

VIBEMOTION LABS

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# PRD One-Pager

## *Template Pack*

Three production-ready formats for product requirements — the one-pager, the full PRD, and the spike doc.

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Used by senior PMs at high-growth companies to ship requirements clearly and quickly.

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### INSIDE THIS PACK

- Template A — The One-Pager (small features and quick wins)
  - Template B — The Full PRD (major features and new products)
  - Template C — The Spike Doc (technical unknowns and research)
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### TEMPLATE A — THE ONE-PAGER PRD

## One-Pager PRD

For small features, quick wins, and anything that can be decided in a single meeting.

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## PROBLEM STATEMENT

In one or two sentences: what user pain are we solving, and why now?

## PROPOSED SOLUTION

What are we building? Be specific about the user-facing behaviour.

## SUCCESS METRICS

How will we know this worked? List two or three measurable outcomes.

## OUT OF SCOPE

What are we explicitly not doing in this release?

## KEY RISKS

What could go wrong? What assumptions remain unvalidated?

## TIMELINE

Target release: Engineering estimate: Confidence:

## TEMPLATE B — THE FULL PRD

# Full PRD

For major features, new product lines, and initiatives requiring cross-functional alignment.

## EXECUTIVE SUMMARY

One paragraph: problem → solution → why now → expected impact.

## USER PERSONAS

Primary user: Secondary user: What they are trying to accomplish:

## PROBLEM DEFINITION

Current state: Pain points ranked by severity: Business impact of not solving:

## GOALS AND NON-GOALS

Goals: 1. 2. 3. Non-goals: 1. 2.

## PROPOSED SOLUTION

Feature description: User journey step by step: Edge cases to handle:

## FUNCTIONAL REQUIREMENTS

Must have (P0): Should have (P1): Nice to have (P2):

## SUCCESS METRICS

North star metric: Primary KPIs: Guardrail metrics (must not regress):

#### DEPENDENCIES AND RISKS

Depends on: Key risks: Mitigation plan:

#### LAUNCH PLAN

Rollout strategy: Success criteria for full launch: Rollback plan:

TEMPLATE C — THE SPIKE DOC

# Spike Doc

For technical or UX unknowns that must be resolved before committing to a solution.

QUESTION WE ARE ANSWERING

What specific unknown are we resolving?

WHY THIS MATTERS

What decision does this unblock? What is the cost of not knowing?

TIMEBOX

Maximum duration: Owner:

RESEARCH APPROACH

How will we investigate? (prototype / user interviews / technical POC / data analysis)

FINDINGS

What did we learn?

RECOMMENDATION

Based on findings, what should we do next?