

<Project name> Vision

Text to gather input and get the ball rolling at the Kickoff

Note: we just want to gather together in one place the input we have gotten so far, don't feel you have to fill in all sections at all: this text is to help, not to hinder, it's not a roadblock, it's just what we have as a starting point

References

- Jeff Gothelf, Lean UX Applying Lean Principles to Improve User Experience
- Laura Klein, UX for Lean Startups

Validation targets

Defining Market, Problem and Product: "A market is the group of people you think might want to buy your product.... A problem is the reason that those people are going to use your product... A product is simply the way that you're going to solve the user's problem. It's the end result of what you're building. It's the thing that people, presumably in the target market, are going to pay you money for." (Klein, Chapter 1)

Here we are going to write an initial description to be presented at the Team Kickoff.

Market

Validating the Market: "Validating the Market: You'll know that you've successfully validated your market when you can accurately predict that a particular type of person will have a specific problem and that the problem will be severe enough that that person is interested in purchasing a solution."

Describe one or more types of people constituting the product market:

Problem

Validating the Problem: "You are going to discover a problem that exists within your target market that you are capable of solving. Remember, if there's no problem, then there is no compelling reason for people to purchase your product.... You'll know that you've validated a problem when you start to hear particular groups of people complaining about something specific."

List pain points and/or write the overall product problem statement.

Pain Points

Describe one or more pain points experienced by each of the types of people constituting the product market:

Problem Statement

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

The problem of	<i>[describe the problem]</i>
affects	<i>[the stakeholders affected by the problem]</i>
the impact of which is	<i>[what is the impact of the problem?]</i>
a successful solution would be	<i>[list some key benefits of a successful solution]</i>

Product

Validating the Product: "Just because you have discovered a real problem and have a group of people willing to pay you to solve their problem, that doesn't necessarily mean that your product is the right solution.... You'll know that you've validated your product when a large percentage of your target market offers to pay you money to solve their problem."

List stakeholder and user needs and/or write an overall product position statement.

Needs

For each pain point experienced by each person described as making up the product market, list the proposed solutions that would ease the pain

Need	Priority	Concerns	Current Solution	Proposed Solutions

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.

Candidate Architectures

Members of the team whose skillset includes software architecture, based on their past experience and the current vision, propose a core set of technologies, component models and deployment targets:

Constraints

“A constraint is a restriction on the degree of freedom you have in providing a solution. Constraints are effectively global requirements, such as limited development resources or a decision by senior management that restricts the way you develop a system. Constraints can be economic, political, technical, or environmental and pertain to your project resources, schedule, target environment, or to the system itself.”

(From Constraints: An Agile Introduction, on Agile Modeling,
<http://www.agilemodeling.com/artifacts/constraint.htm#sthash.RV6S97Od.dpuf>)

List any preliminary detected constraints: