

Spec Name

Overview

[This section mainly contains the information about the 'why'. Why was it decided to work on this feature? What is the pain we are addressing?

It should also include some information (data) about the signals which lead us to this decision. For example - 'it's been the most requested feature by customers since....', '20% of the customers name the lack of this feature as their main reason to stop using the product', etc.. Ideally be phrased as a free text story-like form]

Definitions

[This is an **optional** section which is needed when you are going to introduce some new terminology, entities or formulas that may not be clear/agreed upon by all readers. For example - a definition for an 'active user' that will serve you throughout this spec. Don't use this section for copying definitions which are defined elsewhere, but rather maintain a single source of truth and link to that paper.

If you are not introducing any new definitions or terminology - you can safely skip this section.]

Goals / High Level Outline of the Solution

[I like to use the term 'Goals' for this section, but some prefer to reserve this term for the business goals of the feature. Whatever name you'd like to give this section - it should provide a high level outline of the solution (the 'what'). What would be possible to do (from the users' or customers' perspective) once the feature is in production.

I recommend using a short bulleted list that explains in simple words what the feature offers and what are the benefits to the user. Example:

- The user will be able to schedule a daily analytical report from the analytical dashboard
- The user will receive the report to their email at the configured time
- By using this feature the user won't need to sign in to the dashboard each day (benefit)

]

KPIs / Success Criteria

[This section details how we measure success. Ideally - it should provide one or two KPIs that can provide an indication whether the desired impact was achieved or not. Each KPI needs to

be a well defined measurable metric and you should also add your projected minimal impact for this KPI and within what timeframe. For example: Following 1 month from the release of this feature we expect to see at least 5% increase of the weekly active users.]

User Stories

#	Story Name	Descriptions	Comments
	EPIC	[Here we describe the whole feature as a super short user story. It should encompass the 'why and the 'what' in just 2-3 sentences]	
1	User story # [The title of the user story]	[The user story #. Needs to provide an incremental value. In terms of structure it needs to include the persona, short description of the feature and the motivation for this user story (the 'why')]	See detailed requirements below.
2	More user stories... You can also list here user stories that are not expected to be implemented now, but we know we'd like to see in the future. Just mark them as '[FUTURE]' and don't provide detailed requirements below. There is still value in listing those as it aligns everyone towards where we are going and the engineering can lay the foundations properly.		See detailed requirements below.

Detailed Requirements

Story #1 - [The title of the user story from above]

[Here you need to provide the 'what' of this user story in detail. Practically it's about breaking down the story to actual functional requirements. Make sure it's not too high level on one hand and not too detailed (not delving into the 'how') as well. Just enough for the R&D to understand what is expected of them so they can design and implement it as they see fit. Note that I'm bookmarking each user story so it can be easily linked to in Jira and they the reader directly to the right place]

[The rest of the user stories come here]

User Interface

[If there are changes to the user interface as part of the spec then I'd provide here a link to a Figma/Zeplin file or whatever software you are using to draw the UX and UI designs. Make sure the designs are mapped properly to the user stories so there won't be any confusion]

Analytics

[In this section I'd detail the list of queries (or a generalization of them if there are too many) that as a product manager or a business representative I'd like to be able to ask about this feature's performance and get an easy answer to. The practical goal here is to make sure the developers embed all the required logging/events so these questions can be asked later. The secondary goal is for the product manager to stop for a second and think about this as well, as it's very often overlooked until needed. Example: What are the most frequent scheduling times for this feature? What is the activation rate of this feature for a given time frame? etc..]

[OPTIONAL SECTIONS]

[Here you can add sections which make sense only for this feature. Example for possible sections:

1. Security Concerns - if you suspect any vulnerabilities the feature may introduce and want to make sure they are addressed
2. Open questions - if some questions were raised and you'd like to document them. Personally I prefer to add a comment and address it, because putting those in a section may result in the questions staying there forever....
3. TBDs - again, I prefer to add those as comments as it will force me to address them right away.
4. Anything else which makes sense to you