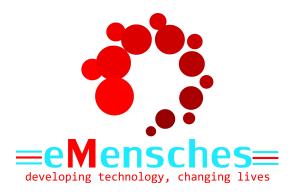


Product Vision

- 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