

Product Vision

- ▶ Idea of project with specific results
- ▶ A single, compelling, unique idea
- ▶ Vision Statement
 - ▶ Product Owner works with visionaries and documents the vision
 - ▶ *Living document* which is maintained and promoted by the Product owner
 - ▶ *Vehicle* for discussion about the vision and reminding the stakeholders why the project is valuable

How to Create a Vision Statement

- ▶ **Vision Statement** documents three things
 - ▶ *What* the project should accomplish
 - ▶ *Why* the project is valuable
 - ▶ Project's *success criteria*
- ▶ Short single page document
- ▶ First section - **WHAT**
 - ▶ Describe the problem or opportunity that the project will address, expressed as an end result
 - ▶ Be specific, but not prescriptive
- ▶ **SUCCESS CRITERIA**
 - ▶ How will you know that the project has succeeded
 - ▶ Choose concrete, clear and unambiguous targets