

PM DocForge

PRODUCT REQUIREMENTS DOCUMENT

VERSION 1.0

An AI-powered web application that transforms a brief product description into a full suite of professional product management documents — in seconds, with no signup required.

Document Owner

Product Team

Created

May 2026

Last Updated

May 13, 2026

Target Launch

Q3 2026

Executive Summary

PM DocForge is an AI-powered web application that transforms a brief product description into a full suite of professional product management documents — PRDs, Design Docs, Technical Specs, GTM Briefs, User Stories, and Release Notes — in seconds, with no signup required.

The Problem

Writing documentation is time-consuming, repetitive, and inconsistent — taking 2–6 hours per PRD.

The Solution

A frictionless two-step input flow powered by Claude AI with instant DOCX/PDF downloads.

The Result

The fastest path from product idea to shippable documentation — no account required.

PM DocForge becomes the fastest path from product idea to shippable documentation — combining frictionless UX with Claude AI generation and instant professional downloads.



Problem Statement

The Core Problem

Writing product documentation is one of the most time-consuming, low-creativity, high-stakes tasks a product manager faces. A single PRD for a mid-sized feature can take **2–6 hours** to write, format, and align across stakeholders — time that could be spent on discovery, design, or shipping.

Current Alternatives Fall Short

Google Docs / Notion

Require significant manual editing; no AI generation

ChatGPT / Generic AI

Unstructured output, no download, no PM-specific format

Internal Doc Tools

Gated behind enterprise subscriptions, complex onboarding

Pain Points by Persona

Solo PM / Startup Founder

No template library; writes docs from scratch each sprint

Engineering Lead

Receives vague specs; wastes time asking PMs for clarification

Product Designer

Gets misaligned briefs; design doc rarely exists before wireframes

Junior PM

Lacks confidence writing PRDs; no structured guidance or examples

Freelance Consultant

Needs professional-quality docs fast for client deliverables

Goals & Success Metrics

Product Goals

- Reduce time-to-first-draft from hours to **under 60 seconds**
- Produce PM-quality structured documents **without prompting expertise**
- Require **zero friction** to start — no signup, no credit card
- Support **all key PM document types** in one workflow
- Enable instant download in **professional formats** (DOCX + PDF)

Success Metrics — 90 Day Targets

Metric	Target
Activation Rate	> 65% of visitors
Doc Generation Volume	500+ / week
Download Rate	> 55%
Return Rate	> 30%
Time-to-Download	< 90 seconds
NPS Score	> 45

Scope — V1

✓ IN SCOPE

Two-Step Flow

Describe Project →
Choose Documents

Claude AI Generation

claude-sonnet-4-
20250514 via
Anthropic API

No Signup Required

Fully accessible
without
authentication

Six Document Types

PRD, Design Doc,
Technical Spec,
GTM Brief, User
Stories, Release
Notes

DOCX + PDF Download

Instant professional
format exports

Responsive Web UI

Desktop + mobile
support

✗ OUT OF SCOPE

User Accounts

No saved
documents or
document history
in V1

Custom Templates

No template library
or customization

In-Browser Editor

No live document
editing in the
browser

Collaboration

No collaborative
editing or sharing
links

Integrations

No Jira, Notion,
Confluence, or
Linear connections

Versioning

No change tracking
or version history

User Personas



Alex — Solo PM

3 years experience at a seed-stage startup. Writes all product docs alone. **Needs speed and structure above all.**



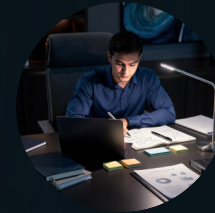
Priya — Engineering Lead

Leads a 6-person eng team. Tired of vague specs. Wants a fast way to generate a technical spec to **align her team before sprint planning.**



