

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	