

# DemoP Product Requirements Document

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<b>Product</b>	DemoP	<b>Target Launch</b>	Q3 2026 (MVP)

## 1. Executive Summary

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Product teams at growth-stage B2B SaaS companies (Series A–C) are losing significant time and strategic clarity because their product knowledge is scattered across disconnected tools. Strategy lives in stale slides. Work happens in Jira. Feedback sits in spreadsheets. Outcomes are buried in Amplitude. No single view exists.

DemoP is a product insights platform that connects these existing tools, not replacing them - into one live environment. It gives Product Managers, Engineering Leads, and CPOs a single source of truth for roadmap, feedback, decisions, experiments, and outcomes.

This PRD defines the MVP (Minimum Viable Product) scope, user requirements, feature specifications, success metrics, and launch criteria for DemoP's initial release targeting Q3 2026.

## 2. Problem Statement

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Product teams in growth-stage B2B SaaS companies run their work across multiple tools, strategy in slides, tasks in Jira, feedback in spreadsheets, OKRs in Notion, and outcome data in Amplitude. Each tool does its job, but none of them are connected to each other.

The result is that context gets lost between them, decisions slow down, and features ship without a clear line back to strategy or outcomes. DemoP is the connective layer that makes every existing tool more valuable without asking anyone to switch away from what they already use.

### 2.1 Core Pain Points

- Roadmap changes faster than the documentation that describes it, strategy decks go stale within weeks
- User feedback arrives from 3–4 sources (Intercom, Zendesk, Slack, sales calls) and is never systematically triaged
- Features ship and 6 weeks later no one knows whether they worked or why they were built
- PMs spend 30–40% of their week preparing stakeholder updates that should generate themselves
- Decisions are made verbally in Slack and lost - there is no institutional memory

## 2.2 Opportunity

Build the connective layer that makes every existing tool more valuable without asking product teams to switch away from what they already use.

## 3. Goals & Success Metrics

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### 3.1 Product Goals (MVP)

- Reduce PM time spent on manual status updates by 50% within 60 days of activation
- Connect at least 2 integrations (Jira + one feedback tool) within 10 minutes of sign-up
- Achieve 60%+ Weekly Active OKR Completion Rate (North Star Metric) by end of Q2 post-launch
- Reach 15% trial-to-paid conversion within 14 days of trial start

### 3.2 North Star Metric

Weekly Active OKR Completion Rate - % of active teams with at least one Key Result updated in the last 7 days. Target: >60% by end of Q2 2026. This captures behaviour change, not just installs.

### 3.3 Success Metrics by Funnel Stage

Stage	Metric	Target	Timeframe
Acquisition	Trial signups per month	200 by M3, 500 by M6	Month 3 / 6
Activation	Time to first connected integration	< 10 minutes	Post sign-up
Activation	Trial-to-paid conversion	15% within 14 days	14-day window
Retention	Month 3 retention	> 45%	Month 3
Engagement	DAU/MAU ratio	> 25%	Ongoing
Revenue	MRR	\$30K M6 / \$100K M12	Month 6 / 12
Revenue	Net Revenue Retention	> 110% by Month 9	Month 9

## 4. Target Users & Personas

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### 4.1 Ideal Customer Profile

Dimension	Description
Company type	B2B SaaS - software sold to businesses on subscription
Company stage	Series A to C - has a real, dedicated PM team
Team size	50–500 employees, product team of 3–20 PMs
Current tooling	Jira, Confluence or Notion, Zendesk or Intercom
Pain point	Product knowledge scattered; decisions lost; features ship blind
Budget signal	Already paying for Jira, Confluence, Amplitude; comfortable with \$300–5K/month
Geography	North America (primary), UK/Europe (secondary)

### 4.2 Primary Persona: The PM

Attribute	Detail
Name	Anna - Senior Product Manager, Series B SaaS, 5 years PM experience
Goal	Ship the right features fast, keep stakeholders aligned, and prove her team is moving the needle
Frustration	Spends several hours building the Monday update deck from scratch every week. No time left for actual product thinking.
Key quote	"I know what we shipped. I just can't always tell you what it changed."
Success	Walks into every stakeholder meeting with live data, not stale slides. Decisions are logged and findable.

### 4.3 Secondary Persona: The CPO

Attribute	Detail
Name	David - Chief Product Officer, Series C SaaS, reports to CEO
Goal	Know whether the product team is working on the right things, without having to attend every sprint review
Frustration	Has to chase PMs for updates. Board asks product questions he can't answer in real time.
Key quote	"I shouldn't need a meeting to know if we're on track."
Success	OKR dashboard is always current. Weekly digest lands in his inbox without anyone preparing it.

## 5. Feature Requirements (MVP)

Features are prioritised using MoSCoW. MVP scope includes Must Have and Should Have only. Nice to Have items are Q4 candidates.

