🔥

2-minute PRD

For small feature improvements

🧩 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%

🥴 Pain Points

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

- Problem 1
- Problem 2

💡 Idea

Fill in 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.

🎨 Wireframes

Embed Figma
Embed Sketch

🧑‍💻 Tech Requirements

List all functional requirements

To Build

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

📈 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%