Marcus — PM Consultant

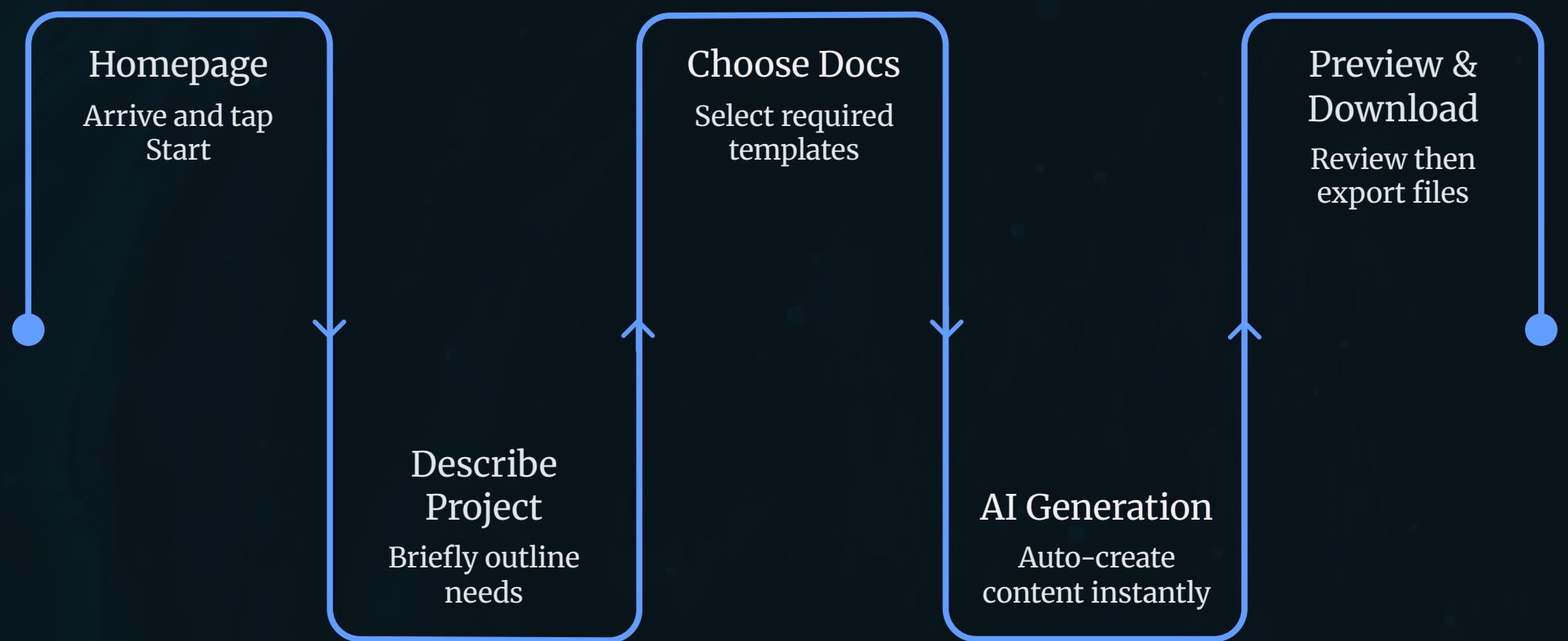
Freelances for 3–4 clients simultaneously. Needs **professional, downloadable docs** to present to clients within 24 hours of a brief.



