

Product Name

Team Members

Role	Name
Product Manager	Moses Afolabi
Product Designer	[Name]
Developer(s)	[Name(s)]
[Add other roles as applies]	[Name]

Background

Provide a concise explanation of the problem this product aims to solve. Include relevant research, context, and data that support the need for this product.

Target Audience

Describe the primary users or buyers of this product. Who are we building this for, and why would they care?

Vision Statement

What is the long-term vision for the product? Where do you see it going in the next 6 months to 2 years? Keep it aspirational yet grounded.

Product Goals

Clearly outline what success looks like for this product. Break down how each goal directly impacts or benefits the target audience.

Risks, Constraints and Measures

Identify potential risks and limitations (technical, business, legal, etc.) that could affect the project. For each, provide mitigation strategies or contingency plans.

Success Metrics

Define how success will be measured. Use quantifiable metrics wherever possible.

Goal	Metric
<i>[What do we want to achieve?]</i>	<i>[How do we measure that? % / # / Rating]</i>
<i>Add more as needed</i>	<i>Add more as needed</i>

User Persona

Detail the ideal user(s) of the product.

Persona	Goals	Motivation	Painpoints
<i>[e.g., Busy Startup Founder]</i>	<i>What they want to accomplish</i>	<i>What they want to accomplish</i>	<i>Their key challenges we aim to solve</i>
<i>Add more as needed</i>	<i>Add more as needed</i>	<i>Add more as needed</i>	<i>Add more as needed</i>

Use Cases

Persona	Use Case
<i>[User Type]</i>	<i>[Describe how they'd use the product]</i>
<i>Add more as needed</i>	<i>Add more as needed</i>

Features/Modules

Feature Name

Functional Requirement

SN	Functional Requirement	Description
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FR1	<i>[Feature]</i>	<i>Describe what "working" means for this feature</i>
FR2	<i>Add more as needed</i>	<i>Add more as needed</i>

User Stories

SN	Functional Requirement	User Story	Acceptance Criteria
US1	<i>[e.g., Login]</i>	<i>As a user, I want to log in, so I can access my dashboard</i>	<i>List of behaviors and conditions for feature completion</i>

User Flow

Add links to visual diagrams or flowcharts showing how users navigate through each feature. A strong flow includes edge cases.

[Insert User Flow Link]

Design

Add a link to the prototype or design file.

[Insert Prototype Link]