
Module 19: Notion, PRD Tools and AI Documentation

Build a product workspace in Notion, write and critique PRDs with AI, turn specs into tickets, and connect your docs to Claude.



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Built from the 55-lecture course study guide and extended to the 12-module Product Core curriculum.
Hypothetical examples are labelled; no real company results are invented.

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MODULE 19

Notion, PRD Tools and AI Documentation

Build a product workspace in Notion, write and critique PRDs with AI, turn specs into tickets, and connect your docs to Claude.

≈ 6 h study

Plans and AI features change

Notion's AI packaging changed several times in 2026. Check notion.com/pricing before buying. Screens are **illustrative wireframes**.

19.1 Notion in one page

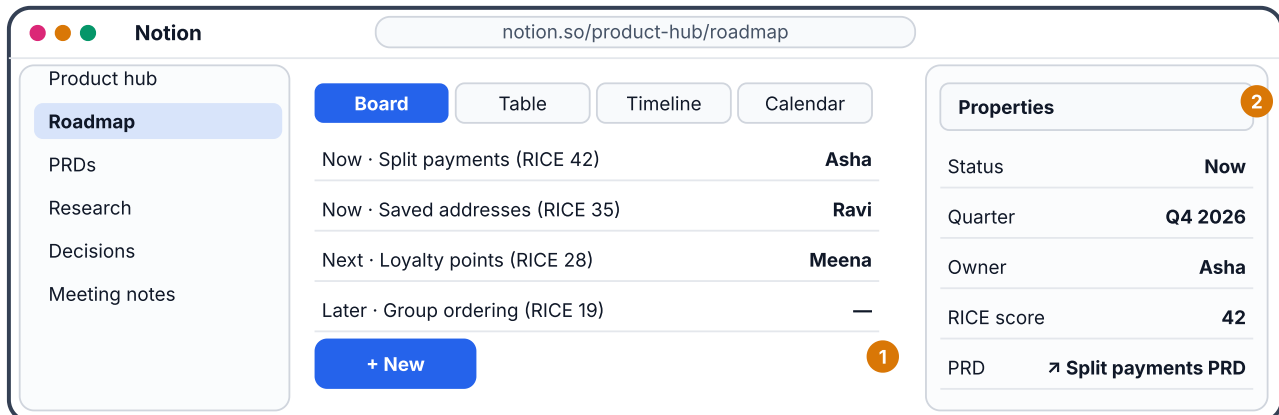
Notion is a workspace for documents and databases. Everything is a **page** made of **blocks** (text, headings, checklists, tables, images, embeds). A **database** is a collection of pages with properties, shown in different **views**. PMs use Notion for PRDs, roadmaps, research repositories, meeting notes and decision logs.

19.1.1 Plans (checked 23 Oct 2026)

Plan	Price	AI
Free	\$0	A limited AI trial
Plus	per member, monthly	A limited AI trial
Business	about \$20 per member a month	Full Notion AI: AI writing and Q&A, AI meeting notes, enterprise search, research mode, agents
Enterprise	custom	Business features plus admin and security controls

Custom AI **agents** can use a separate credit meter on top of the plan. If your company already pays for Claude, you can do much of the AI work with the **Claude connector** instead (Lab 4).

