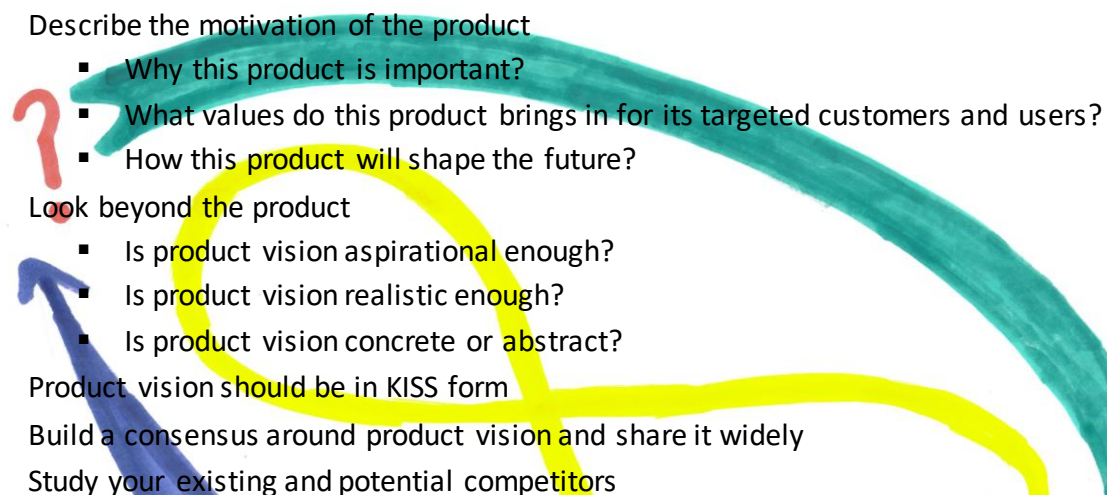# Product Vision

The **Product Vision** is the overarching goal, the reason for creating the product. It provides a continued purpose in a dynamic world, acts as the product's true north, provides motivation when the going gets tough, and facilitates effective collaboration.

Creating a product Vision requires a lot of effort and time. While creating Product vision you may like to consider following:

- Describe the motivation of the product
  - Why this product is important?
  - What values do this product brings in for its targeted customers and users?
  - How this product will shape the future?
- Look beyond the product
  - Is product vision aspirational enough?
  - Is product vision realistic enough?
  - Is product vision concrete or abstract?
- Product vision should be in KISS form
- Build a consensus around product vision and share it widely
- Study your existing and potential competitors

There are many different templates for product vision statements. Here is one from Crossing the Chasm, by Geoffrey Moore:

- ➢ **For** «target customer»
- ➢ **Who** «needs»
- ➢ **The** «product name» is a: «product category»
- ➢ **That** «product benefit. Reason to buy»
- ➢ **Unlike** «competitors»
- ➢ **Our product** «differentiation or value proposition»

In addition to Moore's template, you may like to add following in the end:

- ➢ **This supports our organization's strategy to** «insert name or description of strategy»

One more popular template for Product vision:

- ➢ **The** <<target buyer and user>>
- ➢ **Who** <<has this problem>>
- ➢ **Will use** <<name of your product>>
- ➢ **To achieve** <<the key benefit or value you will provide>>
- ➢ **Because** <<explanation of why other offerings fail>>
- ➢ **And will feel** <<the following emotion>>

Sample Product Vision → Tesla car