Business Requirements Template

Purpose

The purpose of this tool is to help you document business requirements for products or services based on various user personas. This document is part of the overall Market Requirements Document, which builds the business case for product developments.

How to Use this Template

Complete the following sections with your product team and stakeholders. Cut and paste this information into your Market Requirements Document (MRD), and deliver to the Product Manager who will create the Product Requirements Document (PRD).

Title Page

[Insert Company Name or Logo]

Business Requirements – (insert product name)

[Insert Date]

Completed By: [Product Marketing Manager]

Completed For: [Product Management Director]

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1. Executive Summary

**1.1 What Problems does this Product Solve?**

Provide a brief description of the problems that this product is being designed to solve. Consider cost-savings, revenue growth, increased customer satisfaction, higher retention, employee growth and development, or other pain-points for organizations in your target market.

2. User Personas & Value Propositions

**2.1 User Personas, Use Cases & User Characteristics**

In this section, document each of the stakeholders who will be involved in using, evaluating or re-selling, or has involvement with your product line.

2.1.1 User Persona 1 – End User

* What is the role of this user?
* How will they use the product?
* What are their specific needs?
* What will help/hinder their adoption of the product?
* Add any other characteristics that provide insight.
* What is the value proposition from this perspective?

2.1.2 User Persona 2 – Decision-Maker

* What is their decision-making criterion?
* How are products like this purchased?
* What are their other options?
* Who has their mind-share currently?
* How will this product help their team?
* Are their any special features/needs for this user-type?
* Add any other characteristics that provide insight.
* What is the value proposition from this perspective?

2.1.3 User Persona 3 – Technical Evaluator

* How will this product FIT into their existing environment?
* What are the product implementation risks?
* Does this product need to meet specific standards?
* How will this user-type be using the product?
* Will they be involved in end-user support or administration?
* Add any other characteristics that provide insight.
* What is the value proposition from this perspective?

2.1.4 User Persona 4 – Buying Influencer

* How will this user-type influence the decision?
* What is the role of this buying influencer?
* How much of the decision is based on this influencer group?
* Add any other characteristics that provide insight.
* What is the value proposition from this perspective?

2.1.5 User Persona 5 – Channel Partners

* Who are the appropriate re-sellers for this product?
* How will the channel partners be motivated and compensated?
* What will the channel sales support process look like?
* How can we can we deliver technical support, if needed?
* Add any other characteristics that provide insight.
* What is the value proposition from this perspective?

2.1.5 User Persona 6 – Other Personas

* Add any additional user persona groups
* Add any other characteristics that provide insight.
* What is the value proposition from this perspective?

3. Business Requirements & Feature List

**3.1 Prioritized List of Business Requirements**

Complete and insert the **Feature List & Priority Tool** to document and prioritize all business requirements for user groups.

**3.2 User Group Requirements/Feature List**

This section documents the requirements/feature lists for each user group.

3.2.1 End User Group – Requirements & Features

* Requirement #1
* Requirement #2
* Requirement #3
* Requirement #4
* Requirement #5

3.2.2 Decision-Maker – Requirements & Features

* Requirement #1
* Requirement #2
* Requirement #3
* Requirement #4
* Requirement #5

3.2.3 Technical Evaluator – Requirements & Features

* Requirement #1
* Requirement #2
* Requirement #3

3.2.4 Buying Influencer – Requirements & Features

* Requirement #1
* Requirement #2
* Requirement #3

3.2.5 Channel Partner – Requirements & Features

* Requirement #1
* Requirement #2
* Requirement #3

3.2.6 Other Personas – Requirements & Features

* Requirement #1
* Requirement #2
* Requirement #3

**3.3 Out of Scope Requirements & Features**

This section is used to document features that are out of scope for this particular product. Use this information to consider other new product options, and to clearly communicate what will be delivered and what will not.

Following is a list of proposed product requirements/features:

1. Out of Scope Requirement #1
2. Out of Scope Requirement #2
3. Out of Scope Requirement #3