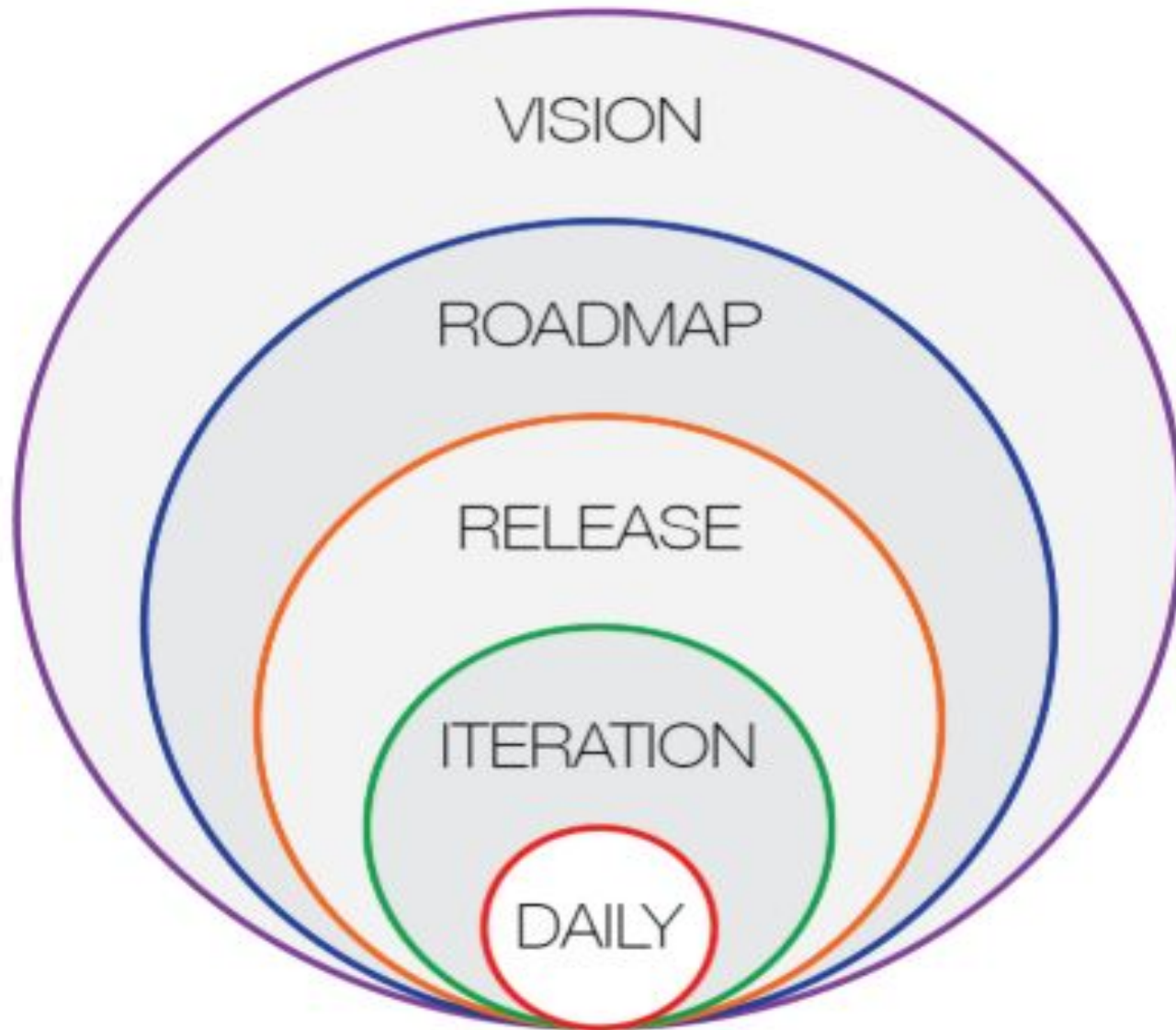# Product Vision

In X years, what do you want your product to be?

