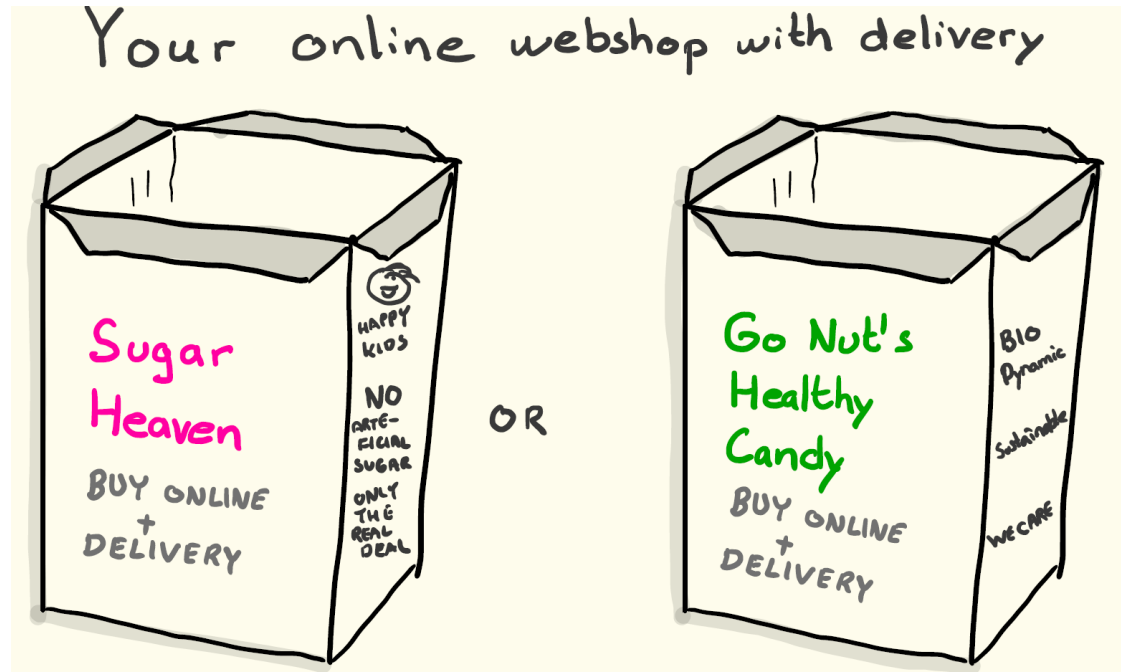


## Lecture 05 Group Exercises






### Exercise 1: Establish a Product Vision (either for your semester project or an imaginary product)

Choose either your semester project or one of these imaginary products, and establish a Product Vision using the template:



**MIRO**  
**EXERCISE**

20 MIN

 <b>VISION</b> Your overarching goal for creating the product			
 <b>TARGET GROUP</b>  Market Customers Users	 <b>NEEDS</b>  Problem solved Benefit Provided	 <b>PRODUCT</b>  What is it How is it special Can it be created	 <b>BUSINESS GOAL</b>  Company benefits

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**Vision:**

« i.e.: Help children take a bite of happiness with their sweet tooth »

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**Target Group:****Needs:****Product:****Business Goal:**

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**Exercise 2: Establish an elevator pitch**

Use the format:

For <target customer/user> who <statement of need> the <product name, e.g. Go Nuts>


Is a <product category> that provides these <key benefits>






Unlike <primary competition>

Our product <is different in these ways>

**Exercise 3: How is your product launched?**

Use the template below to describe three releases in your product roadmap

MIRO EXERCISE  10 min

	RELEASE DATES OR TIME FRAMES			
	THE RELEASE NAMES			
	THE REASON FOR CREATING THE NEW RELEASE			
	THE HIGH LEVEL FEATURES NECESSARY TO MEET THE GOALS			
	THE METRICS TO DETERMINE GOALS HAVE BEEN MET			

How is your product launched ?

#1

#2

#3

Dates:

Names:

Reasons:

	#1	#2	#3
Features:			
Metrics:			