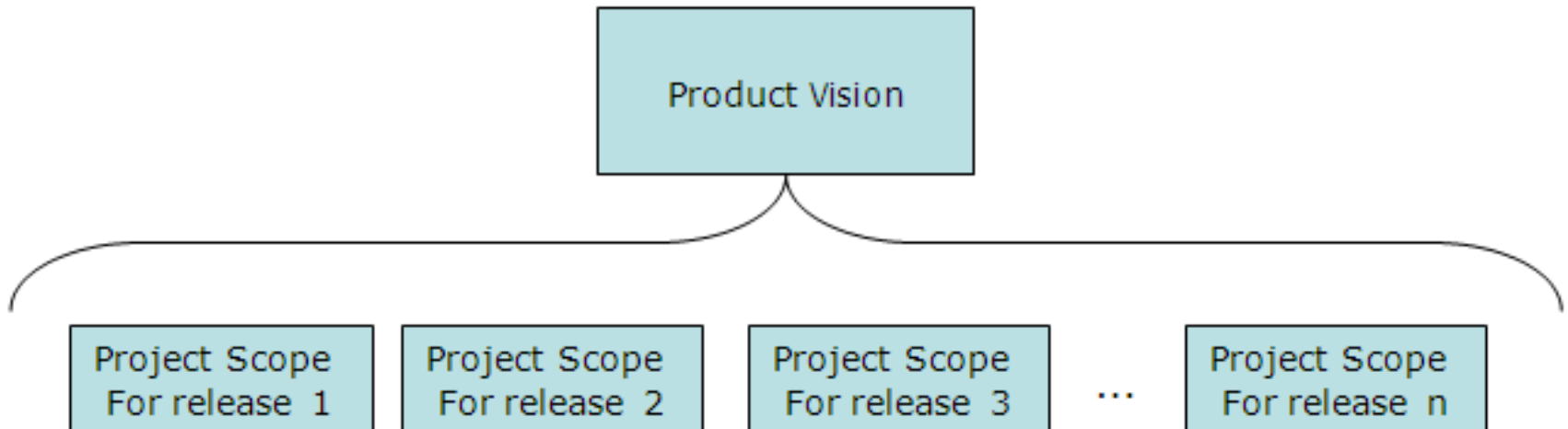


Vision & Scope



A Product Vision Statement

- ❑ A vision statement is a concise statement that defines the what, why, and who will buy or use the final product from the business point of view.
- ❑ The vision statement will help you to:
 - Ensure that the product definition aligns with the business goals and objectives.
 - Identify stakeholders – Who will buy or use the product?
 - What the product will do for its stakeholders?
 - What are the reasons to buy or use this product?
 - How can this product be distinguished from others?
 - Describe the state of the business – its strengths, weaknesses.
 - Describe the opportunities and risks to the business.

How To Write Vision Statement

□ Define the following terms:

1. **Target customers:** Describe the people who will use or buy the software.
2. **Statement of need:** Describe what the target customer does or what the software will help them with.
3. **Product name:** Provide the name of the product that you will create.
4. **Product category:** Describe the type of product that you are building. Product categories might include internal application, COTS software, embedded software, business and finance software, game software, complex software, etc

How To Write Vision Statement

- Define the following terms:
 - 5. **Benefit Statement:** Describe what the product will do for the target customers or the justification for buying the product.
 - 6. **Competitive analysis:** Describe the key competing product available or the system or process that the product will replace.
 - 7. **Product differentiation:** Explain the differences between the product you are building and the competition.
- **Review all writings** to ensure that they define the what, why, and who from the business point of view.

Follow This Template ...

- ☐ Insert statement to <>
- ☐ **For** <target customer> **Who** <statement of need> **the** <product name> **is a** <product category> **that** <benefit statement> **unlike** <competitive analysis>, **our product or service** <product differentiation>.
- ☐ Review and check if the vision aligns with the business goals and objectives.

Example 1

- ❑ **For** a software company **who** provides outsourcing services to global customers, **the** ABC company **is the** most advanced outsourcing company **that** has successfully provided services to hundreds of global clients. **Unlike** others who do not provide total solutions, **our services** have helped many clients achieve significant cost savings by integrating all applications into a cohesive total business solution that brings quality and efficiency for the entire operation.

Example 2

- **For** software users **who** need to request information from databases, **the** ABC Data Management **is** an information system that provided a single point of access to all data and information stored anywhere in company's multiple databases. **Unlike** other systems, **our system** not only locates, selects and provides information, but also generates required reports when needed, for use for further investigation and documentation.

Scheduling

- ❑ For manager, who manage HR and time-line, our SS (Scheduling Software) is a scheduling program that offer an automatic solution unlike other small calendar / scheduling software, our product will provide completely automatic and most convinient and optimized solution
-

RL Music Kit

- For modern musicians who want to experiment a more effective method to create successful music, the RL Music Kit is a software that offers an innovation in composing, arranging and practicing music with freedom and convenient, unlike most of the current software on the market, our product not only helps composers with a friendly and modern interface, it also provides features for singers from amateur to professional to practice singing even without a piano by the latest technology to guaranty the correctness of the final product
-

Company Management

- For average to big companies/ corporations who have various departments and employees that work independently . Our product must be the most convenient tool that has been proved to increase the efficiency and quality of company environment. Unlike other tool our services have helped many clients achieve significant cost savings by integrating all applications into a cohesive total business solution that brings quality and efficiency for the entire operation
-

Website - IntheBack

- For a music lover who always love to get all of the best piece of music even from movies he/she watches or other entertainment stuffs like movies or games, the InTheBack Songs is a system that provides great resource of information about song played in movies, TV shows and games. Unlike other music systems, our system focuses strongly on the background music information and provides great services of searching as well as free samples if you want to purchase any good tunes, which simply means you will never lose any other good piece of music in this world.
-

Autotrade

- ❑ For investors who want to maximize profit by good algorithm and don't have time to check about 700 stocks every day. Our product must be the most convenient tool that has been proved to increase profit for the investors. Unlike other tool, we do not recommend you buy or sell anything. All the trade will be done automatically by the autotrade system and the investor only need to check the result.
-

MusicBook

- ❑ For music fans for each genre who need the collection of music and large connection of people who shares the same interest a genre of music the MusicBook is a Music player that provides music fans the total suite of player, web browser, social network and large database. Unlike other music players, our product provides user easy access to music information such as played version, music sheet, famous artists who sang it, video music, upcoming album, concerts, artist's blog.
-

Coffee Shop Manager

- ❑ For coffee shop manager, who manage a coffee shop, our Coffee Shop Management software is a program that offer an computing system unlike by-hand management method, our product provide you most convenient tools for managing a coffee shop from drinks to employees.
-