

The screenshot shows a Google Docs spreadsheet with the following structure:

	A	B	C	D	E	F	G	
1	ID	DESCRIPTION	PRIORITY	AS A(N)...	I WANT... (WHAT TO BUILD)	SO THAT... (WHY TO BUILD)	ACCEPTANCE CRITERIA	ST
2	1	Product Selector	high	client-user	to be able to view a form showing all products and select which items I want to buy and have those items saved in my shopping cart	i can easily browse and choose which items i want to buy	Tool supports: - displaying all products - selecting multi products w/checkmark - de-selecting multi products - selected products appearing in cart	in-
3	2							
4	3							
5	4							
6	5							
7	6							
8	7							
9	8							
10	9							
11	10							
12	11							

Steal This Simple Functional Requirements Template!

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Founder & CSO — We're Hiring!

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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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to map those against your budget and go to market timeline.

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 engineering 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!



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Simple Functional Requirements Template

Google Docs

Template ID, DESCRIPTION, PRIORITY, AS A(N)..., I WANT...(WHAT TO BUILD), SO THAT...(WHY TO BUILD), ACCEPTANCE CRITERIA, STATUS, TEST CASE, MOCKUP, HIGH FIDELITY DESIGN 1, Product Selector, high, client-user, to view search results showing product...

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David Baer
COO, Blithe and Bonny

Functional specs for product development give the sales team a baseline for discussing features with their prospects. The domino effect of this type of discipline early in a company's history sets them up for future success 3y ...

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Kat Hakola

CEO at Challenger Point Engineering, Strategy & Consult LLC

We should talk sometime about ways to better provide solid guidance for IT, app developers, OS developers etc in this area. Requirements should always be captured from a systems presence and relationship standpoint. It shall do this when, how often, how fast, how reliably, alone or in sequence, in what priority, in parallel or independent, autonomous or manual, repeatedly or once, by user or admin, in response to or triggering, etc etc, etc ad infinitum. Software, OS, enterprise system ...see more 3y ...

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