PRODUCT REQUIREMENTS
DOCUMENT TEMPLATE

CleverTap

OKR OVERVIEW: OBJECTIVES AND KEY RESULTS

Customer's Problem	
Vision Statement	
Goals and KPI	
Persona	

PATH TO THROUGHPUT

Scope	
Launch Date	
Features	
Milestones	
Dependencies/ Contingencies	

FEATURES

Feature Name	
Description	
User Problem	
Value Proposition	
Assumptions	
Out of Scope	
MVP	

USER JOURNEY AND FLOW
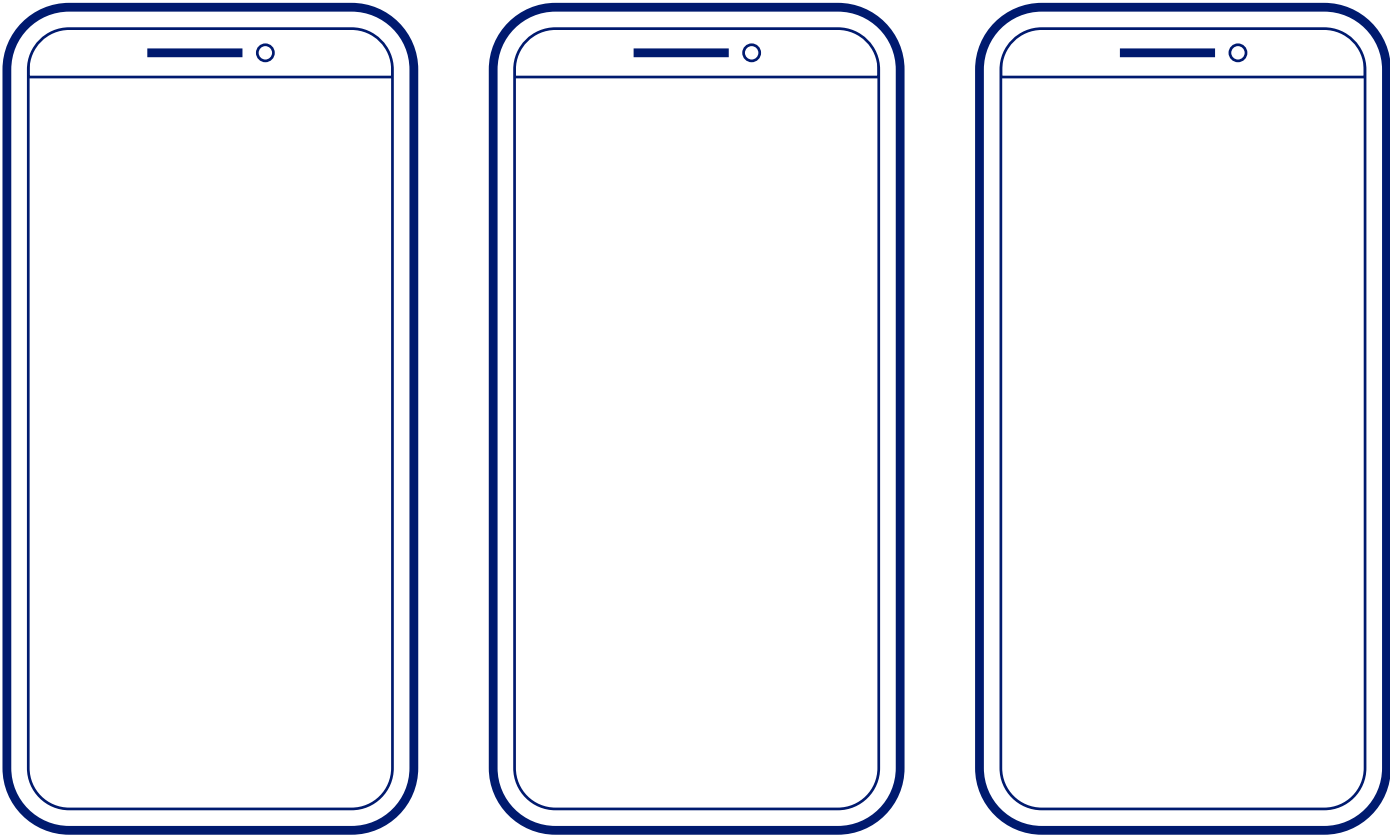
TESTING

KPI	Baseline	Benchmark	Time Frame