

Setting the product vision

Elements of a product vision

What is the problem you are solving?

Who are you trying to help?

What does the ideal world look like?

How does your solution get everyone there?

**Why should they choose your
solution over others?**

How to create a vision

Be aspirational: Where do we want to be in 15 years?

A good vision paints a picture of the future that draws people in

Be inclusive of all constituents:

**We want a world where [some
constituent] is able to [get some
clear value that is meaningful to
them]**

**We want a world where the public
doesn't have to wait to receive
government services**

We want a world where **workers can
focus on having an impact on
people's lives, rather than on excel
spreadsheets and minutia**

**We want a world where managers
can easily get correct information
when they need it so they can
empower their employees**

We want finance to predict the costs of programs based on accurate data and analysis

**We want *policy* to be confident that
the organization is abiding by all
requirements through *policy*
*automation***

**We want to empower the IT
department to work hand in hand
with the business to create and
maintain great software**

**We want leadership to be able to
report that they are delivering on
their mission**

Including all constituents in your vision will help you create a sustainable one

Combine into a vision statement

Vision Statement

noun

A short ‘elevator pitch’ of the vision that the team and others can use to quickly explain the product and galvanize support

**Vision statements should be clear,
concise, informative and
inspirational**

**Vision statements address what
constituents care about**

**Vision statements should be devoid
of specific implementation details**

Let's look some examples

Example (CA Child Welfare)

We're coming up with software that helps social workers find great places for kids to go when their parents can't take care of them.

Who's affected?

We're coming up with software that helps **social workers** find great places for **kids** to go when their parents can't take care of them.

What's the problem?

We're coming up with software that helps social workers find great places for kids to go when **their parents can't take care of them.**

How are we helping?

We're coming up with software that helps social workers find great places for kids to go when their parents can't take care of them.

What's the outcome?

We're coming up with software that helps **social workers find great places for kids to go** when their parents can't take care of them.

Example (Micropurchase)

We want to create a world where the Federal government can work out in the open with non-traditional vendors to get quality solutions delivered quickly and cost-effectively for the public.

Who's affected?

We want to create a world where **the Federal government** can work out in the open with **non-traditional vendors** to get quality solutions delivered quickly and cost-effectively for the public.

What's the problem?

We want to create a world where the Federal government can work out in the open with non-traditional vendors to get **quality solutions** delivered quickly and cost-effectively for the public.

How are we helping?

We want to create a world where the Federal government can work out in the open with non-traditional vendors to get quality solutions delivered quickly and cost-effectively for **the public.**

What's the outcome?

We want to create a world where the Federal government can work out in the open with non-traditional vendors to get **quality solutions delivered quickly and cost-effectively for the public.**

Your vision statement might also reference why your solution is better than others.

Example (Amazon):

Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online.

Example (Pivotal Labs):

Pivotal is changing the world by building great software companies. Only Pivotal combines the best of the Silicon Valley state of mind with a business' core values and expertise to innovate and disrupt.

What are the benefits of clear vision?

Your vision statement helps you and your team communicate clearly about the work you're doing to anyone at any time.

**Everyone can tell the same story
with the same passion and
conviction (so that *you* aren't the
communication bottleneck).**

It also sets a north star for the team so that they are motivated and know how all of their work contributes to the cause.

And it helps you pitch the value of your product at every stage of the project.

You will revisit and may adjust your vision at times as you learn more, but maintaining a clear, inclusive vision is critical to product success

What's your vision?

discussion

Get at your vision

1

What problem are you solving? Why is it meaningful?

2

Who are your constituents? What's important to them?

3

What is your vision? Why is your solution desirable to your constituents?