

# Project Goal Template

#	Goal Statement	Success Criteria	Owner	Timeline	Notes
1	Enable retail users to make fast, secure, and convenient payments using the mobile wallet app.	<ul style="list-style-type: none"> <li>- 90% of payment attempts complete successfully within 5 seconds</li> <li>- Payment success rate <math>\geq 99\%</math></li> <li>- Reduce payment abandonment rate by 40% within 3 months of launch</li> <li>- Net Promoter Score (NPS) for payments <math>\geq 60</math></li> </ul>	Product Manager – Wallet	MVP: 8 weeks; Full feature rollout: 16 weeks	Supports major payment methods (cards, bank transfers, in-app balance) and biometric authentication for security.
2	Improve customer onboarding experience to increase user registration and activation rates.	<ul style="list-style-type: none"> <li>- Increase registration conversion rate to 70%</li> <li>- Reduce onboarding completion time to under 2 minutes</li> <li>- Reduce onboarding drop-off rate by 30%</li> </ul>	Product Manager – Growth	Phase 1: 6 weeks	Includes simplified KYC process and social login options.
3	Provide merchants with real-time transaction reporting and analytics.	<ul style="list-style-type: none"> <li>- Real-time dashboard updates within 3 seconds</li> <li>- Enable downloadable transaction reports</li> <li>- Increase merchant engagement by 25%</li> </ul>	Product Manager – Merchant Platform	Release: 10 weeks	Dashboard accessible via web and mobile admin portal.