

AI Feature PRD Template

A practical, fill-in-the-blanks template for scoping and specing AI-powered features. Free to copy and adapt.

Feature name _____

Owner / PM _____

Status Draft / In review / Approved

Last updated _____

1. Problem statement

What user or business problem is this AI feature solving? Be specific about who experiences the problem, how often, and what it costs them today.

2. Why AI (and why now)

- What makes this problem a good fit for an AI-powered solution, versus a rules-based or manual one?
- What data or model capability newly makes this possible?
- What happens if we don't build it?

3. Goals & success metrics

State the outcome you're driving toward, then the metrics that prove it.

- Primary metric: _____
- Guardrail metrics (quality, latency, cost, safety): _____
- Target / threshold: _____

4. Users & use cases

Who is this for, and what are the core scenarios? Write 2–4 user stories in the form: “As a [user], I want to [action], so that [outcome].”

5. Requirements

- Functional: what the feature must do, end to end.
- Model / data: inputs, outputs, training or grounding data, evaluation approach.

- UX: how the AI behavior surfaces to the user — including loading, uncertainty, and error states.
- Trust & safety: guardrails, escalation paths, and how failures are handled gracefully.

6. Out of scope

What you are explicitly not building in this version, and why — to keep scope honest and prevent drift.

7. Risks & open questions

- Technical risk: _____
- Model risk (bias, hallucination, drift): _____
- Open question owned by: _____

8. Rollout plan

How this ships — eval gates, staged rollout, feature flag, and the signal that tells you it's ready to expand.