Principal Product Manager Product Brief Template

Product brief

Working title:
Primary user:
Decision owner:

Problem and evidence

What problem should the first release solve? Cite the evidence that shaped your view and identify material uncertainty.

First-release proposal

Describe the product behavior and the user outcome. Explain why this scope is the best use of the available capacity and six-week window.

Requirements

List the minimum requirements for the first release.

Non-goals

State what will not be included and why.

Workflow and decision points

Summarize the four-to-six-frame workflow. Identify where permissions, uncertainty, failure handling, and human approval appear.

Technical and enterprise considerations

Explain how the proposal addresses on-premises operation, access control, traceability, security, and implementation constraints.

Measures and validation

Define leading and outcome measures. Describe the next validation step and what evidence would cause you to change direction.

AI working notes

Summarize one AI suggestion you accepted, one you rejected or corrected, and how you verified the work.