pendo

Product requirements document (PRD) template

What's inside

Part 1: Overview

Mission

This should be your elevator pitch. Keep it concise, specific, and use-case oriented. Help the team envision in their minds what that magical world will be like thanks to the work defined in this PRD.

Problem

Describe the current situation and its related customer pain points. This should clearly state why this is a problem and explains why it is important to your business.

Target audience

Help your readers get a feel for what types of businesses will end up using your features by including an overview of the problem your PRD is looking to solve.Describe the persona of the user that you're targeting with this project, including:
- Who is your customer?
- What type of business are they?
- What type of buyer are you targeting?

Use cases

Describe how your target audience will use the product to solve their pain points.
- Use case 1
- Use case 2
- Use case 3

Jobs to be done

Describe jobs to be done (JTBD) with this formula: **As an X, I want to Y, so I can Z. Today, X has to A which costs B.**

Target audience 1	As a ____,	I want to _____,	So I can ____.
Target audience 2			
Target audience 3			

How does this support your strategy?

Answer the following questions:
- Why is this problem worth solving?
- Why is our company uniquely suited to solve the problem?
- Why is this a worthy opportunity to pursue?
- What customers or prospects have expressed similar pain? *Include clips from recorded calls, feedback requests, or any other relevant evidence.*
- Who else in our market is currently solving it (and are they solving it well, or not)?

Provide as much evidence as possible, across both qualitative and quantitative.

Outcomes

List all of the **business** and **product** metrics you'll be tracking to determine success of the project. At Pendo, we use Analytics and Dashboards to measure progress towards our Objectives and Key Results (OKRs) and product KPIs.

Part 2: Solution

Ideal state

- In a perfect world, how would you describe the customer's new experience?
- What can they do with your solution?
- How do they feel about your solution?

Test, release, and iteration plan

Features, opportunities, and functionalities

Describe the feature(s) you're building and why they're important. Order by priority and include scope, goals, and use cases for each.

- Feature 1
- Feature 2
- Feature 3

Out of scope

What you are NOT building, and why? This is just as important as what you *are* investing in, and is a good reminder of your priorities down the line.

- Feature 1
- Feature 2
- Feature 3

Alternatives considered

Include any alternate solutions you considered, and include why you didn't pursue those.

Part 3: Activation

Assumptions and risks

Jot down your assumptions and risks—think costs, timing, etc—here. This is also a great place to jot down anything that remotely worries you about the project.

Include competitors, complexity from an engineering standpoint, increase in costs on our end, privacy, legal considerations, etc.

Answer this: If in 6 months we failed, where did we go wrong?

Teams and cross-functional dependencies

What team(s) could be cross-functional partners or dependencies?

Team	Person of Contact	Reason
Customer success		
Legal		
Design/UX		
Engineering		
Marketing		

Revenue		

Go to Market (GTM) and launch

How will you launch this product or feature to the market with your cross-functional counterparts?

Here, add a link to your GTM & Launch Planning doc. **This should include pricing & packaging.**

Open questions

List anything that's rummaging around your brain as it relates to this product or initiatives that drove this project.

Change log

Track any notable changes made to this project, like bug fixes or feature additions.