NOTE: Replace italicised instruction text with your own content and enter “Not applicable” for sections that do not apply

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| **Product Description** | *[Provide a detailed description of your product in paragraph form – think a 30-second to 1-minute elevator pitch. Then, list the high-level functionality performed by the product (e.g. epics list) to give an indication of the project scope.]* |
| **Target Persona** | *[Describe your target persona in terms of their needs and goals and either reference your persona worksheet or add to the appendix.]* |
| **Other Users** | *[Describe other users that will interact with the product – either reference your user list or add to the appendix.]* |
| **Product Benefits** | *[List the benefits of this product as they relate to the needs and goals of your persona.]* |
| **Assumptions** | *[list any beliefs or facts that drive actions and decisions for the product]* |
| **Dependencies** | *[list other projects or activities that must be completed before this project can be started]* |
| **Prerequisites** | *[list anything that must happen before a user can use this product]* |

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| **Functional Overview** | *[Provide an overview of the functionality provided by the product – expand on the functionality listed in the product description by describing how a user might interact with the product.]* |
| **Non-Functional Overview** | *[Provide a high-level overview of the non-functional expectations for the product – including usability, speed, reliability, scalability, capacity, availability, recoverability, supportability, etc]* |

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| **Interface Requirements**  *[list the interfaces and their interactions with the product]* | Name | Frequency | Direction | Data |
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| **Conversion Requirements** | *[For existing products: Describe any data and other conversion requirements for the project – e.g. if you want to change an existing field from text to numbers, then you will need a requirement to update and convert fields on any existing records. Conversion can also apply to existing products where something needs to be changed or moved to reflect a new design e.g. if you decide to change how a product details page displays on a screen, then you want to make sure that all existing product pages use the new template. If there are no conversion requirements, you can delete the tables and write “Not Applicable” under each header.]* | | | |
| **Out of Scope** | *[Provide a list of the items that will not be included in the project and any reasons why.]* | | | |
| **Branding/Design Considerations** | *[Describe any overall branding and design requirements that may already be known – such as colours, fonts, general look and feel, etc]* | | | |
| **Metrics** | *[Define any metrics for measuring the success of the product that might affect how the product is built – e.g. expected users, etc]* | | | |

# Appendix

## Appendix A:

## Appendix B: