THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Product Plan

Product ID _____

Product Stakeholders

Department director(s)	PSD project manager
Product manager(s)	Solutions manager
Publishing services partner (PSP)	PSD producer(s)
Other (specify)	Other (specify)

Product

Product name	Sponsoring department

Annual Publishing Plan Information

This product is included in the approved annual publishing plan

☐ Yes   ☐ No

If no, please specify which products this product will replace

This product will require new and expanded funds

☐ Yes   ☐ No

Executive Summary

Product Overview

Summarize the product, including the problem or opportunity, product description, and goals

Define what success looks like for this product and how success will be measured

Potential measures

☐ Adobe Analytics (Omniture)   ☐ Qualtrics post-visit survey   ☐ Off-site video views from shares via email, Facebook, or other link   ☐ Other _____

Indicate special requirements, challenges, limitations, or specifications that need to be considered

Key Milestones

List key product milestones, including approval dates, launch dates, and so on

Cost Estimates

Estimate

☐ $1K   ☐ $5K
☐ $15K   ☐ $30K
☐ $50K   ☐ $100K
☐ $500K   ☐ $750K
☐ $1 million+

Content development cost for the current year	Content development cost for future years
Hard cost for the current year	Hard cost for future years
Maintenance cost for the current year	Maintenance cost for future years

Product Plan—continued

Executive Summary

Medium

In what other ways could this content be delivered in the future? Check yes for ways it *could* possibly be delivered and no for ways it absolutely *could not* be delivered. Select all that apply.

e-Learning	ePub	Exhibit	Video (animated or live)	DVD	Manual
☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
Website	Mobile App	Web App	Presentation	Kiosk	
☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	

Other print (specify)

Other non-print (describe)

Delivery Channels

Indicate possible channels through which the product will be delivered (select all that apply)

☐ Learning Management System (LMS) ☐ LDS.org ☐ Mormon Channel ☐ Distribution Center
☐ Seminaries and Institutes of Religion website ☐ Kiosk, exhibit, or visitors' center ☐ Gospel Library ☐ Broadcast
☐ Deseret Book ☐ Newsroom ☐ General conference ☐ Theater (small or large)
☐ *Ensign, Friend,* or *New Era* ☐ FamilySearch.org ☐ *Liahona* ☐ Mobile
☐ Mormon.org ☐ Social media ☐ Other: _____

Content and Message Plan

Key Message

What is the key message of this product? What primary messages does it support? What are the features, benefits, and claims?

List any related products that this product should or should not match in message, tone, or creative direction (for example, actors, images, movies, music, or exhibits)

Types of content and deliverables (check all that apply, and include a description)

☐ Doctrinal study: _____

☐ Support: _____

☐ Inspiration: _____

Content and Platform

Existing content will be incorporated into this product (for example, scripts, footage, music, images, and so on)

☐ No ☐ Yes (provide descriptions and locations): _____

This content will replace a piece of content already published or already being viewed by the audience

☐ No ☐ Yes (provide descriptions and locations): _____

This content or platform could later be integrated with other departments

☐ No ☐ Yes (provide descriptions and locations): _____

Product Objectives

Describe what we want people to know, feel, or do as a result of using this product

Describe what the overall tone or feel of this product should or should not be

Translation

This product will be translated into multiple languages	Translation details
☐ No ☐ Yes (specify below):	☐ Dubbing
☐ Introductory Phase ☐ Phase 1 ☐ Phase 2A ☐ Phase 2B	☐ World report dubbing
☐ Other languages (list): _____	☐ Closed captions
	☐ Subtitles

Product Plan—continued

Audience

Audience expected reach

Target Audience

Describe the audience that the product is trying to reach

Describe what is known about the product's audience

Audience demographics (check all that apply)

☐ Members (general Church membership)   ☐ Nonmembers   ☐ Inactive members

Age demographics (if applicable)

☐ Adults (ages 30+)   ☐ Young single adults (ages 18–30)   ☐ Primary children (ages 3–12)   ☐ Youth (ages 12–18)

☐ Other (specify): _____

Describe any research that has been done related to this specific audience and product (optional)

More research needs to be conducted before this product goes into production

☐ No   ☐ Yes (specify): _____

Audience Segmentation

List the target audience segments to provide insight into how the product will be used

Target Audience Motivators

Describe current audience perceptions, attitudes, and behaviors

Awareness Plan

Describe how the audience will become informed about your product, along with any potential challenges in spreading awareness

Product Plan—continued

Evaluation Plan

Describe how you will evaluate the effectiveness of your product, including metrics and other data you will collect

Formative and summative evaluations using individuals and focus groups. Website surveys, quick query studies and other surveys. Web analytics.

Indicate how frequently these measurements will be reported and to whom they will be reported

Formative evaluations will occur as content is developed. Ongoing summative evaluation results will be reported to department leadership and General Authorities.

Maintenance Plan

Describe the ongoing maintenance needs for the product

Site structure will be adjusted according to findings which will require minor development support.

Indicate how often this content will need to be revised or updated

Periodically to reflect recent guidance and encourage return visits.

Indicate how stakeholders will be notified of changes

Stakeholders will be informed by ongoing governance meetings and email notifications.

Describe the product's retirement plan

No forseeable retirement plan.

Flexibility Matrix   Check only one box in each row and column.

	High flexibility	Medium flexibility	Low flexibility
Resources (budget)	☐	☐	☒
Scope (feature set)	☒	☐	☐
Schedule	☐	☒	☐

Sponsoring Department Approval

Sponsoring department managing director	Date 4/8/2014

Correlation Approval

Director of Correlation Evaluation	Date

PSD Approval

PSD Advisor (only if web, social, or mobile is involved)	Date

OCS Approval

OCS Director & CSC Minute Entry (only if web, social, or mobile is involved	CSC Minute Entry	Date