

 DISCONTINUATION REASON

WHO WILL BE IMPACTED?

List the main people or groups impacted by the product's discontinuation


WHAT ARE THE IMPACTS?


Describe the positive and negative impacts for those previously listed

ACTIONS TO BRING VALUE

Identify the actions that can reduce the negative impacts or enhance the positive ones

 **WHAT DID WE DO WELL IN THIS PRODUCT THAT WE SHOULD CONTINUE DOING?** *Discuss and identify the positive aspects of the product's journey that could be replicated in a new product or initiative.*

 User and Clients

 Collaborators and Partners

 **WHAT COULD WE DO DIFFERENTLY?** *Discuss and identify aspects of the journey that could be done differently in a future product or initiative.*

 **DISCONTINUATION ROADMAP** *List the main milestones for the execution of the discontinuation actions for this product or initiative.*