COMP 3550
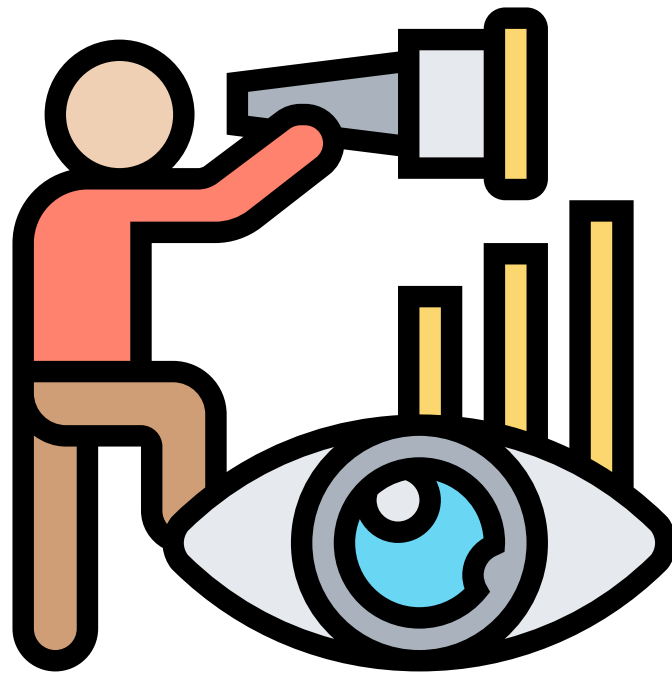
1.5 — PRODUCT VISION & FEATURE MAPPING

Week 1: Software Development Models & Agile Mindset
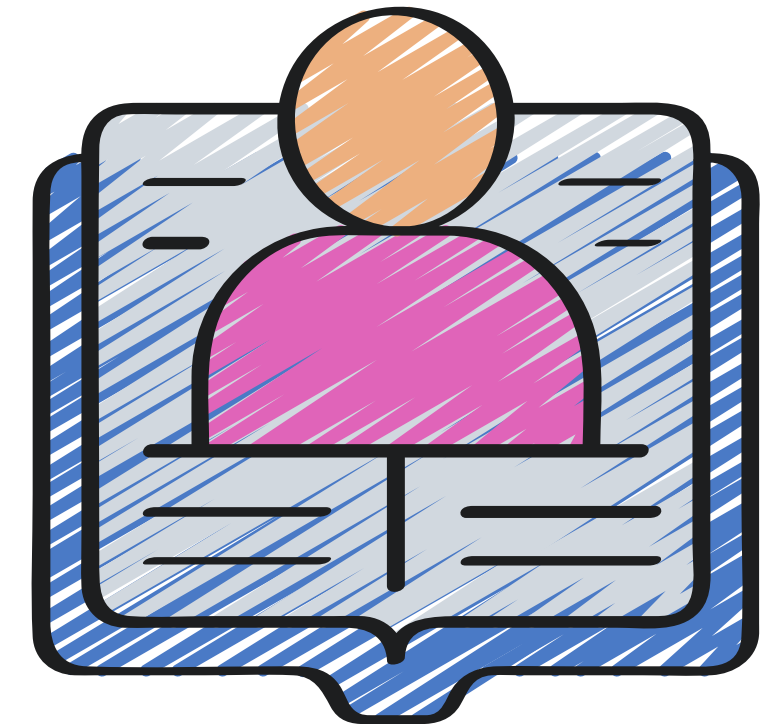
NON TECHNICAL ARTIFICATS

When starting a project, we need 3 types of **non-technical** artifacts:
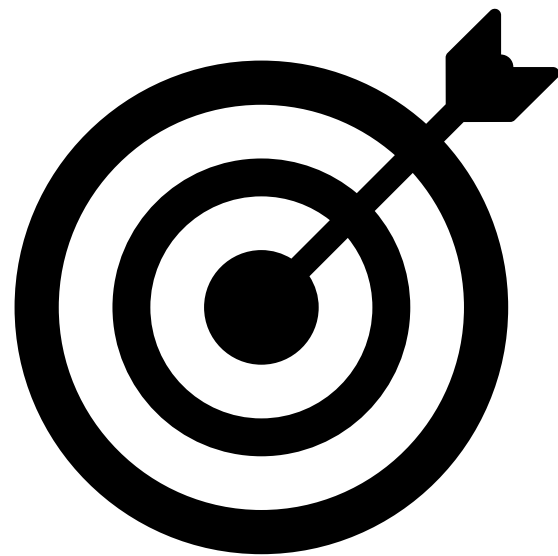
Product Vision

Features

User Stories

WHY START WITH VISION?

