



SKYROCK Technologies Ltd

FREE PRODUCT PLANNING GUIDE

Build the Business, Not Just the App

The ten essential documents for a secure, scalable
and commercially viable digital product.

10 documents. 3 phases. One clear product blueprint.

Product | Technology | User experience | Launch | Growth

WHY PLANNING MATTERS

Fast code is not the same as a viable product.

AI-assisted development can accelerate software delivery. But successful products still require clear requirements, coherent user journeys, secure architecture, commercial logic, launch discipline and measurable customer value.

Building without a product blueprint is like constructing a house without architectural plans. The result may look complete while remaining unsafe, unscalable or unsuitable for its intended purpose.

Establish the product and business foundations before generating the first line of code.

HOW TO USE THIS GUIDE

Work through the documents in sequence. Record decisions, owners and unresolved risks. Validate assumptions with prospective users before investing heavily in development. Treat the blueprint as a living product record, not a one-off exercise.

PHASE ONE

Define the Product

Complete these documents before advancing to the next phase.

Decisions should be specific, testable and owned.

01

Product Requirements Document

Defines the product vision, target users, business problems, features, functional requirements, success measures and acceptance criteria.

WHY IT MATTERS

Everyone works from the same definition of success.

STARTER CHECKLIST

- Name the primary user and the problem being solved.
- Separate essential outcomes from attractive extras.
- Define measurable success and acceptance criteria.

02

Technical Requirements Document

Explains the architecture, APIs, integrations, authentication, payments, security, hosting, performance, monitoring and compliance requirements.

WHY IT MATTERS

Technical decisions are made before they become expensive problems.

STARTER CHECKLIST

- Record external systems, data flows and trust boundaries.
- Define security, resilience and performance expectations.
- Document deployment, monitoring and recovery needs.

03

Minimum Viable Product Scope

Establishes exactly what the first release will include and what will be reserved for future versions.

WHY IT MATTERS

It prevents feature creep and keeps the project focused, achievable and commercially relevant.

STARTER CHECKLIST

- List must-have outcomes for the first release.
- Move non-essential features to a later roadmap.
- Agree what evidence will show that the MVP works.

04

User Flows and Journeys

Maps important user journeys, screens, decisions, errors, recovery options and successful outcomes.

WHY IT MATTERS

Users can complete important tasks without confusion or unnecessary obstacles.

STARTER CHECKLIST

- Map entry points, decisions and successful outcomes.
- Include validation, errors and recovery paths.
- Review each flow for accessibility and low connectivity.

PHASE TWO

Design the Foundation

Complete these documents before advancing to the next phase.

Decisions should be specific, testable and owned.

05

Design System

Defines colours, typography, spacing, buttons, forms, reusable components, interaction states and accessibility standards.

WHY IT MATTERS

The entire application feels consistent, professional and trustworthy.

STARTER CHECKLIST

- Set reusable visual and interaction rules.
- Document hover, focus, error and disabled states.
- Define responsive and accessibility standards.

06

Database Schema and Permissions Model

Defines data structures, relationships, validation rules, user roles, access permissions, audit trails, backups and privacy controls.

WHY IT MATTERS

Your data remains organised, secure and ready to scale.

STARTER CHECKLIST

- Define records, relationships and validation rules.
- Map every role to the minimum required permissions.
- Plan audit history, retention, backups and recovery.

07

Monetisation Plan

Establishes how the product will generate revenue through subscriptions, usage pricing, commissions, advertising, licensing or marketplace fees.

WHY IT MATTERS

Revenue is designed into the product rather than considered after development.

STARTER CHECKLIST

- Choose a model aligned with customer value.
- Define pricing assumptions and payment moments.
- Test the model with prospective customers early.

PHASE THREE

Launch and Grow

Complete these documents before advancing to the next phase.

Decisions should be specific, testable and owned.

08

Launch Plan

Defines the testing programme, beta users, release process, responsibilities, communications, customer support and launch-readiness criteria.

WHY IT MATTERS

The product enters the market through a controlled and measurable process.

STARTER CHECKLIST

- Name launch owners and readiness criteria.
- Plan beta feedback, release checks and rollback.
- Prepare customer communication and support.

09

User Acquisition Plan

Explains how the business will attract its first 100 users through content, communities, partnerships, outreach, creators, referrals or paid advertising.

WHY IT MATTERS

Hope is not a customer acquisition strategy.

STARTER CHECKLIST

- Identify where the first users already gather.
- Select a small number of measurable channels.
- Define the offer, message and conversion journey.

10

Retention and Growth Plan

Defines how the product will encourage users to return, invite others, leave reviews, upgrade and use more capabilities.

WHY IT MATTERS

Sustainable growth depends on continued customer value.

STARTER CHECKLIST

- Define the product's repeat value moment.
- Measure activation, retention and expansion.
- Build feedback and improvement into operations.

BLUEPRINT READINESS REVIEW

Before development begins

A strong blueprint does not remove every unknown. It makes assumptions visible, turns major risks into decisions and gives the team a shared definition of success.

01	The target user and business problem are supported by evidence.	[]
02	The first release has a clear, controlled scope.	[]
03	Critical user journeys include errors and recovery.	[]
04	Architecture, integrations and security boundaries are documented.	[]
05	Roles, permissions, audit trails and privacy controls are defined.	[]
06	The revenue model and pricing assumptions can be tested.	[]
07	Launch responsibilities and readiness criteria have owners.	[]
08	Acquisition channels and the first 100-user plan are measurable.	[]
09	Retention and growth metrics are defined before launch.	[]
10	Unresolved assumptions, risks and decisions have accountable owners.	[]

Ready to turn the blueprint into a product?
Book a Product Strategy Call at
skyrock-technologies.com/product-strategy

This guide supports product planning and does not replace legal, regulatory, financial, tax or specialist security advice.