

Product One Pager Template - v1.00

Document Version	1.00
Document Owner	Use '@' and type the user name to tag the document owner
Epic Link	Copy and paste the Epic link corresponding to the requirement
Business Owner	Use '@' and type the user name to tag the business owner
Design Owner	Use '@' and type the user name to tag the stakeholders in the Design Team
Document Status	<input type="text" value="Draft"/>
Reference Link	Copy the reference links that would help understand the concept or link to development resources

Business Context	1
Current Scenario	1
Impact Sizing	2
Target Customer Segment	2
Assumptions	2
Hypotheses	2
Concept Note	2
Description	2
Data Flow Diagram	2
Success Metric	2
Future	3

Business Context

Mention the business context of the proposed feature and the need for the same

Current Scenario

Mention the current scenario in which the customer's need is being fulfilled or what's missing as a result

Impact Sizing

Mention the size of the current problem statement or the potential benefit in Business/Product metrics that would be achieved

Target Customer Segment

Briefly mention a target customer or persona

Assumptions

Mention the assumptions that are assumed to be true from a business or customer understanding perspective

Hypotheses

Mention the assumptions or hypotheses that have been considered

Concept Note

Mention the initial context of the concept to be given out for a rollout or implementation

Description

Mention the brief description of the concept along with the subheadings

Data Flow Diagram

Include a DFD level - 0 or level - 1 for understanding the flow between applications or within an application specifically mentioning the end states of a transaction

Success Metric

Goal	Metric	Frequency
Example - Percentage of active users	Example - Number of users engaging with at least 1 post/Number of users logging in	Example - Weekly/Monthly/Quarterly

Future

Mention the future use cases that may not be under consideration for this release (Optional)