

PRODUCT REQUIREMENTS DOCUMENT

Product Name:

[Enter product name]

Version:

1.0

Date:

11/16/2025

Author(s):

[Enter author(s)]

Status:

[Draft / In Review / Approved]

Last Updated:

[Enter last updated]

This document outlines the requirements, features, and specifications for the product. It serves as a single source of truth for the product team, engineering, design, and stakeholders.

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1. EXECUTIVE SUMMARY

Provide a high-level overview of the product, its purpose, and key objectives. This section should be concise and accessible to stakeholders who may not be deeply involved in the product development process.

[Write 2-3 paragraphs summarizing the product vision, target market, and primary value proposition.]

2. PRODUCT OVERVIEW

2.1 Problem Statement

[Describe the problem this product solves. What pain points do users currently experience?]

2.2 Solution Overview

[Explain how this product addresses the problem. What makes it unique or better than existing solutions?]

2.3 Target Market

[Define the primary and secondary target audiences. Include demographics, psychographics, and market size.]

2.4 Competitive Landscape

[List key competitors and how this product differentiates itself. Include competitive advantages and positioning.]

3. GOALS & OBJECTIVES

3.1 Business Goals

[Define business objectives (e.g., revenue targets, user acquisition, market share).]

- [Business Goal 1]
- [Business Goal 2]
- [Business Goal 3]

3.2 User Goals

[Define what users should be able to accomplish with this product.]

- [User Goal 1]
- [User Goal 2]
- [User Goal 3]

3.3 Success Criteria

[Define measurable criteria for success. How will we know if this product is successful?]

- [Success Metric 1]
- [Success Metric 2]
- [Success Metric 3]

4. USER PERSONAS & STORIES

4.1 Primary Persona

Name:

[Enter name]

Role:

[Enter role]

Demographics:

[Enter demographics]

Goals:

[Enter goals]

Pain Points:

[Enter pain points]

Behaviors:

[Enter behaviors]

Quote:

[Enter quote]

4.2 User Stories

[List user stories in the format: "As a [user type], I want [goal] so that [benefit]."]

- As a [user type], I want [goal] so that [benefit].
- As a [user type], I want [goal] so that [benefit].
- As a [user type], I want [goal] so that [benefit].

5. FEATURES & REQUIREMENTS

5.1 Core Features

[List the must-have features for the initial release (MVP).]

- [Feature 1]: [Description]
- [Feature 2]: [Description]
- [Feature 3]: [Description]

5.2 Functional Requirements

[Detailed functional requirements for each feature.]

Feature: [Feature Name]

- Requirement 1: [Description]
- Requirement 2: [Description]
- Requirement 3: [Description]

5.3 Non-Functional Requirements

[Performance, security, scalability, and other non-functional requirements.]

- Performance: [Requirements]
- Security: [Requirements]
- Scalability: [Requirements]
- Accessibility: [Requirements]
- Browser/Device Support: [Requirements]

6. USER EXPERIENCE & DESIGN

6.1 User Flow

[Describe the primary user journey and key user flows.]

- Step 1: [Action]
- Step 2: [Action]
- Step 3: [Action]

6.2 Wireframes & Mockups

[Reference wireframes, mockups, or design files. Include links or attachments.]

6.3 Design Principles

[Key design principles and guidelines for this product.]

- [Design Principle 1]
- [Design Principle 2]
- [Design Principle 3]

7. TECHNICAL REQUIREMENTS

7.1 Architecture

[High-level technical architecture and system design.]

7.2 Technology Stack

[Proposed or required technologies, frameworks, and tools.]

- Frontend: [Technologies]
- Backend: [Technologies]
- Database: [Technologies]
- Infrastructure: [Technologies]

7.3 Integration Requirements

[Third-party integrations, APIs, or services required.]

- [Integration 1]: [Description]
- [Integration 2]: [Description]

7.4 Data Requirements

[Data models, storage requirements, and data flow.]

7.5 Security Requirements

[Security, authentication, authorization, and compliance requirements.]

8. SUCCESS METRICS

8.1 Key Performance Indicators (KPIs)

[Define measurable KPIs for this product.]

- [KPI 1]: [Target] - [Measurement Method]
- [KPI 2]: [Target] - [Measurement Method]
- [KPI 3]: [Target] - [Measurement Method]

8.2 Analytics & Tracking

[What metrics will be tracked? How will data be collected and analyzed?]

8.3 User Feedback

[How will user feedback be collected and incorporated?]

9. TIMELINE & MILESTONES

9.1 Release Plan

[Phased release plan with key milestones.]

- Phase 1 (MVP): [Timeline] - [Features]
- Phase 2: [Timeline] - [Features]
- Phase 3: [Timeline] - [Features]

9.2 Key Milestones

[Important dates and milestones.]

- [Date]: [Milestone]
- [Date]: [Milestone]
- [Date]: [Milestone]

10. DEPENDENCIES & RISKS

10.1 Dependencies

[External dependencies that could impact the timeline or scope.]

- [Dependency 1]: [Impact]
- [Dependency 2]: [Impact]

10.2 Risks & Mitigation

[Potential risks and mitigation strategies.]

- Risk: [Description] - Mitigation: [Strategy]
- Risk: [Description] - Mitigation: [Strategy]

11. OPEN QUESTIONS

[List any unanswered questions or decisions that need to be made.]

- [Question 1]
- [Question 2]
- [Question 3]

12. APPENDIX

12.1 References

[Links to related documents, research, or resources.]

12.2 Glossary

[Definitions of key terms and acronyms used in this document.]

12.3 Change Log

[Document version history and changes.]

- v1.0 - [Date] - Initial version