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Introduction

Positioning

Problem Statement

[Provide a statement summarizing the problem being solved by this project. The following format may be used:]

The problem of

[describe the problem]

affects

[the stakeholders affected by the problem]

the impact of which is

[what is the impact of the problem?]

a successful solution would be

[list some key benefits of a successful solution]

Product Position Statement

[Provide an overall statement summarizing, at the highest level, the unique position the product intends to fill in the marketplace. The following format may be used:]

For

[target customer]

Who

[statement of the need or opportunity]

The (product name)

is a [product category]

That

[statement of key benefit; that is, the compelling reason to buy]

Unlike

[primary competitive alternative]

Our product

[statement of primary differentiation]

[A product position statement communicates the intent of the application and the importance of the project to all concerned personnel.]

Stakeholder Descriptions

Stakeholder Summary

[Name the stakeholder type.]

[Briefly describe the stakeholder.]

[Summarize the stakeholder's key responsibilities with regard to the system being developed; that is, their interest as a stakeholder. For example, this stakeholder:]

User Environment

[Detail the working environment of the target user. Here are some suggestions:

Number of people involved in completing the task? Is this changing?

How long is a task cycle? Amount of time spent in each activity? Is this changing?

Any unique environmental constraints: mobile, outdoors, in-flight, and so on?

Which system platforms are in use today? Future platforms?

What other applications are in use? Does your application need to integrate with them?

This is where extracts from the Business Model could be included to outline the task and roles involved, and so on.]

Product Overview

Needs and Features

[Avoid design. Keep feature descriptions at a general level. Focus on capabilities needed and why (not how) they should be implemented. Capture the stakeholder priority and planned release for each feature.]

Need

Priority

Features

Planned Release

Other Product Requirements

[At a high level, list applicable standards, hardware, or platform requirements; performance requirements; and environmental requirements.

Define the quality ranges for performance, robustness, fault tolerance, usability, and similar characteristics that are not captured in the Feature Set.

Note any design constraints, external constraints, assumptions or other dependencies that, if changed, will alter the **Vision** document. For example, an assumption may state that a specific operating system will be available for the hardware designated for the software product. If the operating system is not available, the **Vision** document will need to change.

Define any specific documentation requirements, including user manuals, online help, installation, labeling, and packaging requirements.

Define the priority of these other product requirements. Include, if useful, attributes such as stability, benefit, effort, and risk.]

Requirement

Priority

Planned Release