{ATLAS
_CLEVER SOFTWARE

WHAT IS A SOFTWARE PRODUCT VISION STATEMENT?

Your software product vision statement describes the core essence and overall objective of your software product and where your product is heading.

It is your vision statement for new product development and it explains the higher purpose for why your product exists in the first place. It sets the direction for where your product is going and what it will deliver in the near future. It is also sometimes called a product owner vision statement.

As Joel Spolsky outlines in his blog post about product vision, he quotes an article by Jim Highsmith, who describes a useful way to figure out your product vision, which he calls Design the Box.

This product vision model helps team members pass the elevator test — the ability to explain the project to someone within two minutes. It comes from Geoffrey Moore's book Crossing the Chasm, where it was originally introduced as an elevator pitch template.

WRITING A SOFTWARE PRODUCT VISION STATEMENT

First, make sure that your key stakeholders, product sponsors and the product owner are in the room so you can work through the following structure together. It really is as simple as filling in the blanks to get your best product vision statement, before you think about starting development on your software product.

SOFTWARE PRODUCT VISION STATEMENT TEMPLATE

1. **For** _____ (target customer)

2. **Who** _____ (statement of the need or opportunity)

3. **The** _____ (product name) **is a** _____ (product category)

4. **That** _____ (key benefit, compelling reason to buy)

5. **Unlike** _____ (primary competitive alternative)

6. **Our Product** _____ (statement of primary differentiation)

SOFTWARE PRODUCT VISION STATEMENT EXAMPLE

When we built our HR software for small businesses – Staff Squared – this is the software product vision statement that we created for it:

"For a small company that needs to ensure they meet employment legislation demands and overall compliance, Staff Squared is HR software that manages onboarding, employee data and files, and time off in a web-based platform. This keeps businesses compliant with employment legislation and in particular General Data Protection Regulation (GDPR). Unlike other services our focus is on compliance legislation specifically targeted at small companies."

TEST YOUR PRODUCT VISION STATEMENT AS AN ELEVATOR PITCH

If you can't pitch your product vision statement in 30 seconds or less, it isn't ready for the outside world. Try again.