Feature	Description	Priority	Module
Roadmap view	Timeline and Kanban view of initiatives, linked to OKRs	<b>Must Have</b>	Roadmap
OKR tracking	Create, update, and track Objectives and Key Results with progress indicators	<b>Must Have</b>	OKRs
Jira integration	Two-way sync — Jira tickets surface in DemoP with strategic context attached	<b>Must Have</b>	Integrations
Feedback Hub	Aggregate feedback from Intercom/Zendesk, tag by theme, link to roadmap items	<b>Must Have</b>	Feedback
Decision Log	Structured log of product decisions with rationale, date, owner, and linked feature	<b>Must Have</b>	Decisions
Live dashboard	Single view of active OKRs, open feedback, sprint health, and feature outcomes	<b>Must Have</b>	Dashboard
Role-based access	Admin, PM, Viewer roles with appropriate permissions per module	<b>Must Have</b>	Platform
Experiment Tracker	Log A/B tests with hypothesis, variants, status, and outcome — linked to features	<b>Should Have</b>	Experiments
Feature Health Monitor	Post-launch tracking — adoption, engagement, and outcome data per feature	<b>Should Have</b>	Health
AI-generated weekly digest	Auto-generated stakeholder summary from live data; no PM input required	<b>Should Have</b>	AI
Confluence integration	Surface PRDs and specs within DemoP, linked to roadmap items	<b>Should Have</b>	Integrations
Amplitude / Mixpanel integration	Pull product analytics into feature health view automatically	<b>Nice to Have</b>	Integrations
Zapier connector	Open ecosystem connection to 6,000+ tools via Zapier	<b>Nice to Have</b>	Integrations
Custom reporting	PM-configurable dashboards and metric views	<b>Nice to Have</b>	Dashboard
Mobile app	Native iOS/Android application	<b>Out of Scope</b>	—
Replace Jira/Linear	DemoP is a layer on top - not a replacement for sprint management	<b>Out of Scope</b>	—

## 6. User Stories (Core Flows)

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### 6.1 Onboarding & Activation

- As a PM, I want to connect my Jira account in under 10 minutes so that my sprint work is immediately visible in DemoP without manual entry.
- As a PM, I want to see a suggested onboarding checklist on first login so that I reach my first value moment without needing documentation.
- As an Admin, I want to invite team members via email and assign roles so that the right people have the right level of access from day one.

### 6.2 Roadmap & OKRs

- As a PM, I want to create an Objective with up to 5 Key Results and link them to roadmap initiatives so that my team always understands why we are building what we are building.
- As a PM, I want to update Key Result progress from inside DemoP so that the OKR dashboard stays current without switching to another tool.
- As a CPO, I want to see all active OKRs and their completion status in one view so that I can answer board questions about product progress without calling a meeting.

### 6.3 Feedback Management

- As a PM, I want all incoming feedback from Intercom and Zendesk to appear in a single inbox so that I stop missing signals that are sitting in tools I don't check every day.
- As a PM, I want to tag feedback by theme and link it to a roadmap item so that I can show the evidence behind every prioritisation decision.
- As a PM, I want to see a summary of the top 3 feedback themes this week so that I can triage quickly without reading every individual ticket.

### 6.4 Decision Log

- As a PM, I want to log a product decision with a title, rationale, date, and linked feature so that future team members understand why we made the choices we made.
- As an Engineering Lead, I want to see the decision log entry linked to each Jira epic so that I understand the business reason behind every sprint item.

### 6.5 Stakeholder Reporting

- As a CPO, I want a weekly digest delivered to my inbox every Monday summarising OKR progress, new feedback themes, and feature health so that I am always informed without asking for updates.
- As a PM, I want to share a read-only dashboard link with a stakeholder so that they can see live product status without needing a DemoP account.

## 7. Acceptance Criteria (MVP Launch Gate)

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The following criteria must all be met before DemoP can move from Beta to General Availability:

Criterion	Measure	Status
Jira integration connects successfully	< 5 minutes, tested across 10 Jira accounts	Pending
OKR creation and update flow works end-to-end	All fields save, progress updates reflect in dashboard	Pending
Role-based access enforced	Viewer cannot edit; Admin can manage users	Pending
Dashboard loads in under 3 seconds	Measured on standard broadband, tested in Chrome/Safari/Firefox	Pending
Feedback inbox aggregates from at least 2 sources	Intercom and Zendesk both connected and surfacing tickets	Pending
Weekly digest email delivered correctly	Arrives Monday 8am, correct data, no formatting errors	Pending
No critical security vulnerabilities	Pen test completed; no critical/high severity findings open	Pending
GDPR compliance verified	Data deletion and export APIs functional; DPA template ready	Pending

