

Product Protégé Vision Cheat Sheet

Digital Product Management



VISION OVERVIEW



A vision statement serves as a guiding star for your product and team. It articulates the future state you aim to achieve and provides a clear direction.

- Must understand needs of your users, and align with business goals while inspiring your team.
- Must have a vision rooted in a deep understanding of customer needs and pain points and a culture of continuous learning
- Must engage the team in vision-crafting process to ensure buy-in and alignment so co-creators can take ownership of the vision

COMPONENTS OF A VISION



- Purpose: Why does your product exist?
- Inspiration: How does your product improve the lives of users?
- Future State: What is the aspirational goal you aim to achieve?
- Values: What core principles guide your decisions and actions?

- Tip: Conduct team workshops to brainstorm & refine the vision using techniques like mind mapping and the 5 Whys.

STEPS TO CRAFT A VISION



- Define your product's purpose
- What problem are you solving?

- Example To enhance online shopping experiences, making it easy for customers to find & purchase the products they love

Describe the aspirational future impact

- Example We envision a world where online shopping is seamless, personalized, and delightful for every customer.

Highlight guiding values

- Example Customer satisfaction, innovation, and user centricity drive everything we do.

Ensure the statement motivates and inspires

- Vision Example To revolutionize commerce by creating a seamless, personalized shopping experience that delights customers. Guided by our values of customer satisfaction, innovation, and agility, we envision a future where online shopping is not just a transaction, but a joy.

