Product Vision

By
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Product vision board - Definition

Is a visual tool used in product management to communicate and align the product vision clearly and concisely.

It is typically used at the beginning of the product lifecycle to capture and visualize the fundamental aspects of the product vision in a way that is easily understandable for all team members and stakeholders.

Product vision board - Relevance

Product Vision Board

Product Backlog

Minimal Viable Product
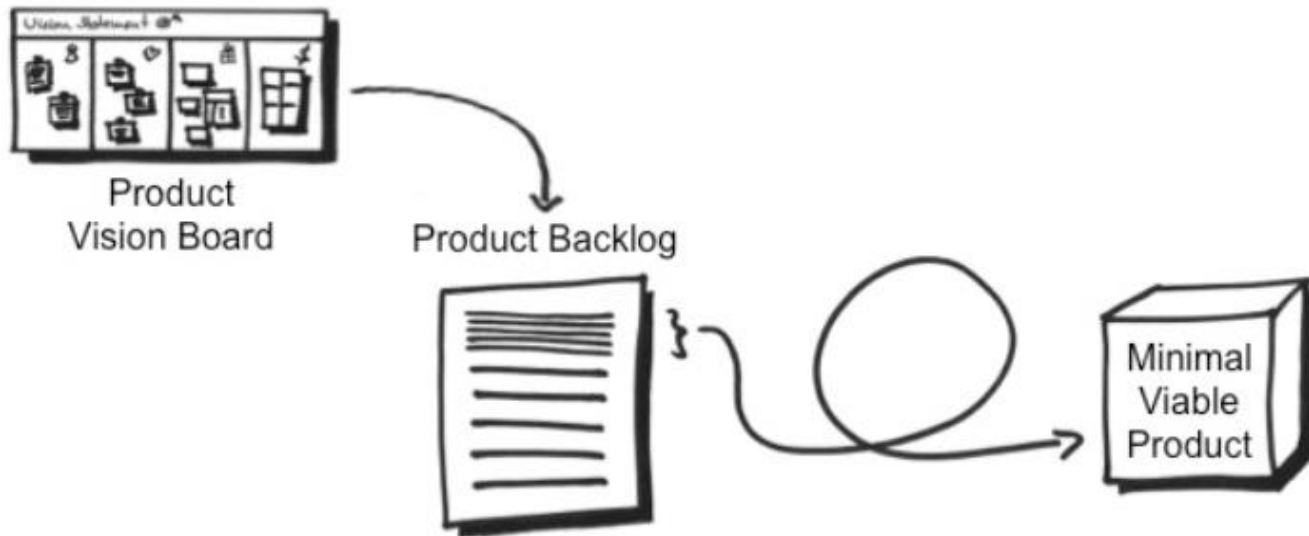
The product vision board will be the starting point for the Product Backlog.

The **Product Backlog** is a prioritized list of features that are required to develop the product. It serves as the single source of work for the development team.
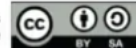
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Product vision board - Structure

1. **Vision:** Captures the ultimate purpose for offering a product.
2. **Target group:** Characterizes the product's users and customers.
3. **Needs:** Describe the problem the product should address or the benefit it should offer.
4. **Product:** States its standout features.
5. **Business goals:** Capture the desired benefits the product should achieve for the company developing and providing it.

Source: https://www.romanpichler.com/tools/product-vision-board/

Example 1

Vision	Help teams create great, UX-rich products		
Target Group	**Needs**	**Product**	**Business Goals**
Users: Product managers and product owners Customers: Mid-size to large enterprises	Easily integrate UX artefacts into a product backlog	Tablet app; data is held in GreenHopper Looks like a physical canvas; intuitive to use Provides guidance and templates	Open up a new revenue stream Develop our main brand

Source: https://www.romanpichler.com/tools/product-vision-board/

In this course, we will describe the product **vision** using the structure we will see later

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Video: *A Bug's Life*

- https://www.youtube.com/watch?v=38wy8FR_8aM
- https://www.youtube.com/watch?v=-eTMBO8d5JE

"Journey inside the miniature world of bugs for bigger-than-life fun and adventure under every leaf. Embark on an incredible expedition with one little ant as he searches for a band of warriors to help him battle the grasshoppers who threaten his home. When he stumbles upon a bumbling troupe of circus bugs instead, their only hope for victory is the bond of friendship and the power of imagination."

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Flik (from *A Bug's Life*)

Flik's profile:

- He is smart, creative and innovative.

- He is always looking for unconventional solutions.

- However, he initially has trouble communicating his ideas to the team and planning effectively.

Lesson:

In an agile environment, like an ant colony, brilliant ideas need to be clearly communicated so that the team understands them and can act. Flik learns to collaborate, adapt and plan better over time, which ultimately leads him to successfully lead an innovative solution.

Practical application:

- In your projects, don't be afraid to propose different ideas, but be sure to clearly communicate the "why" and "how."

- Use agile tools (such as daily meetings or visual boards) to share your ideas and improve planning.

Flik's challenge

Flik is tasked with finding an effective way to protect the ant colony from the constant threat of the grasshoppers. His mission is to break the cycle of fear and dependence by empowering the colony to stand up for itself, without relying on submission or negotiation.

Flik comes up with an idea called "T*he Fake Bird", * a way to scare the grasshoppers and help the colony protect itself.

Activity 1

Elaborate the first version of the Product vision board for the Flik's Project – "The Fake Bird".

VISION
A machine that helps the ant colony protect their food and freedom by scaring away the grasshoppers.