## 8. Technical & Non-Functional Requirements

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### 8.1 Performance

- Dashboard load time: < 3 seconds (P95) on standard broadband
- API response time: < 500ms for all read operations
- Integration sync: Jira and feedback tools update within 5 minutes of source change

### 8.2 Security & Compliance

- All data encrypted in transit (TLS 1.2+) and at rest (AES-256)
- SOC 2 Type II compliance target: within 12 months of launch
- GDPR: data deletion API, data export API, and DPA available at launch
- SSO/SAML support required for Enterprise tier at launch
- Audit log: every user action logged, exportable, 12-month retention

### 8.3 Scalability

- Architecture supports up to 10,000 concurrent users at launch
- Multi-tenant data isolation: row-level security enforced per organisation
- Stateless API layer enabling horizontal scaling

### 8.4 Availability

- Target uptime: 99.9% monthly (Growth and Enterprise tiers)
- Public status page live at launch (Statuspage.io or equivalent)
- Incident response SLA: P1 acknowledged within 30 minutes

## 9. Dependencies & Risks

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### 9.1 Dependencies

Dependency	Detail	Owner
Jira API access	Atlassian OAuth 2.0 approval required before integration build	Engineering
Intercom / Zendesk APIs	Webhook setup and rate limit review needed per platform	Engineering
Legal sign-off	Privacy Policy required before GA launch	Legal
Security pen test	External vendor engagement needed 6 weeks before launch	Engineering
Design system	Component library and design tokens to be finalised in Figma before build	Design

### 9.2 Risk Register

Risk	Impact	Likelihood	Mitigation
Jira API rate limits constrain sync speed	Delayed data refresh, poor first impression	Medium	Implement caching layer; communicate sync cadence to users
PLG motion does not convert enterprise buyers	Revenue below target; CAC:LTV breaks	Medium	Add sales-assisted track for accounts > \$50K from Month 4
Productboard launches overlapping features	Positioning challenged; CAC increases	High	Differentiate on decision log and cross-tool connectivity, areas Productboard does not cover

Free tier does not drive enough activation	Trial-to-paid conversion below 10%	Medium	Run pricing validation interviews before launch; adjust tier scope based on results
Data residency requirements from EU customers	Delays EU expansion; limits TAM	Low	Deploy EU data region on AWS Frankfurt before entering EU market

## 10. Go-to-Market Summary

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Full GTM strategy is documented separately. Key elements for engineering and product alignment:

### 10.1 Pricing Tiers

Tier	Who it is for	Price	Key inclusions
<b>Starter</b>	1–3 PMs, early teams	Free	Core modules, 1 integration, 30-day data retention
<b>Growth</b>	Series A/B, 3–10 PMs	~\$299/month	All modules, unlimited integrations, 12-month history, email support
<b>Enterprise</b>	Series C+, 10+ PMs	Custom / annual	SSO, audit log, custom roles, SLA, dedicated CSM

### 10.2 Launch Sequence

- Weeks 1–3: User interviews: validate problem statement with 8–10 Series A/B PMs
- Weeks 2–4: Pricing validation: test \$299/month anchor with 10 target users
- Month 1–2: GTM channel test: LinkedIn content + 1 PM community in parallel
- Month 2: Stakeholder review: align on open questions before ProductHunt launch
- Month 3: ProductHunt launch: only after activation metric is healthy
- Month 4+: Jira and Figma Marketplace listings

## 11. Open Questions

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The following assumptions are not yet validated. They represent the biggest risks to this PRD and must be resolved before committing to build.

Question	Why it matters	How to answer it
Does 'product insights platform' resonate as a category?	If not, positioning and messaging must change before any spend	User interviews test category language with 8–10 PMs
Will PLG work for enterprise buyers above \$50K?	Sales motion design and resource allocation depends on this answer	Track first 20 trial signups measure self-serve vs. sales-assisted conversion
Which channel drives qualified signups?	Without this, GTM spend is directional, not data-driven	Run LinkedIn and 1 PM community in parallel for 6 weeks; compare signup-to-activation rate
Does the free tier create enough value to convert?	Freemium threshold directly affects PLG conversion rate	Willingness-to-pay interviews; test free tier limits against activation data
How do we differentiate from Productboard in a live conversation?	Sales team needs a sharp answer especially for inbound leads comparing tools	Build competitive battle card; test messaging in 5 prospect calls

## 12. Appendix

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### 12.1 Glossary

- CAC: Customer Acquisition Cost
- OKR: Objectives and Key Results - goal-setting framework linking strategy to execution
- PLG: Product-Led Growth - acquisition model where the product itself drives sign-up and conversion
- ICP: Ideal Customer Profile - specific definition of the target customer
- NRR: Net Revenue Retention - revenue from existing customers including expansion and churn
- DAU/MAU: Daily Active Users divided by Monthly Active Users - measures habitual engagement
- PRD: Product Requirements Document - this document