

Program Document Template - v1.00

Document Version	Mention the version of your document starting from 1.00
Document Owner	Use '@' and type the user name to tag the document owner
Document Status	Copy and paste the Epic link corresponding to the requirement
Business Owner	Use '@' and type the user name to tag the business owner

- Objective** 1
- Success Metric** 1
- User Journey** 2
- Execution Plan** 2
- Product Plan** 2
- Business Model** 3

Objective

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

Success Metric

Mention the metric that you'd be measuring to conclude the program to be a success or a failure

Metric	Measure	Cadence
Mention the success metric that you'd qualify your program by.	Mention the Measure or the actual calculation of the metric	Mention the time period or frequency with which you'd be measuring this metric (Daily/Weekly/Monthly/Quarterly)

User Journey

Briefly list down all the different types of users involved in this Program and their own journeys -

User Step	User Type	Product
Enter the step that the user would be performing	Think of the type of the user performing this step using a Product	From your Product stack, mark the Product that the user would be using for this

Execution Plan

Explain the execution plan for the whole program in terms of the steps involved in ensuring every functional unit's key action items or deliverables are mentioned

Initiative	Description	Stakeholder	Timeline	Progress
Describe the Initiative	Give a brief description of the initiative mentioned	Mention the stakeholder to whom this action item belongs	Sep 12, 2023	Not started ▾
			Sep 12, 2023	In progress ▾
			Sep 12, 2023	Launched ▾
			Sep 12, 2023	Blocked ▾
			Sep 12, 2023	On Hold ▾

Please note - The Progress mentioned in the Execution Plan is the progress as tracked when the Program goes into the execution mode

Product Plan

Take up the Initiatives mentioned above in the Execution Plan and break those down into some Features which would be required for enabling the end-to-end execution

Product	Feature	Description	Timeline
Mention the name of the Product in the stack	Give a brief description of the feature	Give a description of what needs to be built for a specific feature on this product	Sep 12, 2023

Business Model

Bring in your excel on which you should be calculating how the launch of this program would affect your specific Functional or Business Unit's Profit and Loss statement and how would this program affect your unit economics.