

[Title]

Problem Statement

Complete the following table:

User	Goal	Pain Point	Use Case	Bottom-line impact

- User - who is the persona we're talking about (e.g., online shopper)?
- Goal - what is the user trying to accomplish (e.g., buy a sports coat for their wedding)?
- Pain Point - what can't they do (find a sports coat in their price range)?
- Use Case - what is the user doing when they hit a pain point (e.g., browsing an online catalog of 300+ coats of all sizes, prices, colors, and styles)?
- Bottom-line impact - how not accomplishing the goal in a timely manner affects goal - (e.g., shopper gets frustrated after scrolling 10 minutes, takes business elsewhere)

Proposed Solution

- How will your solution address the user's pain point? (e.g., offer search filters for size, color, price, and style)

Value Proposition

- Describe, in paragraph form, what solution will be offered, the end benefit to the user, a description of the target user, and how this solution differs from other solutions already in the market. (e.g. The shopper will be able to narrow down their search faster, remain on our site to purchase a sports coat; table stakes for online shopping - all must have it).

Success Criteria / Metrics

- What bottom line value will this solution deliver to the customer? (e.g., purchase sports coat they're happy with)
- What bottom-line value will this solution deliver to our business? (e.g., purchases coat from us, not a competitor)
- Metrics should be measurable & tangible - something that could be verified. (e.g., # shoppers purchasing a sports coat versus abandoning, time searching)

Constraints

- What are the constraints, deadlines, or hard requirements to consider when assessing this item (e.g., filters need to be in place prior to start of the 2023 Christmas season)?

Assumptions & Risks

- What assumptions did you make when proposing your solution?
- What risks will need to be mitigated for this solution to be successful?

Open issues & questions

- What issues and questions need to be resolved to make a decision about this solution?

Background & Supporting Research

- Include any background material that will help others understand and assess this solution. For example, if this item is part of a broader solution or strategy.
- Describe how others in the market solve a similar problem.
- Explain potentially confusing terms or acronyms.

Notes

- Anything else a reader of this PRD might need to know to assess & communicate it accurately.

Remember that Product Management defines the What & Why, while Engineering describes the How. The PRD should not explain HOW to solve the problem.