



OST

Ostschweizer
Fachhochschule

Collaborative Modeling Lesson 1: Big Picture Modeling aka Product Vision(ing)

ITBO Learning Lab 2, Initiative 1 (ZIOL, KAPS)

Spring Term 2025

Departement Informatik and ITBO

Lesson 1: Product Vision

Agenda

- Context and motivation
- Core concepts
- Application example
- Discussion
- Summary and outlook

Lesson 1: Product Vision

Motivation: Joel Spolsky on Software (about)

- <https://www.joelonsoftware.com/2002/05/09/product-vision/>

For any project, but particularly those with high uncertainty for which significant requirements changes are anticipated, creating a product vision statement helps teams remain focused on the critical aspects of the product, even when details are changing rapidly. It is very easy to get focused on the short-term issues associated with a 2-4 week development iteration and lose track of the overall product vision.

Even within an IT organization, I think every project should be considered to produce a “product.” Whether the project results involve enhancements to an internal accounting system or a new e-commerce site, product-oriented thinking pays back benefits.



Lesson 1: Product Vision

Concept Overview: Product Vision (Moore Template)

- <https://martinfowler.com/articles/lean-inception/write-product-vision.html>

This activity is based on Geoffrey Moore's “vision of the product” from Crossing the Chasm.

- **For** [*final client*],
- **whose** [*problem that needs to be solved*],
- **the** [*name of the product*]
- **is a** [*product category*]
- **that** [*key-benefits, reason to buy it*].
- **Different from** [*competition alternative*],
- **our product** [*key-difference*].

To: [Final Client],
Whose: [Problem that needs to be solved],
the: [name of the product],
is a: [product category],
that: [key-benefits, reason to buy it],
Different from: [Competition alternative],
our product: [key difference].



PRODUCT VISION

Lesson 1: Product Vision

Application Example: Same Day Delivery in Online Shop

- **For** online shoppers
- **who** order last minute, deal with urgent challenges
- **the** Same Day Delivery feature of "Shop here, shop now"
- **is an** online shop with a supporting supply chain
- **that** delivers on the same day w/o extra charge if possible, never lets shoppers down.
- **Unlike** most other online shops who charge extra or overpromise and underdeliver at times,
- **our product** is reliable, lovable, simple, transparent.



Lesson 1: Product Vision

Preview: Lab Exercise for This Lecture Lesson/Topic

Lab 1: Product Vision Review and Refinement Collaborative Modeling (CoMo) Learning Lab

Lab 1: Product Vision Review and Refinement

Table of Content

Context and Motivation	1
Learning Objectives	1
Steps Overview	2
Starting Position (Baseline, Initial Position, dt. "Ausgangslage")	2
Step 1: Review business goals and write product vision (30 mins)	2
Step 2: Elicit high-level functional and non-functional requirements (30 mins)	3
Step 3: Discuss which practices are eligible to refine the product vision (30 mins)	3
Summary and Conclusions	4
Concepts Revisited	4
Reflection and Call to Action	4
Repetition Questions	4
More Information	5
Frequently Asked Questions (FAQ)	5
References	6

Context and Motivation

We start our Collaborative Modeling (CoMo) journey with a review of a product vision, which could be the output of an ideation workshop that has just been held as part of a design thinking approach.

This is the first of seven labs that you can run through in a self-study, in a supervised exercise ("Übung", typically 2x45 mins at OST) or in a moderated group work (workshop style). Your instructor will tell you what his/her choice is!

Lab 1: Product Vision Review and Refinement Collaborative Modeling (CoMo) Learning Lab

More Information

Product vision and the Moore template are covered well online:

- In "Product Vision", Joel Spolsky reports that Jim Highsmith uses the Moore template in his "Design the box" approach and republished his article. The article originally appeared in the 23 August 2001 issue of Cutter Consortium's *Agile Project Management E-Mail Advisor*.
- "Write the Product Vision", by Paolo Caroli. The Moore template is also used in "Engineering Software Products" by Ian Sommerville (2020) (Sommerville 2016).
- "How to Create a Strong Product Vision (Examples and Templates Included)". The article features empathy maps that have four quadrants: says, thinks, does, feels.
- Product Vision Board template, <https://www.romanpichler.com/blog/the-product-vision-board>
- "Product Vision: How to Create One for Success in 2025", <https://productschool.com/blog/product-strategy/product-vision>

Many books and online resources about software engineering exist, for instance the website of the Agile Alliance has a helpful [glossary](#). Our "Design Practice Reference/Repository" summarizes key practices and artifacts (Zimmermann and Stocker 2024).

For links regarding design thinking, please refer to Lab 0 "Introduction to Sample Case".



Lesson 1: Product Vision

Summary: Collaborative Modeling is...

- No solution without a problem please (at least not in engineering), hence business goals need to be established
- Seven-section production vision template
- Templates are recognizable
- Templates serve as checklists
- Template are lightweight

- Alternative (more elaborate): business model canvas

Lesson 1: Product Vision



Resources (Links, Books, etc.)

- *See PDFs of Lab 1*

Lesson 1: Product Vision



Questions (Repetition, Practice)

- *See PDFs of Lab 1*