PRACTICAL RESOURCE / AI PRODUCT MANAGER

AI-ready PRD Template

Status: Draft / In review / Agreed • Owner: [ ] • Version/date: [ ]

1. Decision and outcome

We are deciding [ ]. For [user/segment] doing [task], we want to improve [observable outcome] from [measured baseline or unknown] to [target and rationale].

2. Evidence

Source ID	Date and segment	Observation	Interpretation	Limitation
[ ]	[ ]	[ ]	[ ]	[ ]

3. Options and rationale

Chosen approach: [ ]

Simpler alternative: [ ]

Do-nothing consequence: [ ]

Why this choice now: [ ]

What could reverse it: [ ]

4. Scope

In scope: [ ]

Explicit exclusions: [ ]

Dependencies: [ ]

Unresolved decisions: [ ]

5. Journey and requirements

Step	Starting state	Action	Expected result	Failure/recovery	Status
[ ]	[ ]	[ ]	[ ]	[ ]	Agreed / Proposed / Needs decision

6. AI behavior, if applicable

Allowed evidence and source permissions: [ ]

When to ask a question: [ ]

When to decline or escalate: [ ]

Allowed actions and approval requirements: [ ]

Output editing and undo behavior: [ ]

Evaluation set and rubric: [link]

Latency/cost expectations: [ ]

7. Acceptance and measurement

Given [state], when [action], then [observable result].

Primary metric with denominator/window: [ ]

Quality and safety guardrails: [ ]

Instrumentation owner: [ ]

Pilot population and rollout gate: [ ]

Pause/rollback owner and trigger: [ ]

8. Review record

Design: [reviewer/date/questions]

Engineering: [reviewer/date/questions]

Research/analytics/domain expert as needed: [ ]

Decision log: [date, decision, rationale, owner]

Do not let AI convert blank fields into invented commitments. Keep “unknown” visible until a responsible person resolves it.