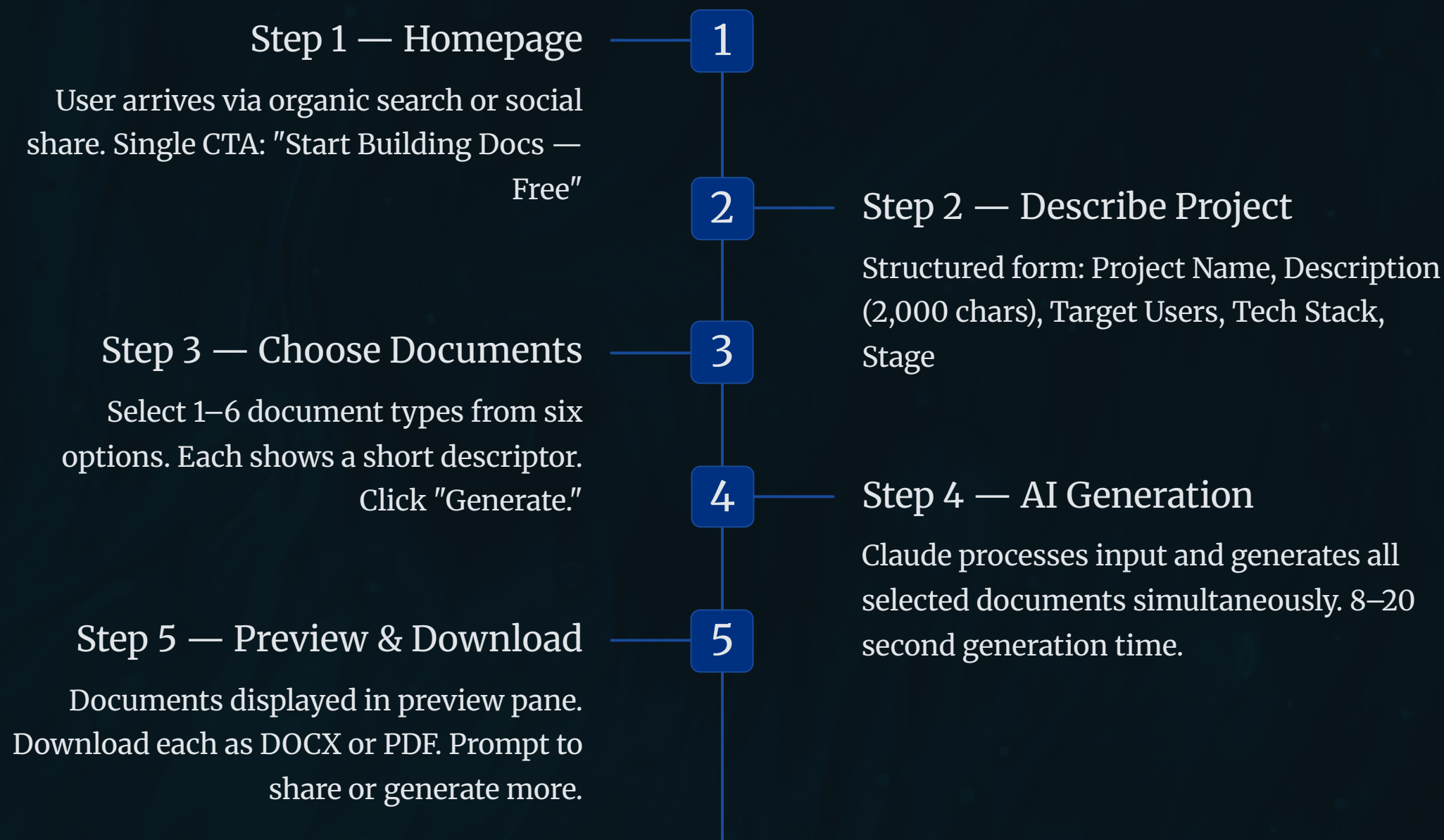
Jordan — Junior PM

1 year in the role. Lacks confidence writing PRDs from scratch. Wants a **structured starting point** they can edit and own.

End-to-End User Journey



The entire journey from landing page to downloaded document is designed to complete in under 90 seconds — with zero friction at every step.



Functional Requirements

Step 1: Project Input Form

ID	Requirement	Priorit y
FR-01	Project Name: required, max 100 chars, validated on submit	P0
FR-02	Description: required, 10–2000 chars, live character counter	P0
FR-03	Target Users: optional free-text, max 200 chars	P1
FR-04	Tech Stack: optional free-text, max 200 chars	P1
FR-05	Stage: single-select dropdown with 4 options	P1
FR-06	"Next" button disabled until required fields are valid	P0
FR-07	Input state preserved on back-navigation from Step 2	P1

Step 2: Document Selection

ID	Requirement	Priori ty
FR-08	Six document type cards rendered with title and descriptor	P0
FR-09	Multi-select: user can select 1–6 document types	P0
FR-10	"Generate" button disabled until ≥1 type is selected	P0
FR-11	Selected state visually distinct (highlighted border/checkmark)	P1
FR-12	Back button returns to Step 1 with state preserved	P1

Generation & Output

ID	Requirement	Priorit y
FR-13	API call to Claude with structured prompt per document type	P0
FR-14	Streaming or polling progress indicator per document	P1
FR-15	Graceful error handling with retry option on API failure	P0
FR-16	Preview rendered in browser on completion	P0
FR-17	Download as DOCX (via docx library or equivalent)	P0
FR-18	Download as PDF (server-side or client-side render)	P1
FR-19	Each document downloadable independently	P0
FR-20	"Generate More" or "Start Over" CTA post-download	P2

 P0 requirements are launch-blocking. P1 items are high-priority for V1 polish. P2 items are post-launch enhancements.

Non-Functional Requirements



Performance

First Contentful Paint < 1.5s on 4G. Generation starts < 500ms after submit. Single-doc generation completes < 15s (P95).



Availability

99.5% uptime. Graceful degradation if Claude API is unavailable — clear error message, no crashes.



Security

No user data stored beyond request lifecycle. HTTPS enforced. No PII collected without consent.



Scalability

Handle 100 concurrent generation requests. Rate limit: 10 requests/IP/hour to prevent abuse.



Accessibility

WCAG 2.1 AA compliance. Keyboard-navigable form. Screen reader-compatible labels on all form elements.



Browser Support

Chrome, Firefox, Safari, Edge — latest 2 versions. iOS Safari and Android Chrome supported.

