
Building Your **PRODUCT REQUIREMENTS DOCUMENT**

A product requirements document (PRD) is an essential document for any company and outlines its product's purpose, features, functionalities, and behavior. It serves as a guide for launch and beyond and is an indispensable tool for uniting all stakeholders over a common vision for the product. The PRD should ideally communicate the overall vision of what is to be accomplished, and connect company initiatives to each step of your journey.

To build your product requirements document, complete each section of the worksheet (objective, release, features, user flow and design, analytics, and future work) keeping in mind the overall vision and values of your company. The PRD is a continually maturing document that has the capacity for growth as you evolve.



OBJECTIVE Explain the customer customer problem and pain points you are solving and how it relates to your company's vision and goals.

- 1. List out the goals of your product.*
- 2. Where do you want your product to be in the future?*
- 3. Who is your product for? Who would be positively impacted by your product*



RELEASE Outline what will be delivered and when it will be implemented in order to limit scope creep

- 1. What is the release date of your product (and subsequent feature releases)?*
 - 2. List out the key features included in the release.*
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3. *What milestones do you hope to achieve post-release and when should they be achieved?*

4. *What are key factors that the product release is dependent on? (i.e. packaging completion, finalized branding, etc.)*



FEATURES Define areas of your product that deliver value to customers.

Below, list each feature of your product following this framework:

- 1. Name of the new feature or user story*
- 2. Description of what the new feature will do*
- 3. Task or action the user will be able to accomplish with this feature*
- 4. Pain point or challenge this feature will solve*
- 5. The high-level initiative this feature aligns with and supports*



User Flow & Design

Define areas of your product that deliver value to customers.

1. How will the feature visually look?

2. Create wireframes or mockups to show what you are envisioning and how it should be implemented.



Analytics

Define how success will be measured, and what metrics will be used to measure progress.

1. How do you want to measure the success of your features?

2. Create a hypothesis about the impact you think a feature will have so you can assess if it achieves the desired results. We believe {this feature} will achieve {this outcome}.



Future Work

Create a roadmap of the future plans and goals for your product.

List out your future work, its purpose, how much of a priority it is, and the time frame in which it should be achieved.