

Exercise Vision

Objectives:

- Understand how to define a product vision.

You are a software product manager that prepares a product strategy. Your software product is one of the following:

- A product that you manage in real life (preferred 1)
- A product that you might want to develop in real life (preferred 2)
- The product presented as case study
- Any other product that you admire

Note: the development of a product strategy requires not only thoughtful definition of vision and other elements of a strategy, but a number of revisions. At least 90% of your effort concerns information collection, validation, and revision for improving your strategy.

Tasks:

1. Give your product a name.
2. Define a vision for your product that includes the following elements:
 - a. Which problem does the product solve (where do you want to go?)
 - b. What is the product's key idea (how do you get there?)
 - c. What is unique with the product (why will you be successful?)
3. Evaluate and improve your vision by discussing the following quality properties with peers:
 - a. Focus
 - b. Clarity
 - c. Feasibility and Support
 - d. Stability
4. Reflect: what are the major difficulties when developing a vision. How would do you address these difficulties to ensure that the vision becomes meaningful?