Vision

Stratégique

Mission

Vision

Solution

Produit
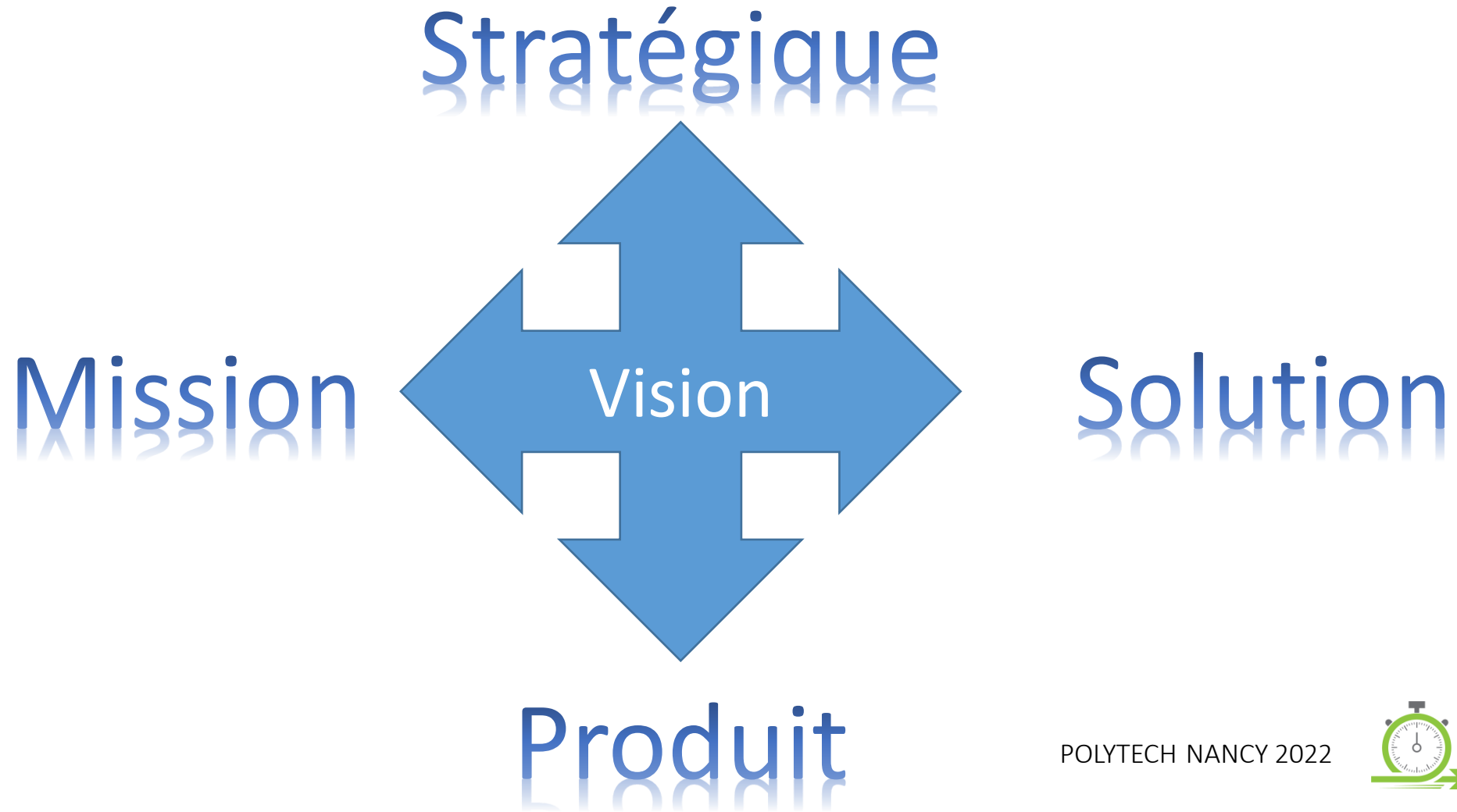
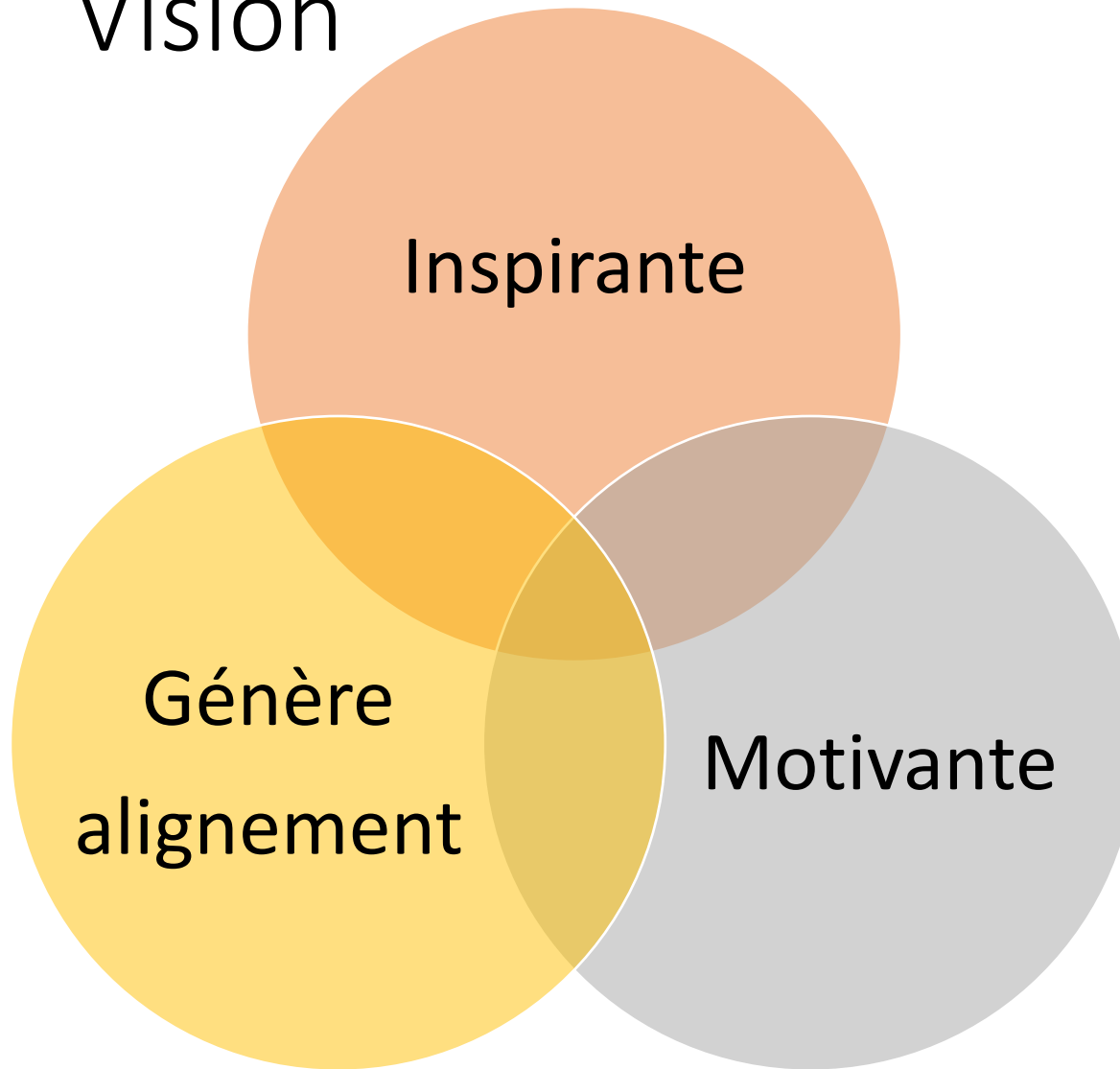# Vision

