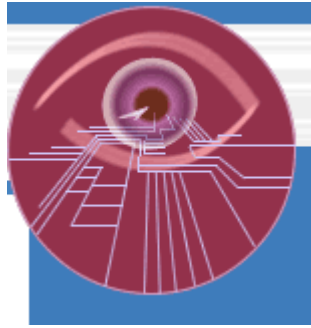


“You are now Ezekiel...”



*Left* – Icon of Science & Technology Foresight, a website for future uses of technology in Europe. [www.cordis.lu/foresight/home.html](http://www.cordis.lu/foresight/home.html)

# The Vision Document & Product Management

CSSE 371, Software Requirements and Specification  
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September 27, 2004

In the book – This is Ch 16 & 17

# Let's start with some vision...

- Do it first,
- Then the “lessons” might sound familiar...

- Get out a blank sheet of paper and something to write with. Put your name on it.
- In 1 minute, verbally **sketch** your beliefs about the “story” shown at *right – 2 years from now – What did it become?*
- Pass it to your *left*
- In 1 min, write your reaction to what you see written – Agree?
- Return it to the author

“This project would enable a user to share the real-time contents and actions of their computer screen with any remote user or group of users...”

...From your project description.

## Now, What's the book say?

- Every software project will benefit from having a Vision document.
  - The Vision document describes the application in general terms, including descriptions of the target market, the system users, and the application features.
  - The Vision document defines, at a high level of abstraction, both the problem and the solution.
  - The Delta Vision document focuses on what has changed.
- 

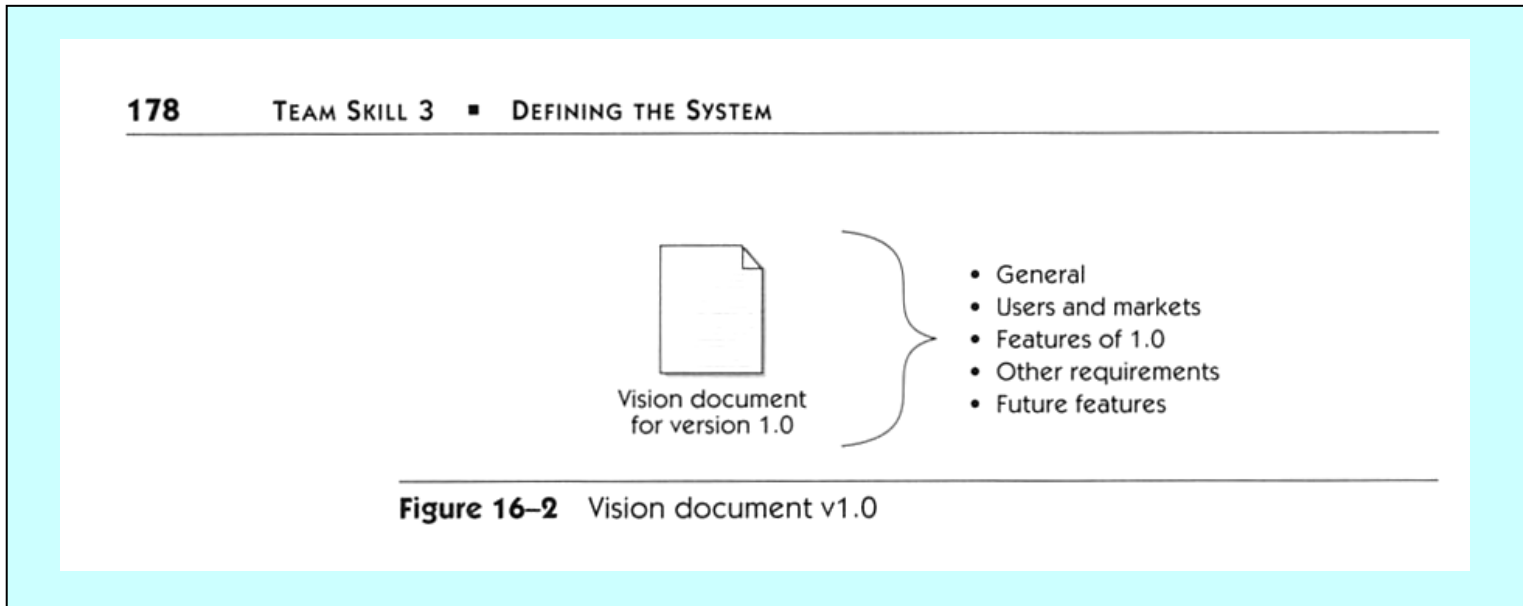
- It gives the development team “common goals and a common playbook.”

