

IS YOUR PRODUCT VISION CLEAR AND INSPIRING?

1. Can you articulate your vision in one or two sentences without using jargon?

Task: Write down your product vision in 1-2 sentences.

2. Does your vision describe the desired future state?

Task: Create a “before and after” diagram of your product’s impact. What does the world look like today, and how will it look once your product succeeds?

3. Is your vision specific to your product?

Task: List 3 unique aspects of your product. Incorporate at least one into your vision statement to make it distinctive.

4. Does your vision focus on the ‘what’ and ‘why,’ not the ‘how’?

Task: Write your vision and then highlight any technical or implementation details. Rewrite the statement, removing those details.

5. Does your vision address a compelling customer need?

Task: Interview 3 customers and ask what their biggest frustrations are in your product category. Revise your vision to connect directly with these pain points.

6. Does your vision align with your organization’s mission?

Task: Write your organization’s mission statement and your product vision side by side. Identify and resolve any misalignment.

7. Is your vision ambitious yet achievable?

Task: Break your vision into short-term and long-term goals. Share these with your team to ensure they feel the ambition is realistic.

8. Can your vision rally your team and stakeholders?

Task: Present your vision in a team meeting. Ask for anonymous feedback: “Does this vision inspire you to contribute your best work? Why or why not?”

9. Have you tested your vision with key stakeholders?

Task: Create a short survey with your vision and 3 follow-up questions:

1. Do you find this vision clear?

2. Does it align with our goals?

3. What would you change?

10. Does it pass the “elevator pitch” test?

Task: Set a timer for 30 seconds and explain your vision to someone new. If they can summarize it back accurately, you’ve succeeded.

11. Is your vision actionable?

Task: Write down 3 product decisions you’ve made recently. Check if they align with your vision. If not, refine the vision or decision-making process.

12. Is your vision adaptable to market changes?

Task: Identify 3 major trends in your industry. Rewrite your vision considering how these trends might evolve over the next 5 years.