Product Vision

Combined Product Vision:

Vision

What is your purpose for creating the product? Which positive change should it bring about?

The purpose of this product is to assist in crash scene data analysis by performing automatic calculations on data input by the user and generating a report. The positive change is that it eliminates the need for performing the necessary calculations by hand, and prevents mathematical errors as a result.

Target Group	Needs	Product	Business Goals
Which market or market segment does the product address? Who are the target customers and users?	*What problem does the product solve? Which benefit does it provide?*	*What product is it? What makes it stand out? Is it feasible to develop the product?*	*How is the product going to benefit the company? What are the business goals?*
- insurance agencies - law enforcement - private investigators - car manufacturers - civil and mechanical engineers - attorneys	- Saves users time by automatically doing tedious calculations - Improves accuracy by preventing user errors since calculations are done automatically - Allows user to easily generate a report of the data analysis	- A software application that takes user input, performs calculations, and outputs a report - The product provides ease of use for the user - This product stands out because the market is currently not offering anything of its kind	- The product will benefit the company by allowing the users of their software to save weeks of time by performing automatic calculations on vehicle data - Provides accurate results for the solutions from the math calculations

Product Vision Activities:

- Product Vision Board: The Product Vision Board

- Personas and Scenarios: Personas & Scenarios

Product Vision Board vs Personas and Scenarios:

The two approaches that we used were the Personas and Scenarios, and the Product Vision Board. The product vision board was more comprehensive since it asked and answered more questions, whereas the personas and scenarios method required more implications for the vision. The methods both complemented each other, but the personas and scenarios did provide an example that helped get an idea of how the product would be used in a situation. We would use the product vision board again since it was nicely structured, asked more questions to jog our ideas, and it was the most comprehensive. If we had to create another product vision, then we would try using the experience canvas, since it provided step by step instructions, and a template. We would also try using the vision box, since it is similar to a wire frame of the product, which could help with getting an idea for the structure of the product.

Personas & Scenarios

Target Market: Delta V Innovations target market of their software applications encompasses numerous users including but not limited to insurance agencies, private investigators, law enforcement, and car manufacturers.

Our Project: A math formula application which provides numerous formulas, permits users to import vehicle specification data, allow a user to input specific variables and display solutions.

Personas & Scenarios: A personal investigator has been commissioned by a Gerald. Gerald is a trucker being sued by a driver claiming that they had a collision as a result of Gerald merging into the driver's lane. Delta V innovations provides a service that will perform calculations that recreate the incident. Using this service Gerald's personal investigator finds out the origin of the collision happened in Gerald's lane, proving that Gerald is not at fault

The Product Vision Board

Vision

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Questions to answer:

- Why will the user need to do these calculations?
- What do users currently do?
- Are there any competing products?/What is wrong with them?
- What will make this product stand out?
- What are the most critical product attributes? (Ease of use?)
- Why is Delta V making this product?
- What are the business goals for this product?
- what can users do currently with the software provided now?