- *It's forward-thinking (and backward, too)*
- *It's for the development team and their internal management!*
- *It otherwise provides definition – like what other document?*

# How's it start?

# How's it end?

- Starts like the exercise you just did –
  - Drawings and beliefs about the future



- Ends up like Figure 16-1, pp. 175-6
  - How this project fits into the development team's plans
  - Sample – See “Vision Doc Example” file, under Handouts ←

# So, do we have to do one of these for our project?

- Yep, like Fig 16-1  
(see Template ←),  
along with –

- Problem statement
- Use cases
- Supplementary spec
- Paper prototype
- *Code-based prototype*

These are the major artifacts  
your team will be responsible  
for delivering about the project

/ And now, for a taste of product management...

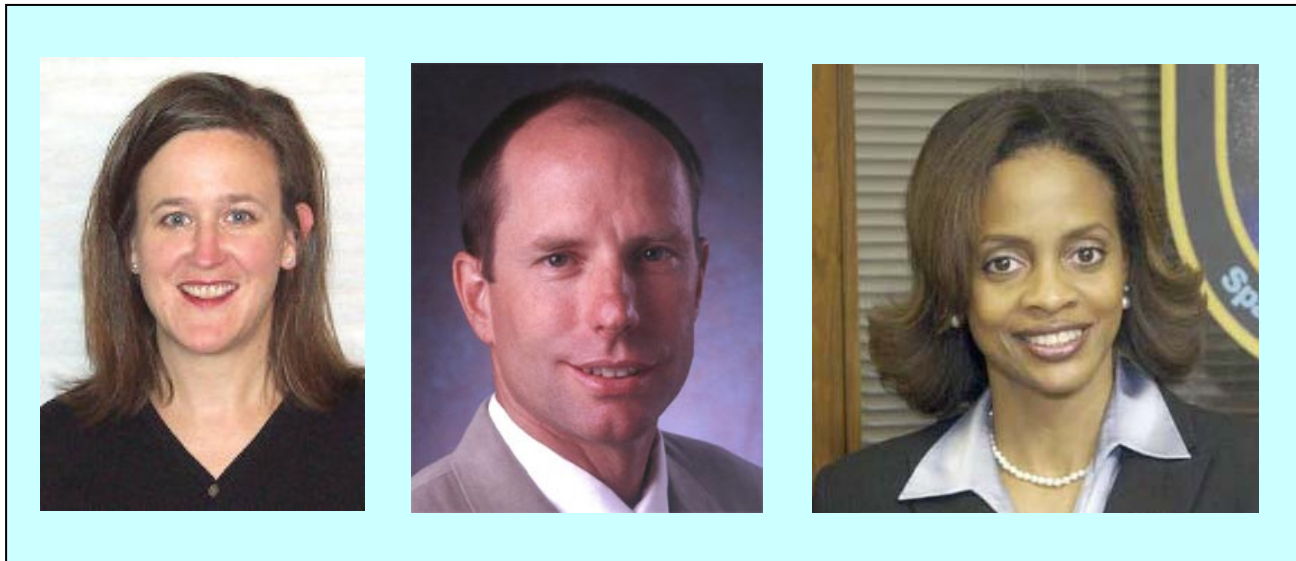
# How's Product Management relate to all this?

