

Vision Statement

A vision statement is a very short summary of the project. Another name for the vision statement is the **elevator pitch**: a concise, carefully planned, and well-practiced description about your project that even your mother should be able to understand in the time it would take to ride up an elevator (30 seconds).

Every project should have a vision that every stakeholder can understand. The shorter the vision statement is, the better it is. It should speak to the end user in the language of the user's domain.

Someone reading a good vision statement knows what the project is trying to accomplish and why it's important. A sign of a successful vision statement is that everyone on the project team can recite it from memory and connect their daily work to it.

A vision statement needs to answer only a few simple questions:

- Who is the customer?
- What are we trying to accomplish?
- Why is it important?
- What approach are we going to take?

Structured Example 1

- **For** (target customer)
- **Who** (statement of the need or opportunity)
- **The** (product name) is a (product category)
- **That** (key benefit, compelling reason to buy)
- **Unlike** (primary competitive alternative)
- **Our product** (statement of primary differentiation)

For midsized companies' distribution warehouses **who** need advanced carton movement functionality, **the** Supply-Robot is a robotically controlled lifting and transferring system **that** provides dynamic warehouse reallocation and truck loading of multi-sized cartons that reduces distribution costs and loading time. **Unlike** competitive products, **our product** is highly automated and aggressively priced.

Structured Example 2

- Target market (**affects**)
- Impact (**who currently**)
- Solution (**our solution**)
- Key technical feature
- Competition (**unlike**)
- Differentiator (**it**)

The problem of only being able to simulate invasion percolation on regular 2D grids **affects** scientists who work with composite materials **who currently** have to extrapolate from regular models. **Our solution**, a set of enhancements to Wxyz, handles any structure that **can be represented** as non-overlapping regions. **Unlike** PI2D and other simulators, **it** can read standard CAD files as well as IP2-format grid files.