



# PR FAQ Template: product team's guide for creating digital products that customers love

This PR FAQ template will help product teams to define a product vision, plan a road map and guide them to create customer-centric products that make business sense.



**1. Heading:** Short, catchy name for the product that a given target audience can relate to



**2. Sub-heading:** One-liner explaining who the target market is, what the product does, and what it hopes to achieve



**3. Summary:** A brief paragraph, explaining what the product is and its benefits



**4. Problem Statement:** A brief paragraph explaining what precise problem the company is trying to solve with this product and why they are trying to solve this problem. This paragraph may also include pain points on existing products or processes that can be alleviated using the product



**5. Solution:** A brief explanation on how the company hopes to resolve the problem mentioned in the problem statement section. Usually, it would be helpful to provide research or numbers to back the assumptions made for the resolution



**6. User Experience:** A paragraph explaining how a user would interact with the product itself. In this section one could add an internal quote; something regarding the product for example, why the company feels it's essential for the given customer base to purchase this product. One could also add hypothetical customer quotes. This kind of information gives more insight to the product or the features



**7. FAQs:** This section would include all plausible questions target customers may want to ask. This includes the typical what, why, when, how and who questions from the customer's perspective. This could also serve as a justification for the company to launch the given product



**8. Internal Section:** This part of the document involves questions that the internal teams would ask. These questions could be regarding technical, sales, marketing or design inquiries. The section would also delve into the solutions for any said questions and would make it transparent for teams to see where this product/feature is heading and what the ask is especially from the stakeholders. It could act as an aid to stakeholders for decision making purposes. Typically, visuals could be added to avoid having to write out large chunks of words and would help keep it brief

### **About Robosoft**

Robosoft is a full service digital experiences agency offering services in - Digital Advisory, UX/UI Design, Engineering and Analytics.

To know how Robosoft can partner with you to accelerate product development for your enterprise write to us at:

[services@robosoftin.com](mailto:services@robosoftin.com)

---

**New York | San Francisco | Tokyo | Mumbai | Bangalore | Udupi**

[www.robosoftin.com](http://www.robosoftin.com)