- Every project needs an individual champion or a small champion team to advocate for the product.
- In a software products company, the product manager plays the role of the champion.
- The product manager drives the whole product solution: the application itself, support, user conveniences, documentation, and the relevant commercial factors.

- The Product Manager does high-level tasks –
  - Listens to all the stakeholders
  - Negotiates amongst them
  - Manages and funds project people
  - Communicates features and releases to the outside world
  - Advocates the product to everyone
  - “Owns” the vision statement!

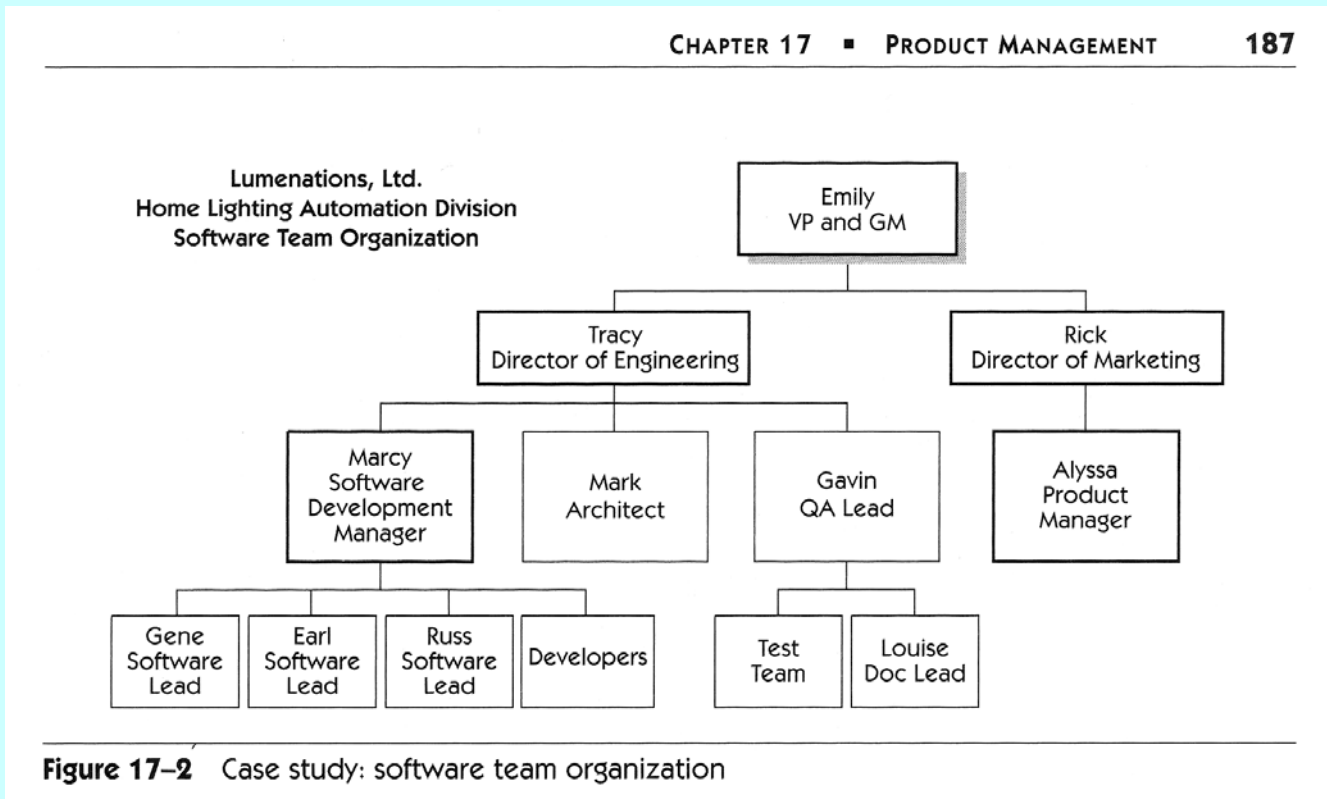
# What's a product manager look like?

