

# <Project Name> Vision

## 1. Introduction

## 2. Positioning

### 2.1 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>

### 2.2 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	<i>[target customer]</i>
Who	<i>[statement of the need or opportunity]</i>
The (product name)	<i>is a [product category]</i>
That	<i>[statement of key benefit; that is, the compelling reason to buy]</i>
Unlike	<i>[primary competitive alternative]</i>
Our product	<i>[statement of primary differentiation]</i>

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

## 3. Stakeholder Descriptions

### 3.1 Stakeholder Summary

Name	Description	Responsibilities
<i>[Name the stakeholder type.]</i>	<i>[Briefly describe the stakeholder.]</i>	<i>[Summarize the stakeholder's key responsibilities with regard to the system being developed; that is, their interest as a stakeholder. For example, this stakeholder:  ensures that the system will be maintainable ensures that there will be a market demand for the product's features  monitors the project's progress approves funding and so forth]</i>

### 3.2 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.]*

## **4. Product Overview**

### **4.1 Product Perspective**

*[This subsection of the **Vision** document puts the product in perspective to other related products and the user's environment. If the product is independent and totally self-contained, state it here. If the product is a component of a larger system, then this subsection needs to relate how these systems interact and needs to identify the relevant interfaces between the systems. One easy way to display the major components of the larger system, interconnections, and external interfaces is with a block diagram.]*

### **4.2 Assumptions and Dependencies**

*[List each factor that affects the features stated in the **Vision** document. List assumptions 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.]*

### **4.3 Needs and Features**

*[Avoid design. Keep feature descriptions at a general level. Focus on capabilities needed and why (not how) they should be implemented.]*

<b>Need</b>	<b>Priority</b>	<b>Features</b>	<b>Planned Release</b>

### **4.4 Alternatives and Competition**

*[Identify alternatives the stakeholder perceives as available. These can include buying a competitor's product, building a homegrown solution, or simply maintaining the status quo. List any known competitive choices that exist or may become available. Include the major strengths and weaknesses of each competitor as perceived by the stakeholder or end user.]*

## **5. 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, or other dependencies.*

*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.]*