Agile Planning Onion

Product Vision

What :
The Product vision describes the purpose of a Product, the intention with which the Product is being created and what it aims to achieve for customers and users over a period of time.

The statement should serve as a guide and reminder to all stakeholders involved in a product's development (the product team, development, the executive staff, marketing, etc.) about the shared objective they're trying to achieve with this product.

Represents the desired state for a product in the future

How to write Product Vision

Your product vision must :

Be customer-focused: customers are the whole reason for your product.
You must reference customers in your product vision

Be a bit of a stretch, but not unrealistic : Your vision needs to be attainable.
Don't stretch too much and be realistic

Show differentiation: Something in your vision should explain why your product is different from your competitors.

Product Vision Examples

LinkedIn: To connect the world's professionals and make them more productive and successful

Google: To provide access to the world's information with one click.

Sonos: Fill every home with music.

Uber: Evolving the way the world moves. By seamlessly connecting riders to drivers through our apps, we make cities more accessible, opening up more possibilities for riders and more business for drivers

Disney : To make people happy

Ikea : To create a better every day life for the many people

Microsoft : Empower every person and every organization on the planet to achieve more

Apple : To produce high-quality, low cost, easy to use products that incorporate high technology for the individual

Product Vision Board (Sample)

THE PRODUCT VISION BOARD Ostinato Streaming Music Service · pichler consulting

VISION To give music lovers better access to more artists

TARGET GROUP	NEEDS	PRODUCT	BUSINESS GOALS
Music lovers with a broad taste in music - Access to high speed internet - Willingness to explore new music - Prefer to listen to a wide variety of music	- Access to large variety of music without purchasing it - Exposure to new artists and genres - Improved distribution for emerging artists	Online streaming music service - Delivered via web based app - Automated music recommendations - Songs may be purchased for offline	- Recurring subscription revenue - Commission revenue from individual song sales - Reinforces us as a modern, consumer-oriented brand

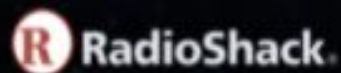# Product Roadmap

Business Agility

Ability of an organization to sense the environment and quickly adapt to it.

Product Roadmap

What : Plan for how your product is going to meet a set of business objectives. Shared source of truth that outlines the direction and progress of a product over time. Product roadmap helps communicate direction and progress to internal teams and external stakeholders. High-level visual that maps out the evolution of product over time showing the high-level initiatives and the plan for executing the work that aligns with the product vision

Creating a product roadmap should be a continuous process throughout the lifecycle of a product

Why : Product roadmap can be used to
- Prioritize tasks and initiatives
- Track progress toward goals
- Coordinate activities across teams
- Build consensus and understanding within teams
- Create transparency, internally and externally

QUIZ TIME

How does an organization know that a product built through Scrum is successful?

(choose the best answer)

○ A) By releasing often, and updating key performance indicators (KPIs) on value after every release and feeding this information back into work on the Product Backlog

○ B) By the Product Owner and stakeholders accepting the Increment at the Sprint Review

○ C) By measuring the actual time spent on development versus the time estimated for development

○ D) By measuring that velocity has increased since the last release

What two things best help the Product Owner manage the value of a product?

(choose the best two answers)

A) Validating assumptions of value through frequent releases

B) Setting value on individual Product Backlog items using Value Poker

C) The order of the Product Backlog

D) Devising a formula for a neutral calculation of value

Learning turns into 'validated learning' when assumptions and goals can be assessed through results. What is a key way for a Product Owner to apply validated learning?

(choose the best answer)

○ **A)** Set the Sprint Goal before selecting Product Backlog items at Sprint Planning to learn about a Development Team's productivity.

○ **B)** Release an Increment to the market to learn about the business assumptions built into the product.

○ **C)** Accept an Increment at the Sprint review to learn about the forecast of functionality that was developed.