

Aligning Our Vision

Adapted from Nikkel Blaase's Product Definition Form

Time: 20-45 minutes

Project Phase: Project definition & inspiration

Who's Involved? The project team, stakeholders; up to 10 participants

Supplies: Printed Product Definition Forms; writing utensils; whiteboard & whiteboard markers (optional)

Goal

The goal of this activity is to understand and align with your stakeholders' visions for the project or product you're working on.

Instructions

Provide each participant with a product definition form. For projects that don't involve product development or that are broader than product development, you can use the form to refer to project vision instead. Introduce the activity by describing each section of the form to illustrate the goal of the exercise. Next, show an example, such as the one provided below.

Give participants 5-10 minutes to fill out their forms. Less time will allow you to get participants' immediate impressions, which may be helpful to prioritize ideas. More time will allow you to capture more granular details. Let participants know how much time they have and continuously check in on the clock so they budget their work accordingly and fill out their full forms.

Next, have everyone read out their answers, noting their descriptions (on a whiteboard if available) and highlighting themes, conflicts and outliers. After everyone has read their form, direct further discussion by focusing on areas of divergence and convergence.

After the activity is complete, collect everyone's cards to capture their notes so you have the opportunity to follow up on anything interesting discovering in revisiting the cards.

Product Definition Form

In order to _____ (Vision)
the [Product or Project Title] will solve _____ (Target Audience)
problem of _____ (User Problem)
by _____ (Product Strategy)
Our [Product or Project Title] is constrained by _____ (Constraints)
We will know if our [Product or Project Title] works when we see _____ (Goal)

Example: FitBit

In order to **inspire people to live healthy, active lives** (Vision), the Fitbit will solve **fitness enthusiasts'** (Target Audience) problem of **staying motivated and tracking fitness outside of the gym** (User Problem) by **accurately tracking their activity, exercise, food, weight and sleep.** (Product Strategy)

Our project is constrained by **the need to integrate our product with health apps across multiple mediums; budget; constraints of hardware development and integration.** (Constraints)

We will know if our product works when we see **fitness enthusiasts turning to FitBit for the most accurate and holistic tracking of their health.** (Goal)

Definitions

Vision: What does our product exist to do?

Target Audience: Who uses our product?

User Problem: What is our target audience's problem?

Product Strategy: How does our product solve that problem?

Constraints: What limitations apply to our project?

Goal: What outcome will indicate the success of our product?