TARGET GROUP	NEEDS	PRODUCT	BUSINESS GOALS
The ant colony.	**Problem:** Grasshoppers demand food, leaving the colony with insufficient resources. **Benefit:** A solution that allows the ant colony to defend themselves and ensure their survival without the need to surrender or submit.	**Product:** A "fake bird" machine, built with simple materials available in nature.	• Achieve colony independence. • Encourage cooperation among ants.

Example 2

Vision	Is a service for movie enthusiasts who need to discover and read reviews conveniently. It is called MovieReviews and is a web application that allows users to search for and access movie reviews. Unlike other movie search platforms, our service offers an intuitive and comprehensive interface that makes it easy to find detailed information and critic reviews.

Target Group	Needs	Product	Business Goals
Movie enthusiasts who want easy access to detailed movie reviews and information.	Convenient discovery of movie reviews. Easy access to detailed information and critic reviews.	Search for movies. Search for movie reviews.	Differentiate from other movie search platforms. Offer an intuitive and comprehensive interface.

This is an illustrative (not a complete) example

Product Vision - Definition

Is a clear and concise statement that outlines the primary objective and strategic direction of a product. It serves as a guiding light for the product development team, aligning everyone towards a common goal throughout the product lifecycle.

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Product Vision - Structure

Is a [product | service]

for [client | user]

who has to [need | opportunity | problem].

It is called [product name]

and is a [web application | mobile application | desktop application]

that [benefit | reason for purchase].

Unlike [main competitor | alternative]

our [product | service] [competitive differential].

Activity 2

Analyze the product vision of "The Fake Bird"

Is a creative solution
for the ant colony
who has to free themselves from the grasshoppers and protect their food and autonomy.
It is called "The Fake Bird"
and is a machine designed to scare off the grasshoppers
that enables the colony to defend itself without relying on negotiation or submission.
Unlike simply gathering more food for the grasshoppers,
our solution provides independence and fosters teamwork within the colony.

Example 1

Is a [service]

for [drivers]

who have to [look for a parking space for several minutes or hours in the city, often without success].

It is called [e-parking]

and is a [mobile application]

that [will allow to search and reserve available cells in public parking lots from a mobile device].

Unlike [looking for a parking lot in person],

our [service] [saves time and effort for drivers to get a parking spot].

Example 1

Is a service for drivers who have to look for a parking space for several minutes or hours in the city, often without success. It is called e-parking and is a mobile application that will allow to search and reserve available cells in public parking lots from a mobile device. Unlike looking for a parking lot in person, our service saves time and effort for drivers to get a parking spot.

Example 2

Is a [service]

for [homeowners]

who have to [ensure their homes are protected around the clock].

It is called [GuardianTech]

and is a [mobile application]

that [provides peace of mind].

Unlike [traditional alarm systems],

our [service] [ntegrates AI for proactive threat detection and real-time alerts].

Example 2

Is a service for homeowners who have to ensure their homes are protected around the clock.
It is called GuardianTech and is a mobile application that provides peace of mind.
Unlike traditional alarm systems, our service integrates AI for proactive threat detection and real-time alerts.

Example 3

Is a [service]

for [movie enthusiasts]

who have to [discover and read reviews conveniently].

It is called [MovieReviews]

and is a [web application]

that [allows users to search for and access movie reviews].

Unlike [other movie search platforms],

our [service] [offers an intuitive and comprehensive interface that makes it easy to find detailed information and critic reviews].

Example 3

Is a service for movie enthusiasts
who have to discover and read reviews
conveniently. It is called MovieReviews and is
a web application that allows users to search for
and access movie reviews. Unlike other movie
search platforms, our service offers an intuitive and
comprehensive interface that makes it easy to find
detailed information and critic reviews.

Activity 3

Analyze the Product vision board for the Flik's Project – "The Fake Bird".

VISION

Is a creative solution for the ant colony who has to free themselves from the grasshoppers and protect their food and autonomy. It is called "The Fake Bird" and is a machine designed to scare off the grasshoppers that enables the colony to defend itself without relying on negotiation or submission. Unlike simply gathering more food for the grasshoppers, our solution provides independence and fosters teamwork within the colony.

TARGET GROUP

The ant colony that is being exploited by grasshoppers and wishes to regain its freedom and dignity.

NEEDS

Problem: Grasshoppers constantly demand food, leaving the colony with insufficient resources.

Benefit:
A solution that allows them to defend themselves and ensure their survival without the need to surrender or submit.

PRODUCT

Product:
A "fake bird" machine designed to scare grasshoppers.

Characteristics:
Innovative, functional and based on teamwork.

Feasibility:
Built with simple materials available in nature.

BUSINESS GOALS

- Achieve colony independence and improve their quality of life.
- Encourage cooperation among ants, increasing their ability to solve problems together.

Activity 4

Write the vision of your product.

Is a [product | service]

for [client | user]

who has to [need | opportunity | problem].

It is called [product name]

and is a [web application | mobile application | desktop application]

that [benefit | reason for purchase].

Unlike [main competitor | alternative]

our [product | service] [competitive differential].

Inspira Crea Transforma

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Activity 5
Elaborate the Product vision board for your project.

You can use tools such as StormBoard, Miro, Excel, Canva.

Put the link in the wiki of the GitHub's project.

Suggested readings

- https://www.romanpichler.com/tools/product-vision-board/
- https://www.romanpichler.com/blog/common-product-vision-board-mistakes/
- https://www.romanpichler.com/blog/four-product-success-factors/

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