






Building a Product Users Want

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Describing Vision and Product Strategy



The Product Vision Board

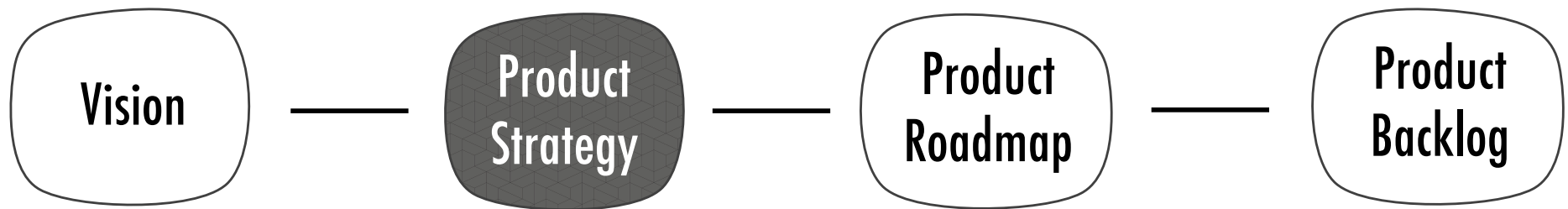
 Vision What is the product's purpose? Which positive change should it bring about?			
 Target Group Which market or market segment does the product address? Who are the target customers and users?	 Needs What problem does the product solve? Which benefit does it provide?	 Product What product is it? What makes it stand out? Is it feasible to develop the product?	 Business Goals How is the product going to benefit the company? What are its business goals and KPIs?