Technical Architecture

Tech Stack

Frontend

Next.js (App Router) — TypeScript, Tailwind CSS

Hosting

Vercel — serverless functions + edge CDN

AI Backend

Anthropic Claude API — claude-sonnet-4-20250514

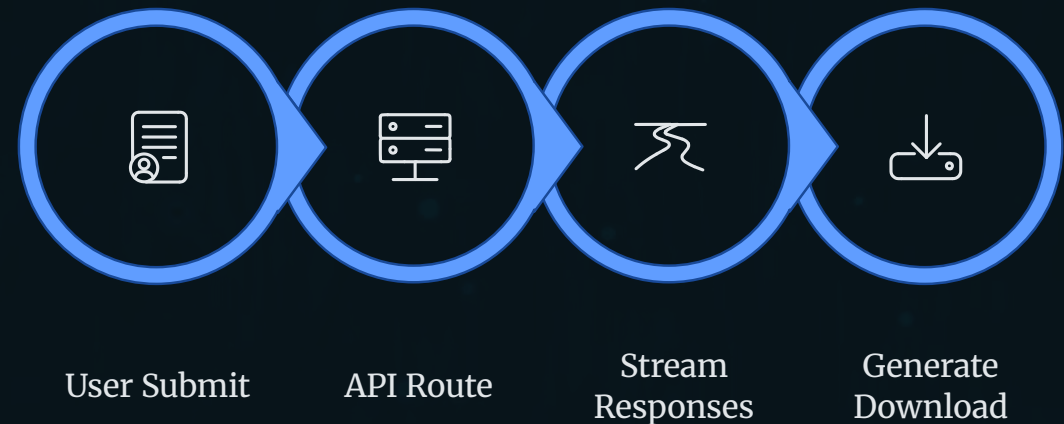
Doc Generation

docx npm library (DOCX), Puppeteer or html-to-pdf (PDF)

Analytics

Vercel Analytics + optional PostHog for funnel tracking

Request Flow



- ☐ Claude API calls are parallelized per document type, enabling simultaneous generation of all selected documents for maximum speed.

Key User Stories

1

US-01 — The Speed-Driven PM

"As a PM, I want to describe my product and get a PRD in under 2 minutes so I can share it with my team today."

Acceptance Criteria: Given valid inputs, a PRD is generated, previewed, and downloadable within 60s of clicking Generate.

2

US-02 — Multi-Doc Generation

"As a user, I want to select multiple document types at once so I can complete all my documentation in a single session."

Acceptance Criteria: User can select 1–6 types; all are generated and available to download independently.

3

US-03 — No Account Required

"As a user, I don't want to create an account to use the tool so I can start immediately."

Acceptance Criteria: The full create flow is accessible without authentication. No login gate exists on any step.

4

US-04 — Mobile Usability

"As a user on mobile, I want the form to be easy to fill out so I can use the tool from my phone."

Acceptance Criteria: Form is fully usable on viewports $\geq 375\text{px}$. All inputs, CTAs, and previews are accessible touch targets.

5

US-05 — DOCX Download

"As a PM, I want to download the generated PRD as a .docx file so I can edit it in Word or Google Docs."

Acceptance Criteria: DOCX download is available for all generated documents. File opens correctly in MS Word and Google Docs.

Risks, Launch Plan & Open Questions

Risks & Mitigations

Risk	Impact	Mitigation
Claude API rate limits exceeded at scale	High	Request queuing + rate limiting per IP. Cache common patterns.
Generated docs lack depth for complex products	Medium	Prompt engineering investment. Allow optional context fields.
No signup = no retention or re-engagement	Medium	V2: optional account creation. Email capture post-download.
PDF generation quality inconsistent across OS	Low-Med	Server-side Puppeteer rendering. Test on all major browsers.
Competitor replication risk	Medium	Focus on prompt quality, document polish, and speed. Build integrations moat in V2.

Open Questions

PDF Generation Client-side or server-side? Performance vs. consistency tradeoff — Engineering, Week 1	API Cost Model Cost per document generation and sustainable free-tier limit — Product + Finance, Week 1
Regenerate Button Per-section regeneration or full-document only? — Product, Before Beta	Monetization Model Freemium? Pay-per-doc? Pro subscription? — CEO + Product, Week 3
Abuse Detection CAPTCHA on suspicious patterns beyond IP rate limiting? — Engineering, Week 2	

Launch Plan

	Phase 1 — Private Beta (Weeks 1–3) Deploy to Vercel, invite 50 beta users from PM communities. Instrument funnel analytics, collect qualitative feedback via Typeform. Fix P0 bugs; iterate on prompt quality.
	Phase 2 — Public Launch (Week 4) Post on Product Hunt, LinkedIn, X (Twitter), relevant Slack communities. SEO-optimized landing page. Outreach to PM newsletters (Lenny’s Newsletter, The Product Compass).
	Phase 3 — Growth & Retention (Weeks 5–12) Introduce optional email capture for saved doc history (V1.5). Add 2 new document types based on beta feedback. Launch affiliate/referral program for PM influencers.

 **Target: 500+ documents generated per week by end of Phase 3, with NPS > 45.**

Thank You

Thank you for reading! Feel free to reach out with any questions or feedback.

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