19.2 Level 1 · Pages, blocks and databases



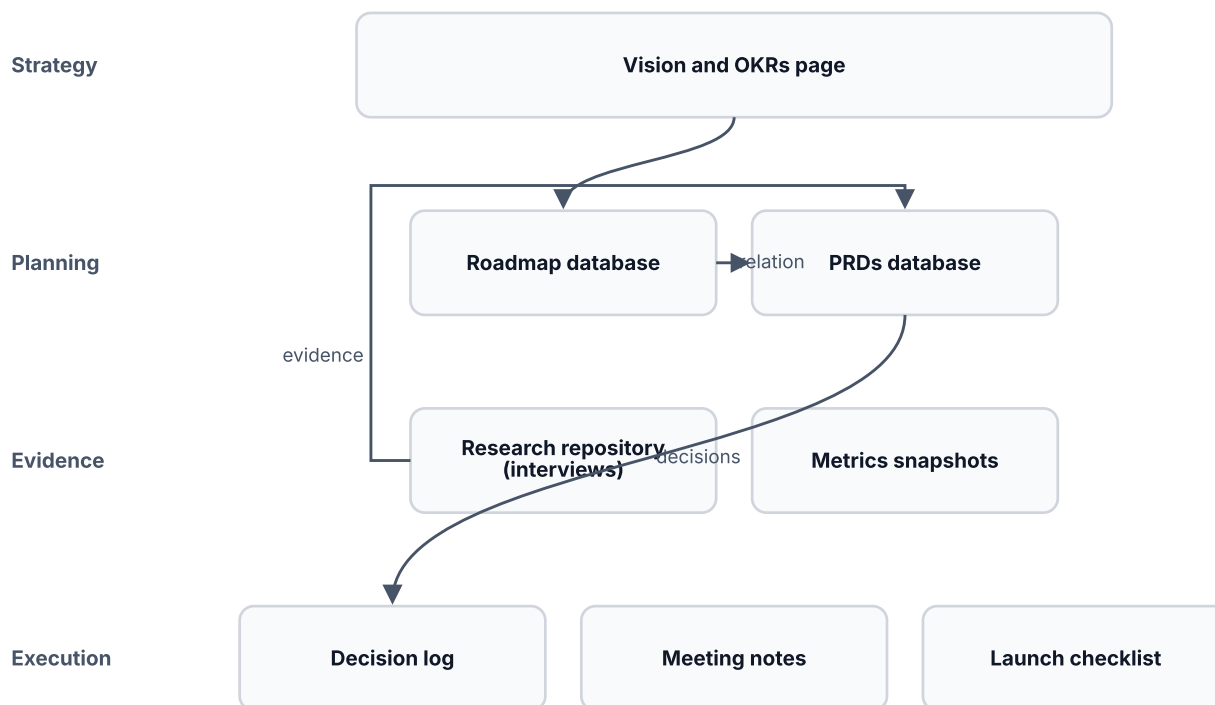
- 1 Each card is a page. Click + New and choose a template so every item starts with the same structure.
- 2 Properties hold the data you filter and sort by. 'PRD' is a relation that links to the PRDs database.

A Notion roadmap database (board view) (illustrative wireframe, not a real product screenshot). Same data, four views: board for stand-ups, table for scoring, timeline for planning, calendar for launches. The roadmap items are hypothetical.

Level 1 · Beginner

- Type **/** to insert any block (heading, to-do, toggle, table, callout, database).
- Drag the **⋮** handle to move blocks; turn any block into another type.
- Create a database with **/database**. Add properties: Status (select), Owner (person), Quarter (select), Score (number).
- Add **views** with **+** next to the view tabs, each with its own filter and sort.
- Share a page with **Share**; choose who can view, comment or edit.

19.3 Level 2 · A product hub that runs itself



A PM product hub in Notion. Relations connect the databases, so a PRD shows the roadmap item it belongs to and the interviews that support it.

Level 2 · Working PM

- **Templates:** create a PRD template inside the PRDs database (use `templates/01-prd-template.md` from this handbook). Every new PRD starts complete.
- **Relations and rollups:** link PRDs to roadmap items and interviews; roll up "number of supporting interviews" onto each PRD.
- **Linked views:** show "My open PRDs" or "This quarter's roadmap" on your personal home page.
- **Buttons and automations:** a button that creates this week's meeting note; a database automation that notifies Slack when Status changes to "Launched".
- **Integrations:** embed Figma frames, link GitHub pull requests, sync Jira or Linear issues.

19.4 Level 3 · Notion AI and connecting to Claude

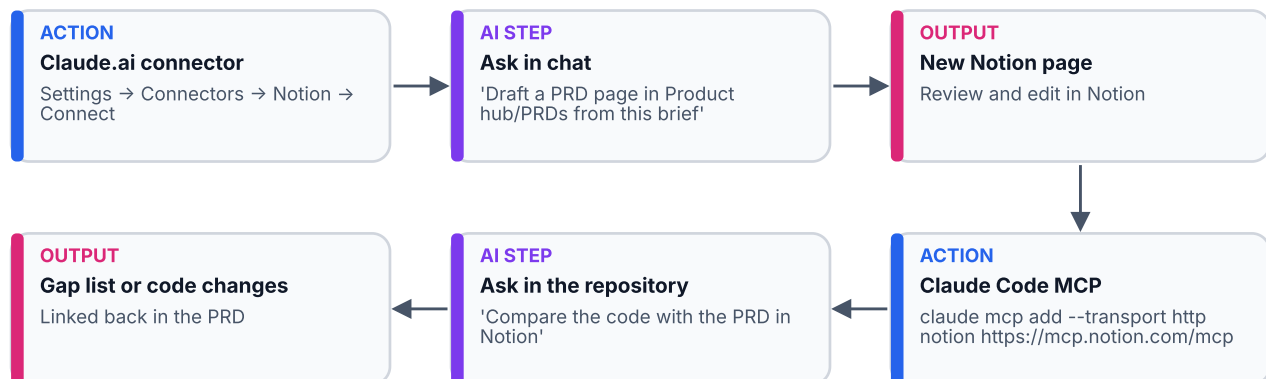
Level 3 · Advanced

Goal: let AI fill properties, summarise research, draft and critique PRDs, and work with your Notion pages from Claude and Claude Code.