Without a vision

With a vision

Les gens au travail ont soif de contexte, désireux de savoir que ce qu'ils font contribue à un ensemble plus vaste.
—Daniel Pink

Vision

Inspirante

Génère alignement

Motivante

A long view:

- How will our future solution solve the larger customer problems?

- How will it differentiate us?

- What is the future context within which our solutions will operate?

- What is our current business context, and how must we evolve to meet this future state?

Vision: A postcard from the future

POSTCARD

Having a great time at a dream location...

Wish we were here!

- Aspirational, yet realistic and achievable

- Motivational enough to engage others on the journey

Result: The teams start thinking about how to apply their strengths in order to get there.

Switch: How to Change Things When Change Is Hard, Heath and Heath, Broadway Books, 2010

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Vision

THE PRODUCT VISION BOARD

VISION
What is your purpose for creating the product?
Which positive change should it bring about?

TARGET GROUP
Which market or market segment does the product address?
Who are the target customers and users?

NEEDS
What problem does the product solve?
Which benefit does it provide?

PRODUCT
What product is it?
What makes it stand out?
Is it feasible to develop the product?

BUSINESS GOALS
How is the product going to benefit the company?
What are the business goals?

Results

- A Vision written by the Product Owner and shared with all the stakeholders

Vision

The « elevator » statement

- **FOR** (target of the product)
- **WHO** (user's needs)
- **OUR PRODUCT IS** (product category)
- **THAT** (major benefit, key functionalities)

- **UNLIKE** (current practice, competition)
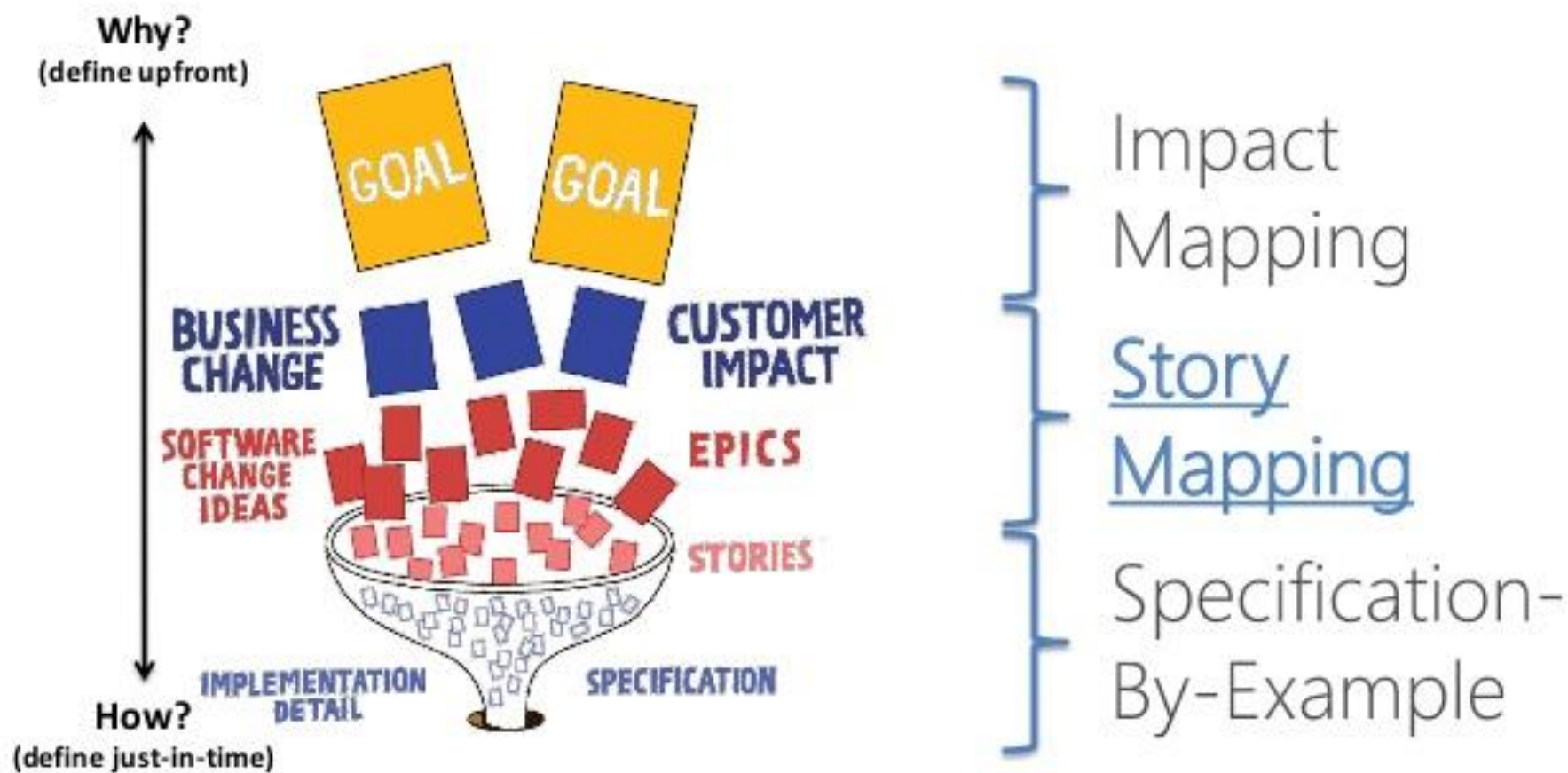- **OUR PRODUCT** (major differentiator)

Agile Requirements

Why?
(define upfront)

GOAL   GOAL

BUSINESS CHANGE   CUSTOMER IMPACT

SOFTWARE CHANGE IDEAS   EPICS

STORIES

IMPLEMENTATION DETAIL   SPECIFICATION

How?
(define just-in-time)

Impact Mapping

Story Mapping

Specification-By-Example

Image from: 50 Quick ideas to improve your user stories: https://leanpub.com/50quickideas
@gojkoadzic, @DavidEvans66

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