

## **Steal This Simple Functional Requirements Template!**



The earliest sign your startup product team is **broken** is a reluctance or refusal to meticulously document and review requirements.

It's way more fun for developers to just build stuff. They're smart. They can figure it out.

Kidding. That's completely wrong.

Documenting is heavy lifting. Most people don't love doing it. But it's the second most important thing your startup can do -- right behind finding paying customers.

Why?

Because detailed requirements specify exactly what should be built -- ideally based on input from customers that tell you what they need. Any by writing them down in a detailed fashion, and representing them with corresponding designs, you force clarity and consensus

















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Clear documentation also gives others in functional areas outside of "technology" or "product" a chance to weigh in. It gives Sales and Marketing an opportunity to glimpse what's next but more importantly it gives them a chance to cry foul and course correct.

Most importantly, clear detailed documentation up-front ensures that your costly engineeri efforts will be focused and efficient.

Without it you're wasting time and money you simply don't have.

It's kind of like a brain surgeon operating without images of the brain.

It just doesn't work.

But it happens all the time.

Usually it happens because first-time founders don't understand they need to invest tremendous thought, energy, time and talent in these front end processes. They underestimate what it takes to spec a product. Or, just as often, founders are bullied by engineering into laissez faire, ad hoc front-end processes because mediocre and inexperienced engineers actually believe they can deliver the right product without functional and design clarity on the front end.

They can't. Period. End of story.

## It's critical to just get started.

There are lots of ways to document requirements but the most important thing is to get started. Don't worry about the right tools. Worry about finding the right people that understand the importance of documentation and all the constant communication that goes into good documentation.

It's going to be somebody's **full time job**. Guaranteed.

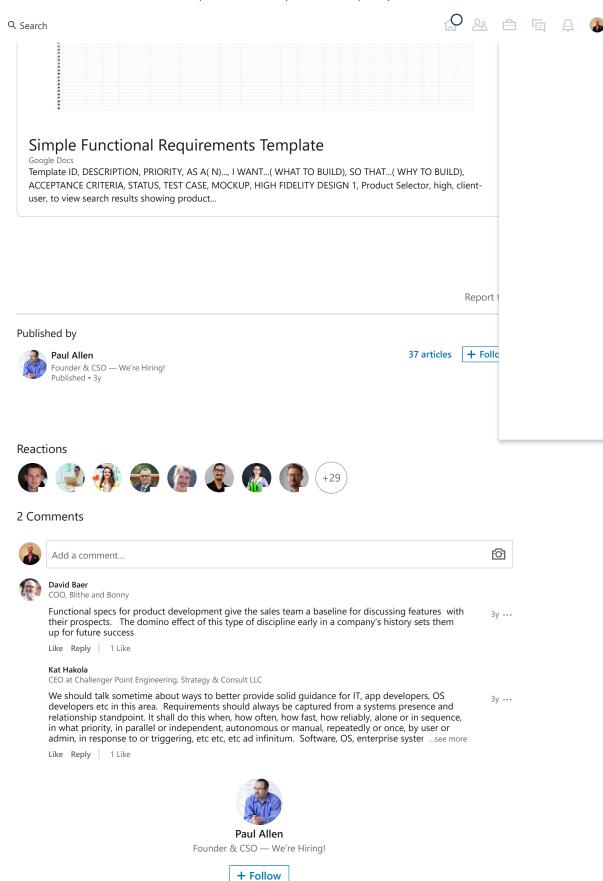
Below is a link to a free requirements document to get you started. It's not perfect but it's good enough to start. Feel free to improve it or suggest better ones.

And here's a good post on how to write excellent requirements documentation.

https://qracorp.com/write-clear-requirements-document/

Good luck!





## More from Paul Allen

