



My Feature PRD



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Problem Statement

Define the problem statement in two sentences. Example: Average time to value i.e. adding an item into the cart is 10 minutes.



Goal

Example: Decrease time to value by 50%



User Personas

Persona Name	User Type	Occupation	Age Range	Location	Education	Needs	
Persona 1	Mobile User	Freelance Designer	30-35	NYC, USA	Master's Degree	Describe main objectives for this persona	
Persona 2	Web User	Stay at home dad	40-45	Berlin, Germany	PhD		



Current User Journey Flow

User Login → Dashboard → **Selects a Category** → **Chooses a sub-category** → **Filters on properties** → Relevant results load → Scrolls and/or Navigate across multiple pages → Finds an item to purchase



Pain Points

List down all the pain points that lead to the problem.

- Problem 1
- Problem 2
- Problem 3




Ideas

Idea description	Impact Score	Effort	User Demand Score	Competitiveness Score	Priority Ranking
Feature 1					
Feature 2					
Feature 3					

Hypothesis

Pick the high-ranking feature and fill in for the tags based on your use case.

 We believe **<user_persona_name>** will pay for **<feature_name>** by doing **<action>** because **<value>** matters to them.


Assumptions (Optional)

Describe	Risk Score
Assumption 1	
Assumption 2	
Assumption 3	

Proposed User Workflow

User Login → Dashboard → **Types intent on a Search Bar** → Relevant results load → Scrolls → Finds an item to purchase

Wireframes

 Embed Figma

 Embed Sketch

Tech Requirements

List all functional requirements

Frontend

- ☐ Add a new search box on the navigation bar
- ☐ Another task
- ☐ Another task

Backend

- ☐ Implement a search engine
- ☐ Enable fuzzy search

Metrics & Success Criteria

Type	Signals	Metric	Success Criteria
Happiness	User Feedback	Feature Rating	Rating of 4/5
Engagement	NA	NA	NA
Adoption	No of searches	% of unique users	40% Adoption
Retention	Daily Active Users	DAU/MAU	0.15
Task Success	No of search result clicks, No of successful of results	% search result clicks	45%

Acceptance Criteria (Optional)

- Criteria 1
- Criteria 2
- Criteria 3