

Digital Telepathy's

Product Vision Workshop Template

Here's a helpful takeaway to help you effectively set your product vision with your team

OK, so now it's time for an activity and we're going to do this activity in two steps:

1. 5-mins to **concept features** for any product of your liking
2. 20-minutes to **write the press release** for the product you chose

Artifacts

What's the output you or your team should have created from this activity workshop?

Create the following artifacts:

1. Each individual will create one or many concepts for a product feature.
2. Each team will create an example Press Release for a product application.

GOALS

And let's recap the goals of each activity:

1. Write a Press Release

BENEFIT: A Press Release describes in a simple way what the product does and why it exists. Perfect to use when launching a new product feature, or kicking off a product roadmap.

2. Create an FAQ Document [[see the blog post for details](#)]

BENEFIT: The FAQ document answers any leftover questions that the press Release does not answer. Perfect for how users interact, pricing questions, changes to existing functionality, etc.

Concept

Here's how to frame your feature concept and use it to write a Press Release:

Step One: Individual Activity

OK, take slips of paper... on your slip, fill out as many as you can:

1. **Problem:** What problem does the user currently experience?
2. **Solution:** What is your solution to their problem?
3. **Headline:** How are you introducing this solution to the public?

[5 minutes pass]

Step Two: Group Activity

Form groups of three. Each group will review the concepts you've come up with, and select one to use for your future press release. It pains me to use computers in a workshop, but... one of you please open a Google Doc for your team to write your Press Release.

Each group should now have the framework of the press release, a selected new feature idea, and a Google Doc in which to compose the idea. Remember: Try and explain your new feature in the most basic, public-friendly terms possible. *Oprah-speak!*

Take 20 minutes to **write your press release**, and then share ideas!

[20 minutes pass]

Press Release:

The press release describes in a simple way what the product does and why it exists. Meaning, what are the features and benefits. No section should no more than three sentences. Feel free to move around sections, if necessary:

- **Heading:** Name the product in a way the reader (i.e. your target customers) will understand.
- **Sub-Heading:** Describe who the market for the product is and what benefit they get. One sentence only underneath the title.

- **Summary:** Give a summary of the product and the benefit. Assume the reader will not read anything else so make this paragraph good.
- **Problem:** Describe the problem your product solves.
- **Solution:** Describe how your product elegantly solves the problem.
- **Quote from You:** A quote from a spokesperson in your company.
- **How to Get Started:** Describe how easy it is to get started.
- **Customer Quote:** Provide a quote from a hypothetical customer that describes how they experienced the benefit.
- **Closing + Call to Action:** Wrap it up and give pointers where the reader should go next.

INSIDER TIP: Write it like you explained it Oprah, and she is explaining it to her audience: super simple—no tech-speak!

Additional Resources

Which articles were referenced for this activity? Several articles and presentation were referenced:

- <https://medium.com/the-year-of-the-looking-glass/design-the-beginning-b8e61081ce42#.ownkw0mzb>
- http://www.allthingsdistributed.com/2006/11/working_backwards.html