

Product Requirements Document (PRD) Overview

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- **The purpose of the Product Requirements Document (PRD) is to explain *WHAT* needs to be done to successfully complete the project.**
- **All proposed product requirements are clearly defined in the document.**
 - ◆ The PRD describes the high-level features the product is expected to contain.
 - ◆ It should include a prioritized list of requirements and product features, and the estimated delivery time frame for each.
- **The requirements and their behavior should be sufficiently detailed to allow their feasibility to be determined.**
 - ◆ Each requirement should be as specific as possible (with background on *why* it is a requirement), but should focus on *what needs to be done*, not *how it should be done*.

Product Requirements Document (PRD)

- **The document should establish the proposed target release date, and justify the feasibility of this date as based on a variety of factors (including market conditions, competition, etc.).**
- **All requirements should be prioritized.**
 - ◆ Requirements receiving a low priority should not be dropped from the document, but should be retained to document that they were considered, along with the reasons why they were assigned a low priority.

PRD: Issues to address

- **Scope of the Solution.**

- ◆ Describe in detail the problems, issues and tasks that this product will solve. Explain what it will do, and what foreseen limitations and known problems it is intended to address.

- **Product Perspective.**

- ◆ Define in detail this product in relation to existing products or projects.

- **Build vs. Buy.**

- ◆ Discuss the availability of off-the-shelf components to meet this need.

- **Performance Requirements.**

- ◆ Define quantitatively all performance considerations like timing constraints, access speed, concurrent logins or transaction rates required.

PRD: Issues to address (cont)

- **Specific Components of Project:**

- ◆ Each of the above-mentioned requirements must now be broken down into components. An outline format seems to work best here.
- ◆ Each component should be defined in such a way that it can easily be conceived and tested to verify its operation.
- ◆ This section is intended to be a module-by-module explanation of how the product will look to the end user.

- **Requirements.**

- ◆ Define the customer interfacing requirements at a macro level. Include specific details regarding features, usability, tools, billing, supportability, documentation and navigation.
- ◆ Each requirement should be justified, and denoted as being essential, desirable or optional. Requirements relating to platforms, inputs, outputs, processing, and quality should be discussed.

PRD: Issues to address (cont)

- **Constraints:**

- ◆ Discuss the boundaries surrounding the proposed product or service, remembering to address both general and hardware-specific constraints. It is important to outline all general constraints and the reasoning behind them.

- **Cross-Functional Requirements:**

- ◆ Provide a general overview of the involvement and contributions of each department in this project.
- ◆ Provide more detail about the processes, tools, and documentation needed by each functional area to support the product as described above.