WHAT IS A VISION STATEMENT?

Mission Statement vs. Vision Statement:
Present vs. future
What you do now vs. your north star

Your 3-page Product Vision Statement will combine elements of a mission statement and a vision statement. You will describe the problem and your intended solution, and you will explain how you will implement your system.

> *For more info, see:*
> *https://www.businessnewsdaily.com/3882-vision-statement.html*
> *https://www.cleverism.com/write-vision-statement/*

Clarity and intention are key. Establish clear boundaries around what the product is and what it does. It shouldn't be vague, and it shouldn't be everything.

Specific, definitive articulation of the unique reputation your product hopes to earn in the hearts and minds of its stakeholders.

Simplify, distill, crystallize – every word matters and contains depths of associations.

> *Adapted from a workshop with Nancy Lerner, Chief Strategist at Otherwise, Inc: https://www.otherwiseinc.com/*

STRUCTURE

Typically, company vision statements use the following format:

FOR (define stakeholders)
BEING (describe/define product)
THAT (define unique value with concrete or abstract action verbs)
BY (define how the unique value is executed/delivered)

For [*users*], [*our product*] will [*achieve/accomplish something*] by [*doing something*].

Example adapted from Table 2: Product Position in the student Product Vision Statement sample document:

"For clinicians who assess the risk of HIV infection in their patients, our cross-platform web application using HTML5 will allow clinicians to determine their patient's risk of contracting HIV by using the latest criteria to give an accurate likelihood of infection."

Table 2: Product Position in the Product Vision Statement template mirrors the "For/Being/That/By" format, with the addition of more detail about users, and explicit differentiation from other products:

FOR (target users)
WHO (job users do)
OUR SYSTEM (description of your envisioned system)
THAT (short concept of how your system works)
UNLIKE (short list of similar systems already in marketplace)
OUR PRODUCT (description of what makes your product different)

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ALTERNATIVE METHOD

Step 1: Define what you do as an output

Step 2: Define what unique twist your product brings to the outcome

Step 3: Apply some quantification

Step 4: Add relatable human aspects

Example drawn from executestrategy.net:

"Producing and selling locally sourced cakes and pies that are so delicious and satisfying, every customer who leaves our store does so with a smile."

Step1 – The output
Step2 – The twist
Step3 – The quantification
Step4 – The human connection

For more info, see:
https://www.executestrategy.net/blog/write-good-vision-statement/

BRAINSTORMING QUESTIONS

Individually and as a team, start freewriting and brainstorming ideas based upon the following prompts:

- o What is the product's purpose?
- o Why does it matter?
- o Why is it needed?

- o What are my team's and my client's core values?
        Focus areas?
        Goals or strategic objectives?

- o In what way will my product ultimately interact with my client and the intended users?

- o Who will encounter my product?
- o What will drive them there?
- o What will they do once they're there?

- o What ultimate impact do I want my product to have on my [and/or my client's] community/industry/world?

You can also brainstorm based upon the specific questions in the Product Vision Statement template:

First section – Motivation/Opportunity

- o What are you building?
- o What is the product's context?

- o Why are you building it?
- o What is the problem being solved?

- o Why not buy something off the shelf or use an existing open-source product?
- o What is it that will set your product apart from others in the marketplace?

Second section – Users

- o Who is going to use your application?
- o Are there different categories of user types that you can identify?

- o What computer experience and/or competencies do they have?

- o What do the intended users want to do with your application?
- o What would users expect to see in the application?

- o Do further research on users – don't make unsupported claims.

Third section – Constraints

- o What is the product's scope?

- o What technical factors constrain the solution to the problem?
- o What financial factors constrain the solution to the problem?
- o What legal factors constrain the solution to the problem?
- o What cultural factors constrain the solution to the problem?

- o Are there cost and pricing constraints, installation and licensing limitations, dependencies on hardware?