Name of the feature(s) |  |
|  | **Feature description** | What does the feature do? |  |
|  | **Pain point** | What is the user problem? |  |
|  | **Remedy** | How is this product/feature fixing that problem? |  |
| **UX Flow** |  |  |  |
|  | **Detailed mockup of UX** | Detail the overall user workflow |  |
|  | **Technical additions** | A more in depth feature description, usually made by the engineering team |  |
|  | **UX design** | Design team to create an aesthetically pleasing experience |  |
|  | **System & Environment requirements** | What end-user environments are supported? (processors/browsers/memory/OS) |  |
| **Assumptions, Constraints, Dependencies** |  |  |  |
|  | **Assumptions** | What is expected to be in place? (e.g. the user having internet access) |  |
|  | **Constraints** | What is out of reach for the implementation? |  |
|  | **Dependencies** | What runs in conjunction with the product as a necessity? (e.g. Waze for directions for a marathon app) |  |
| **Product Release** |  |  |  |
|  | **Release title** | What is the release going to be named? |  |
|  | **Release date** | When is the release going to happen? |  |
|  | **Initiatives** | What else is happening associated with the release? |  |
|  | **Key features** | Outline the features being released |  |
|  | **Milestones** | Landmarks of the release |  |