PRD Template

Product/Initiative
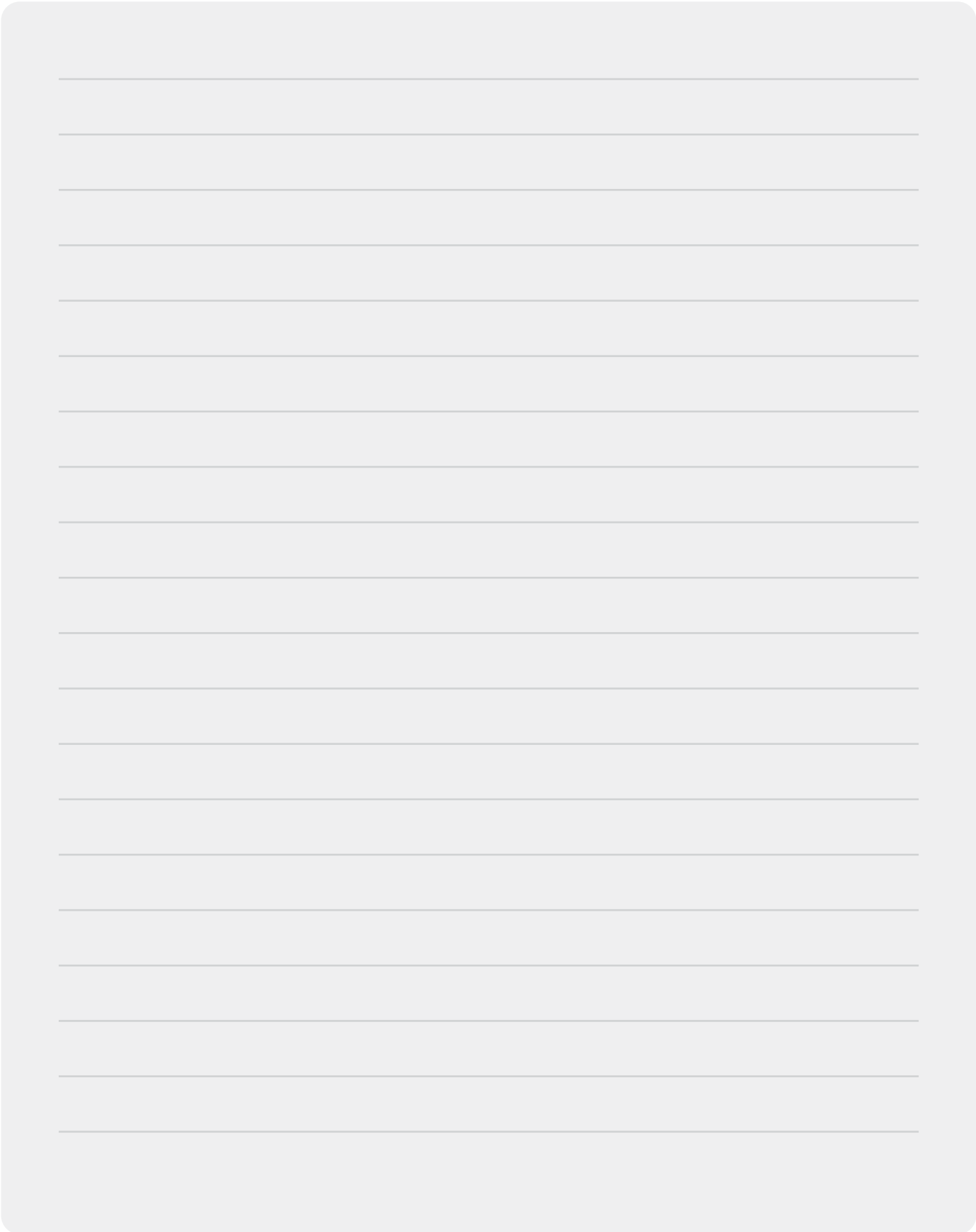
Client

Product Manager

Date

Document Purpose

Executive Summary

Who are we building this product for?

Why are we building this product?

What are we building?

What are we not building?

Optional Elements

Feature list, desired outcomes, user experiences, or use cases

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User flows or other diagrams

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Competitor landscape, market overview

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Tech stack and requirements

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Optional Elements

Ideal team structure and roles

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Potential pitfalls

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Timeline

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Go-to-market strategy

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