- Here are a few product managers now...
  - Katie Jordan, Product Manager: Microsoft Publisher 2003, from [www.activewin.com/interviews/microsoft/30.shtml](http://www.activewin.com/interviews/microsoft/30.shtml).
  - Caleb Belohlavek, Group Product Manager for the Creative Suite, Adobe, from [www.osxfaq.com/radio/10-2003/10-18.ws](http://www.osxfaq.com/radio/10-2003/10-18.ws).
  - Jeneene Sams, NASA's product manager for the hydrogen-powered cars project, from <http://www1.msfc.nasa.gov/NEWSROOM/news/photos/2002/photos02-316.html>.

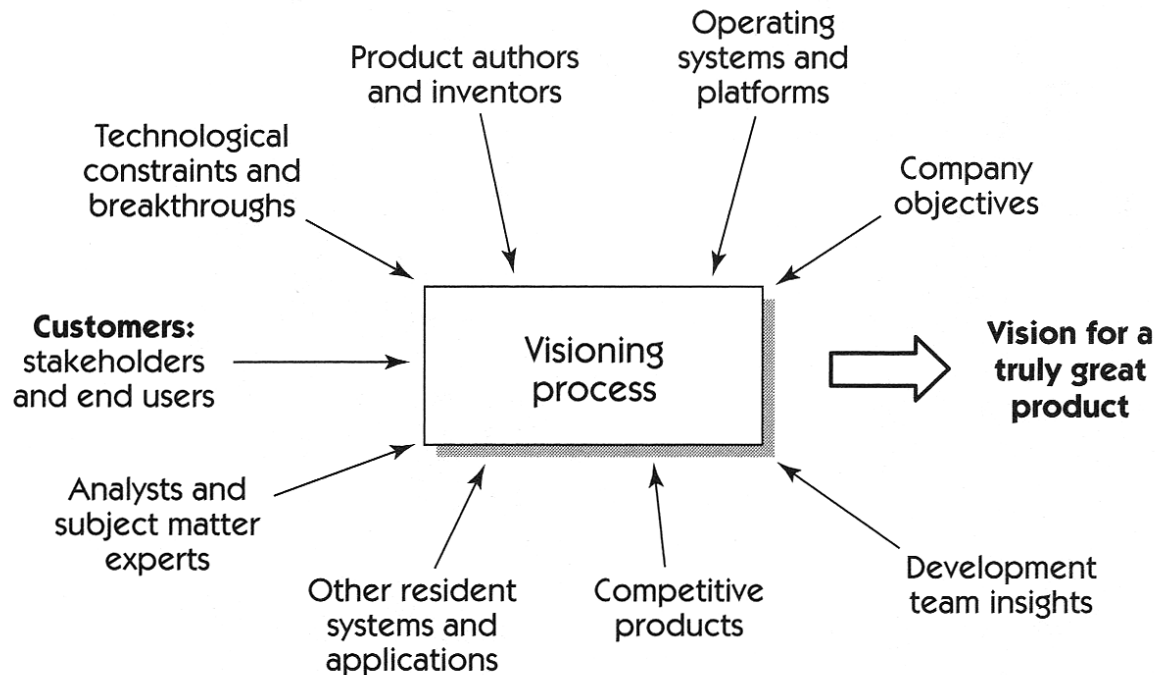


# And they sell to everybody...

- Here's something familiar – The HOLIS organization chart:



# How the product manager drives the product vision...



**Figure 17-4** Inputs to the product vision

# An example of a tool they use...

- Product / technology roadmap, as part of their “scenario planning”:

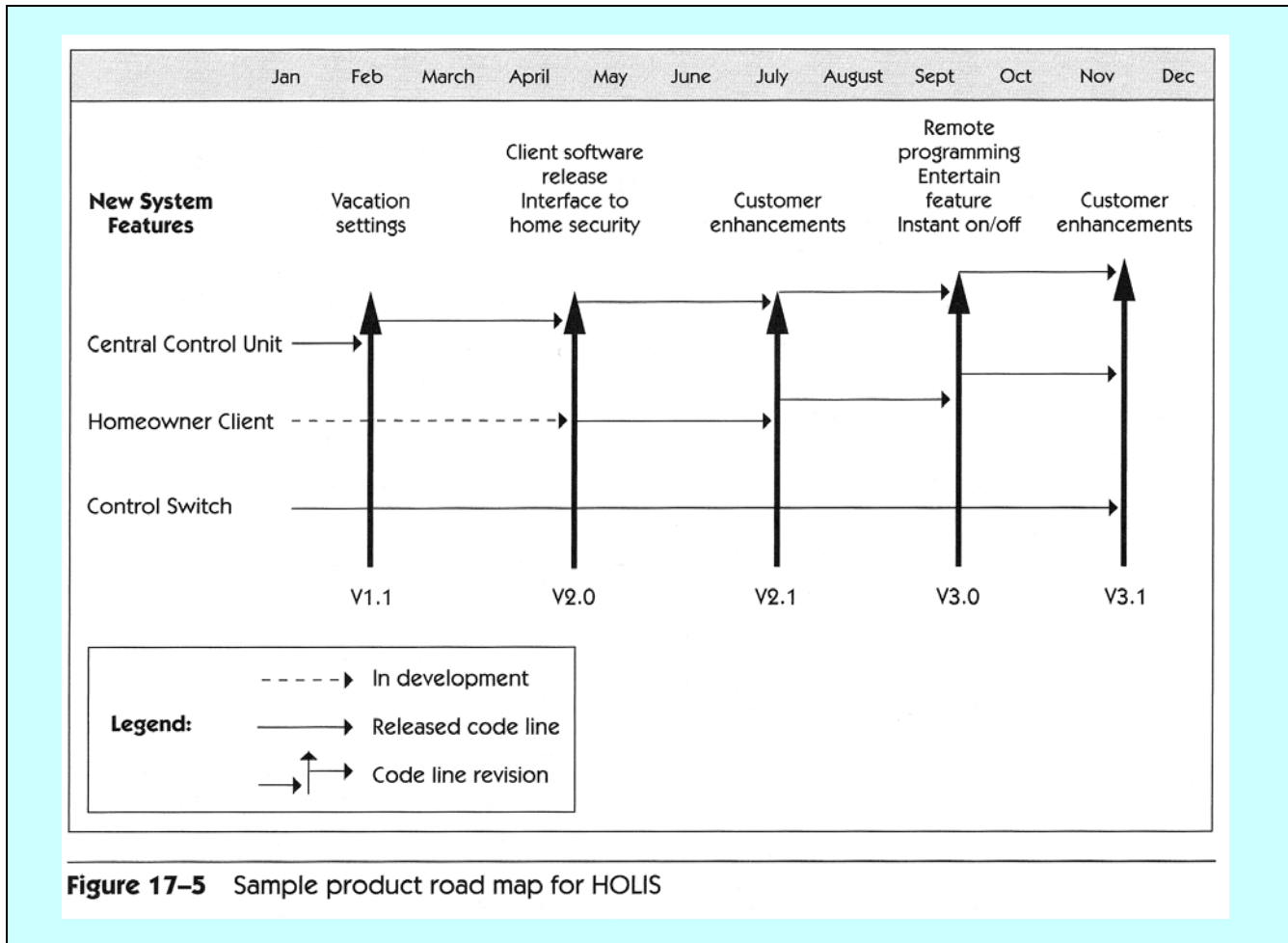
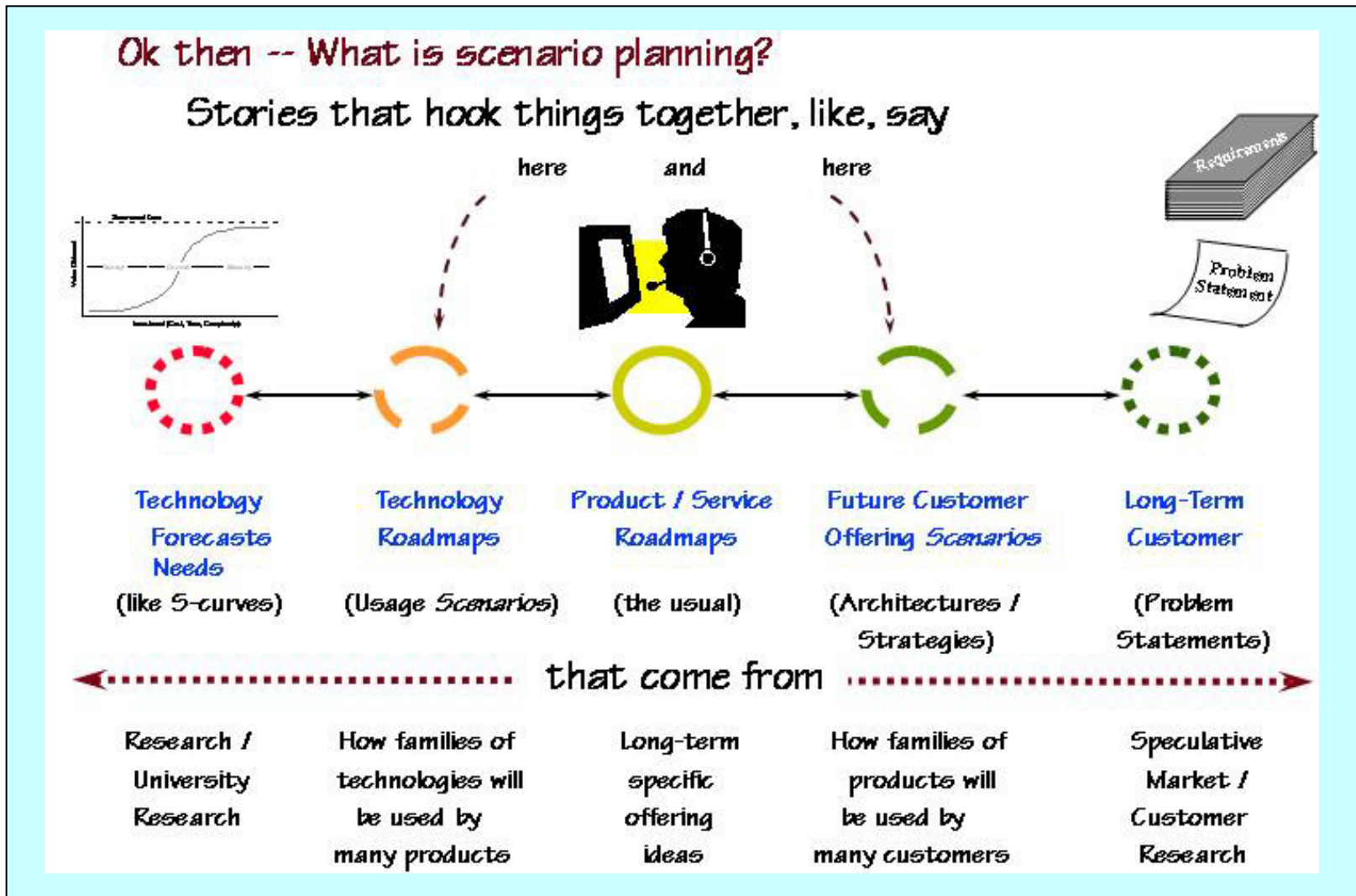


Figure 17-5 Sample product road map for HOLIS

# How that fits into a product manager's day...

- They plan scenarios in which products provide answers:



These pieces make the product manager's vision!

## And..

# How they fits into the big stakeholder picture...

- Leffingwell & Widrig talk about 2 different situations (p. 198) :
  - External customers vs.
  - IS/IT shops
- In a different dimension, there are also 2 major variations:
  - A “custom” product for a particular customer or small group of customers – They often act directly as “external clients”
  - A “general” product for a target market – An executive or the product manager is the “internal client” for these future customers
- Which situation are your profs portraying as “clients”?