The Strategy in Context



Photo courtesy of Pexels



Purpose,
ultimate goal

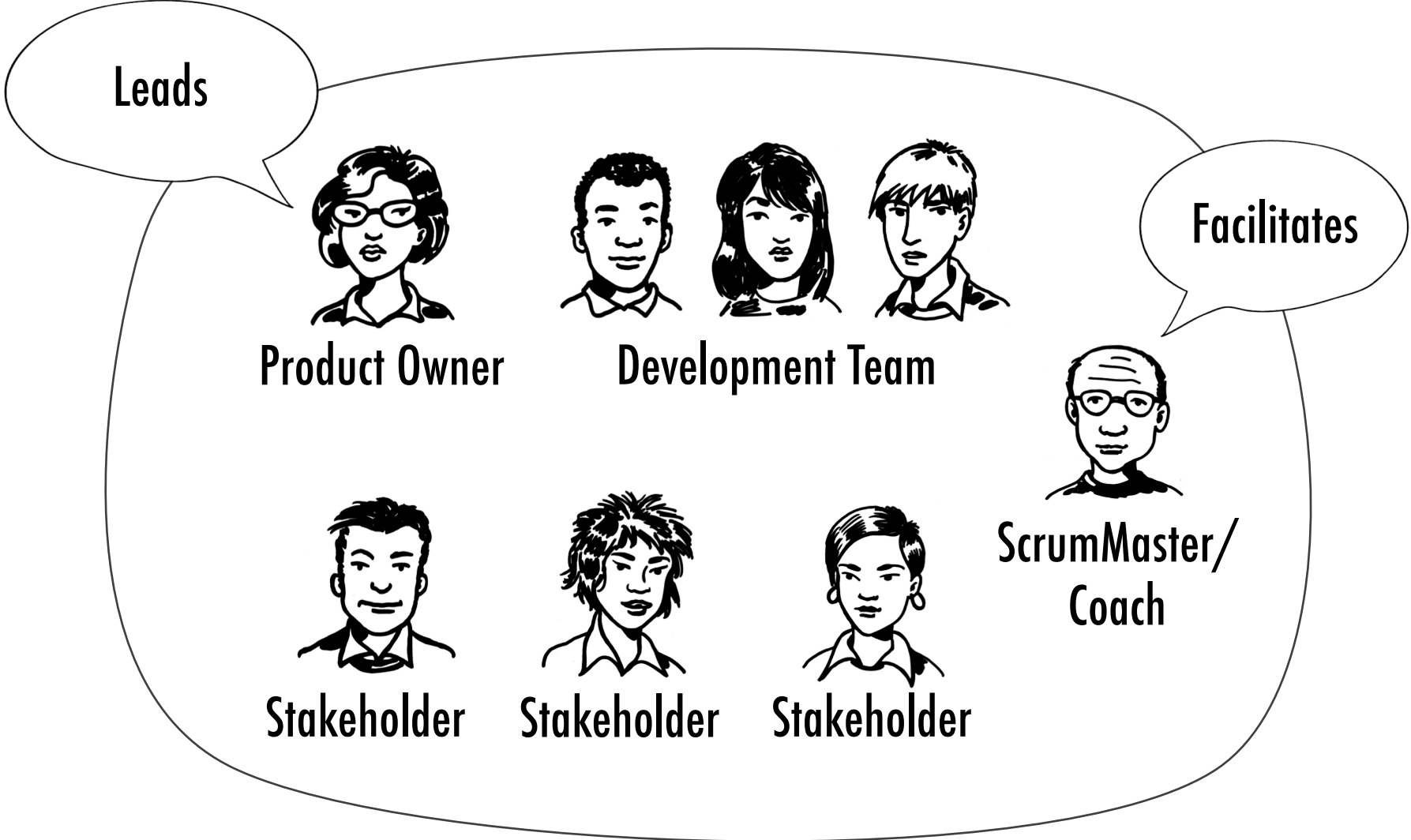
Overall approach,
path to the goal

Actionable plan,
product journey

Details incl.
user stories

Collaboration



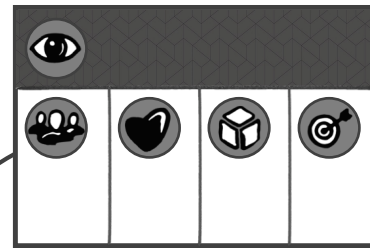


Strategy Validation



Photo courtesy of Pexels

1. Select the biggest risk.



**Product
Strategy**

4. Persevere,
pivot, or stop?

2. Decide how to
address it.

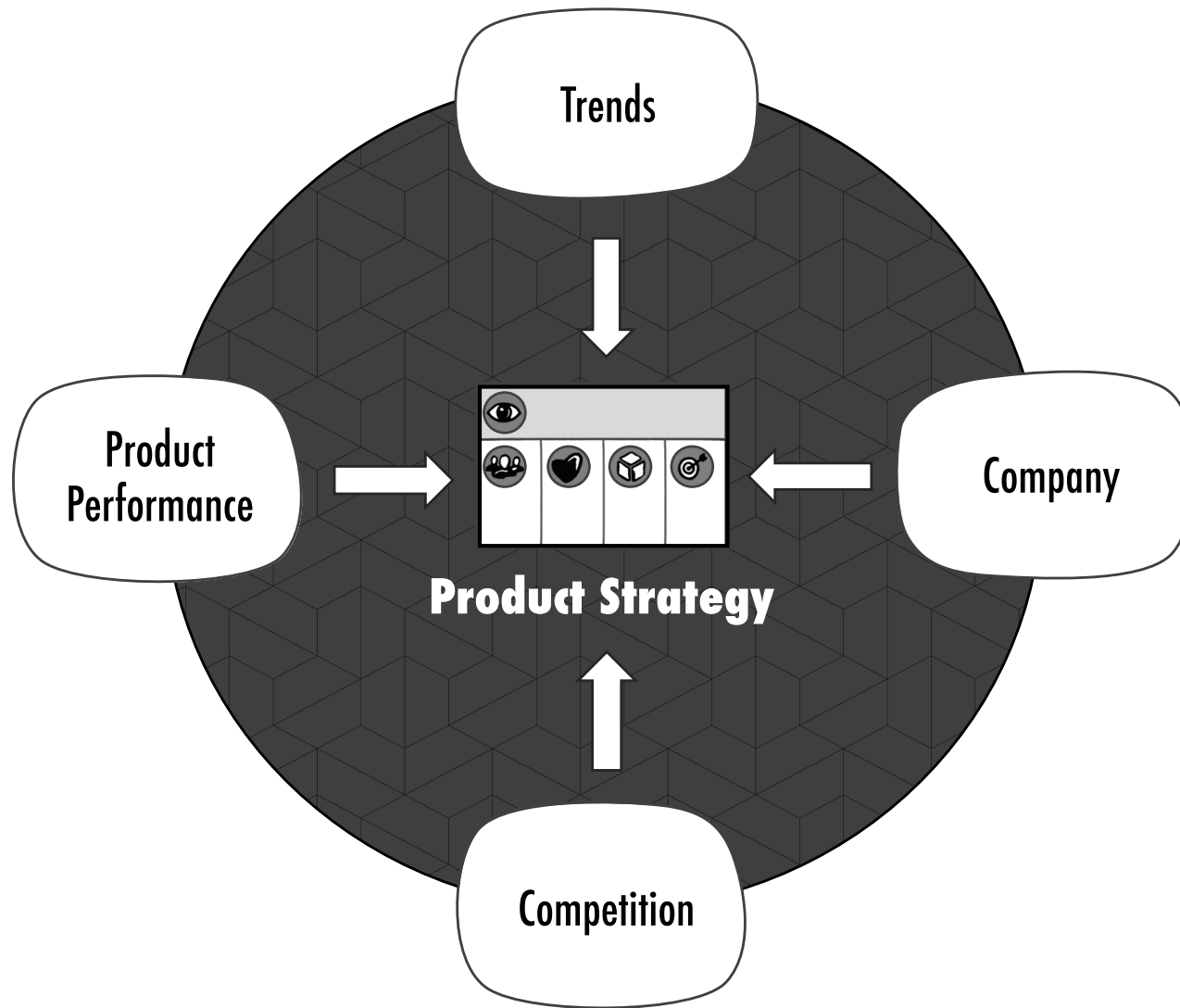
3. Implement the measure
and gather data.

Based on Eric Ries' "The Lean Startup".

Strategy Reviews and Updates



Photo by Veri Ivanova on Unsplash



More Information

You can find more information at:

romanpichler.com

Please send questions & feedback to:

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