

{Product Name} B2B PRD

Status: Not Started

Stage: Business Development Plan (complete after PRFAQ approval)

Document Information [if applicable]

Role	Name
PRD Author	@mention
Target Release	[Date]
UX Designer	@mention
Engineering Owner	@mention
Tech Lead/PM	@mention
Product Marketing	@mention
Technical Writer	@mention
QA	@mention
PM Review Date	
Engineering Review Date	

Epic(s): [Link to Jira epics]

Section 1: What Customers Need

Motivation & Ideal Customer Profile

Why is this feature important?

[Describe importance within product theme, urgency, priority. Include competitive considerations or customer pain points. Reference customer names and links to ideas portal]

Interested Customers:

Customer Name	Validation Status	Contact Names	Relevant Links (Jira? Feedback Portal?)

Ideal Customer Profile:

- **Personas:** [List target personas]
- **Target Market/Customers:** [Example: Engineering leaders with at least 4 scrum teams reporting to them]

Assumptions

[List assumptions about users, technical constraints, or business goals]

Use Cases

[Detail how customers will interact with features end-to-end. Consider the surrounding ecosystem and integrations.]

Use Case	Priority	Persona	Details
	HIGH/MED/LOW		
	HIGH/MED/LOW		
	HIGH/MED/LOW		

Acceptance Criteria

[Define boundary conditions for an acceptable solution. Think of different personas and conditions for declaring victory.]

Goal	Persona	Acceptance Criteria	Priority
			HIGH/MED/LOW
			HIGH/MED/LOW

			HIGH/MED/LOW
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Section 2: What We Are Building

Feature Description

[Short description of the solution after brainstorming with PM and engineering. Link to detailed UI mockups]

Functional Requirements

Requirement	User Story	Importance	Jira Issue	Notes
		HIGH/MED/LOW		
		HIGH/MED/LOW		
		HIGH/MED/LOW		

User Interaction & Design

[Add mockups, diagrams, and screenshots. Link to design files or paste directly below]

Success Metrics

[Define how you'll measure success. Examples: adoption metrics, fewer clicks]

Success Metric	What Are We Measuring?	Target	Time Frame

Implementation Plan: [How will you capture these metrics in the product?]

Dependencies

Internal/External Dependencies:

[Describe any service, application, system, or third-party dependencies. Include impact and timeline details]

Customer Risk

[Describe any impact or disruption this feature will have on customers]

Customer Journey

[Explain how customers transition from current state to using this feature]

Migration Considerations:

- Will existing workflows break?
- Training needs for different personas?
- Impact on adjacent products/processes?
- License or SKU changes required?

Performance, Scaling, and Monitoring

[Describe monitoring and performance requirements]

[Describe observability monitoring posture - or use the telemetry section below]

Telemetry Requirements

Telemetry Categories

Adoption - Who is using it?

- Accounts/tenants with feature enabled
- Unique users, user personas
- Time to first use

Engagement - How often are they using it?

- DAU/WAU/MAU
- Session count and duration
- Feature interaction frequency

Consumption - What resources are consumed?

- Data ingested (GB/TB)
- API calls, queries executed
- License usage

Performance - How well does it work?

- Latency (p50, p95, p99)
- Error rates, success rates
- Uptime/availability

Business Impact - What value is delivered?

- MTTD/MTTR improvements
- Incidents detected/resolved
- Time/cost savings

Quality - Are there issues?

- Support tickets by category
- Crash rate, NPS/CSAT scores

Integration - Cross-product usage?

- % using with other portfolio products
- Third-party integrations enabled

Implementation

Data Collection:

- Instrumentation: [events/logs/metrics needed]
- Storage: [analytics platform, data lake]
- Privacy: [PII handling, retention policy]

Monitoring:

- Alert thresholds: [define triggers]
- Alert recipients: [Cloud Ops, PM, Engineering]
- Dashboards: [links to monitoring dashboards]

Accessibility (Section 508)

[All customer-facing UI must meet accessibility requirements]

Applicable Requirements:

- ☐ Text alternatives for visible content
- ☐ Keyboard navigation equal to mouse
- ☐ Color not sole means of information

- [] Color contrast meets standards (Text: 4.5:1, Graphics: 3:1)
- [] Content reflows/responsive at 200% zoom
- [] No autoplay or moving content
- [] Audible content available visibly

Supportability

Key Questions:

- Which features won't be self-serviceable at initial GA?
- What processes/tools for diagnosis & troubleshooting?
- What's manual today and how will it change?
- What systems do we integrate with or depend on?
- Third-party vendors?
- What notification & documentation systems will be used?
- How does monitoring/alerting work? What customer interventions are expected?

Section 3: When and How We Are Launching

Milestones

Workstream	Q1	Q2	Q3	Q4
Dev Complete				
Beta (Public/Private)				
GA				

Packaging & Distribution

How will the product be packaged?

[Detail packaging approach and distribution/sales channels]

Impacts (if applicable):

- [Impact 1]
- [Impact 2]

Enablement & Education

What's needed for:

- Field enablement?
- Partner training?
- Customer Experience/Success training?
- Education offerings modifications?

Security & Compliance

Security Considerations:

[Changes to encryption, access controls, authentication, or authorization]

Compliance:

[New features must be assessed for compliance, including use of third party vendors]

Open Questions

Question	Answer	Date Answered

Out of Scope

[List what is explicitly not included in this release]

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