**DEN 429**

**Product Requirements Document**

A product requirements document (PRD) **defines the requirements of a particular product, including the product's purpose, features, functionality, and behavior**. It serves as a guide for business and technical teams to help build, launch, or market the product.

The PRD links the user **unmet need** with the **required functionality** that will fulfill that need. Then, that **specified required functionality** with the **features** of this cart that enable that required functionality.

# Target market and the unmet need

|  |  |
| --- | --- |
| Who will use this cart? | Stores: the unmet need  Shoppers: the unmet need |

# Required Functionality

|  |  |
| --- | --- |
| What will this cart do? | List the required functionality:  Stores  Shoppers |

# Features of this cart that will enable the required functionality and support the Product life cycle

|  |  |
| --- | --- |
| Features | Match the Features with the Functionality  Match the Features with the stages of the Product Life-cycle |