- Without vision, teams build "a bunch of screens" with no goal
- A vision statement is a user-centered north star
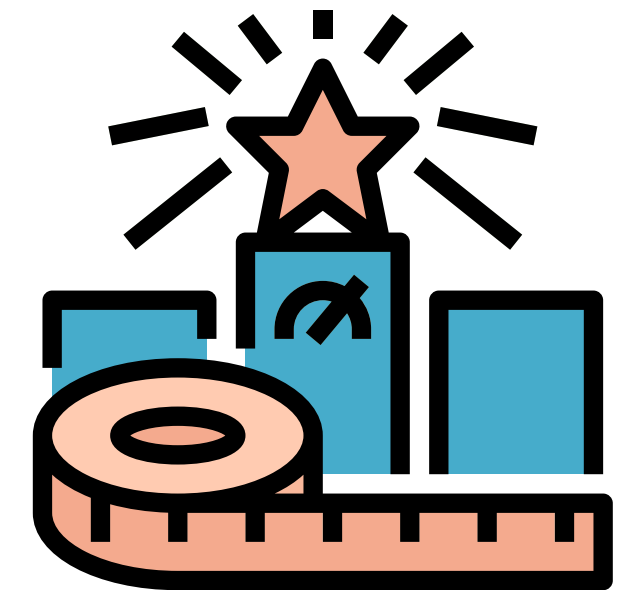
Purpose of Product What **not** *how*	Start with one sentence -> 1-3 paragraphs (~ 1 page)	What does the project accomplish? What is its value?	Success Criteria?

VISION

Monster Buddy is a playful and comforting bedtime tool designed for young children who want to face their nighttime fears with a smile. By transforming the bedtime routine into an imaginative adventure, Monster Buddy provides reassurance, fun, and connection between parents and kids. With its interactive monster profiles, lighthearted scanning feature, and encouraging goodnight messages, Monster Buddy builds confidence and creativity in kids while making bedtime a joyful experience. Success will be measured by creating happier, more relaxed bedtime routines for families, with a goal of a 95% satisfaction rate from parents and kids reporting fewer bedtime struggles.

VISION [BAD]

Monster Buddy is an app that helps kids not be scared of monsters at night. It uses advanced radar simulation scanning technologhy to show monsters that are fun and nice. Parents will like it because it makes bedtime easier. Success is measured in happy kids who are relaxed at bedtime.

FROM VISION TO FEATURES

Brainstorm: What would a user need to fulfill that vision?

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FEATURES

- **User/Client** defines the capabilities of software that work toward the vision
- Ideally this is something that can be completed in one iteration
- **User/Client** writes the feature and assigns the **priority**
- **Developers** can assign a **time estimate** to the feature

WHAT IS A FEATURE

Feature: Monster Scanning   **Cost:** 7 days

Description:
A child feels nervous at bedtime and wants to check if there are any monsters hiding in their room. They open the app, tap the "Scan" button, and watch as the playful radar animation searches for monsters. The app reassures them with an "All Clear" message or shows friendly monsters they can wave goodnight to.

Goal:

To provide children with a comforting and engaging experience that alleviates their bedtime fears while adding fun to the routine.

WHAT IS A FEATURE

Feature: 3D Monster Display   **Cost:** 45+ days

Description:
3D monster graphics with animations. Children can see monsters moving around and interact with them.

Goal:

To enhance the app's entertainment value by adding a more immersive experience.

Priority: Low

FEATURE GROUPING

Bedtime Fun & Interaction: • Monster Scan Mode • Monster Profiles • "Monster Mail" • Interactive Stories	**Routine & Positive Reinforcement:** • Bedtime Routine Checklist • Monster Badge Rewards • Custom Goodnight Messages
Soothing & Sleep Support: • Calming Sounds / Lullabies • Nightlight Control	**Parental Insights & Customization:** • Parental Dashboard

FEATURE PRIORITIZATION

MVP vs. stretch goals
Hint: "Pick the scariest first"

MVP (Must Have - Launch First)	**Stretch Goals**
1. Monster Scan Mode	1. Monster Badge Rewards
2. Monster Profiles	2. Interactive Stories
3. Custom Goodnight Messages	3. Nightlight Control
4. Bedtime Routine Checklist	4. Parental Dashboard
5. Calming Sounds / Lullabies	5. "Monster Mail"

LINKING VISION TO ARCHITECTURE

"How does the product vision translate into the system we're going to build — and the way we'll deliver it?"

Diagrams

How do we visualize the system we're building?

- User flows, component maps, API diagrams

Modules

What are the building blocks?

- Feature areas, service boundaries, MVP scope

Release Planning

How do we deliver value step-by-step?

- Iteration maps, MVP, stretch goals, version milestones

PAUSE & REFLECT

Write 2–3 sentences describing your team's product vision. What problem does it aim to solve, and why does it matter? If you don't have a product yet, think about the kind of project you would like to create and write a brief vision for it.