19.4.1 Notion AI (Business plan)

- **Ask** questions across your workspace: "What did we decide about refunds?"
- **Write and edit** inside a page: draft, shorten, change tone, translate.
- **AI autofill** database properties, for example a "Theme" and "Sentiment" for every interview note.
- **AI meeting notes**: transcribe and summarise meetings into action items.
- **Research mode** and **agents** for multi-step tasks across pages.

19.4.2 Claude with Notion



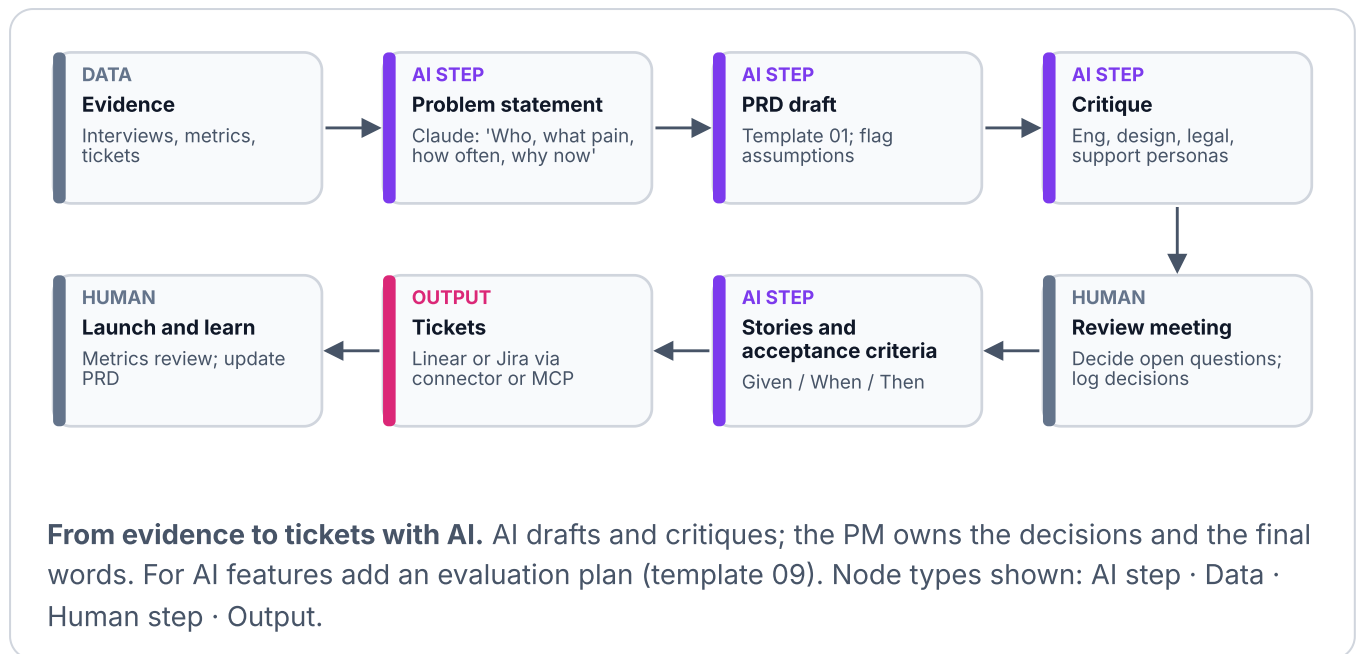
Two ways to connect Claude and Notion. You choose which pages the connection can access when you sign in. Start with a practice teamspace. Node types shown: Action · AI step · Output.

19.5 PRD tools compared

Tool	Strength	AI help	Best when
Notion + Notion AI	Docs and databases in one place	Draft, autofill, Q&A, meeting notes	Your team already lives in Notion
Claude Projects + a PRD skill	Strongest reasoning and critique	Draft, critique, rewrite, tickets	You want quality writing and review; export to any tool
ChatPRD	Purpose-built AI PRD assistant	PRD drafts, coaching, templates	You want a guided PRD writer
Confluence + Atlassian Rovo	Enterprise wiki linked to Jira	Draft, summarise, search	Your company runs on Jira
Coda	Docs with formulas and tables	AI columns and writing	PRDs that need live calculations
Linear (docs and projects)	Fast issue tracking with project docs	Summaries and drafting	Engineering uses Linear
Jira Product Discovery	Ideas, insights and prioritisation	Summaries via Rovo	Discovery feeding a Jira delivery team
Productboard	Feedback to roadmap	Feedback insights	High volume of customer feedback
Google Docs + Gemini / Word + Copilot	Familiar documents	Drafting inside the doc	Company uses Google or Microsoft suites

Tools for writing and managing PRDs (checked 23 Oct 2026). The tool matters less than the habit: one template, linked evidence, explicit decisions, and a review loop.

19.6 An AI-assisted PRD workflow



The critique prompt that finds gaps

"Review this PRD as four people: a skeptical engineering lead, a designer, a lawyer and a support lead. For each, list the top three questions and risks. Then list missing edge cases and any requirement that isn't testable."

19.7 Labs

Lab 1 · Product hub in Notion (Free, 40 minutes)

1. Create a page "Product hub" with sub-pages for Roadmap, PRDs, Research and Decisions.
2. Make Roadmap a database with Status, Owner, Quarter and RICE score; add board, table and timeline views.
3. Add five sample items.

Lab 2 · PRD template (20 minutes)

1. In the PRDs database, create a template from `templates/01-prd-template.md`.
2. Relate PRDs to Roadmap items.
3. Create one PRD from the template for "Split payments".

Lab 3 · Research repository with AI tagging (30 minutes)

1. Create an Interviews database: Date, Segment, Notes, Theme, Sentiment.
2. Paste five interview notes.
3. With Notion AI (Business): set Theme and Sentiment to AI autofill. Without it: ask Claude to tag the notes and paste the results back.

Lab 4 · Claude writes into Notion (15 minutes)

1. In Claude: Settings → Connectors → Notion → Connect; allow the Product hub pages.
2. "Create a PRD page in Product hub/PRDs for 'Saved addresses' using the template structure. Mark every assumption."
3. Open Notion, review and edit the page.

Lab 5 · PRD to tickets (20 minutes)

1. Ask Claude: "Turn the Split payments PRD into user stories with Given/When/Then acceptance criteria, grouped into three releases."
2. If you use Linear or Jira, connect it and create the tickets in a test project; otherwise paste into a table.

Lab 6 · Compare two PRD assistants (30 minutes)

Write the same one-paragraph brief into Claude (with Template 01) and into ChatPRD or Notion AI. Compare structure, accuracy, assumptions flagged and edits needed. Note which you'd use for what.

19.8 Common mistakes

- **A PRD graveyard:** no template, no status, no owner. Use a database with Status and Owner.
- **AI-written PRDs nobody reviewed:** always run the critique and a human review meeting.
- **Unlinked evidence:** relate PRDs to interviews and metrics, so decisions can be traced.
- **Sharing too widely:** check page permissions before connecting AI tools.

19.9 Exercises with model answers

Exercise · Make it testable

Rewrite this requirement with acceptance criteria: "Split bill should be easy."

Model answer

"As a diner, I can split a bill equally or by item among up to 10 people." **Given** a bill of ₹1,200 and three people splitting equally, **when** I confirm, **then** each person is asked for ₹400. **Given** item-wise split, **when** an item is unassigned, **then** I see 'Assign all items' and cannot confirm. **Given** amounts that don't divide evenly, **then** the remainder is added to the payer's share and shown clearly.

19.10 Key takeaways

- Notion = **pages + databases + views**. Relations turn separate lists into a connected product hub.
- Use **one PRD template**, link **evidence**, log **decisions**.
- AI drafts and critiques; **you decide**. Connect Claude through the **connector** or **MCP**.

19.11 Check your understanding

CHECK YOUR UNDERSTANDING

Which Notion feature links a PRD to its roadmap item?

- A. A toggle block
- B. A relation property
- C. A callout
- D. Page cover

Why: Relations connect pages across databases.

What makes a requirement testable?

- A. Using the word 'easy'
- B. Acceptance criteria such as Given / When / Then
- C. A longer paragraph
- D. Adding an emoji

Why: Acceptance criteria state observable conditions and outcomes.

19.12 Recommended resources

- [Notion Help Center](#) · [Notion pricing](#) · [Notion MCP](#)
- [ChatPRD](#) · [Atlassian Rovo](#) · [Linear docs](#)
- Handbook templates: 01 PRD, 02 one-pager, 09 AI PRD and evaluation