

Group 3 Exercise: Create a Vision Board

1. Select a Case Study

- a. Provide a site to store all cross departmental documents, maintain public personnel profiles, support internal blogs, and provide external and public viewing of program status and progress against departmental objectives.
- b. Create a social networking site that combines the concept of Meetups, dating, and event planning for those people interested in outdoor activities.
- c. Design and build a new cafeteria for your building that meets the needs of your organization and is also a profit center to draw external customers.

2. Create a Vision Board with your team

3. Be prepared to share with the class

Product Name: Servco Mobility Hub

Vision Statement:

The Servco Mobility Hub is a safe, multi-use space that encourages collaboration, inclusiveness, and introduces the flavors of the world to the employees and the community. The Servco Mobility Hub is not just a space to eat, but a space to innovate.

Product	Needs	Target Group	Value
Gathering Place/Food Court, which could include: - External Restaurants (ex. Chic-fil-A) - Co-working space - Event space -Multi-use space for customers and surrounding business	-Convenient dining option for employees, general public -provide a variety of food choices -lounge area for waiting customers -Curbside pickup/office delivery -Catering lunch/dealership meetings	Vegetarians Servco Employees Healthy Eaters Servco Business Unit customers (i.e. service customers) Surrounding businesses	Increase Revenue/ customer satisfaction Variety of Food choices Ability to serve outside customers Office Delivery Innovative - Farm to Table

Vision: What is your overarching goal for creating the product?

Product	Needs	Target Group	Value
What is the product? What makes it desirable? Is it feasible to develop?	What problem does the product solve? What benefit does it provide?	Who are the target users and customers?	How is the product going to benefit the company? What are the business goals?

Vision: The Learning Management System (LMS) will enhance the educational experience by giving students and educators more ways to stay engaged online - both in and outside of the classroom. It will give students and faculty access to their courses, content, and grading and will allow them to participate in an online learning community on their desktop and variety of mobile devices.

Product	Needs	Target Group	Value
Online access to courses, grading, and student profiles. Eliminates paper and provides a platform for collaboration. Development team and expertise exists.	Eliminates the need for paper catalogs, add/drop forms and high involvement of faculty. Reduces overhead, 24/7 access and ability to change content.	Students Faculty Administrators Parents	Customer base is every university, school, and training organization in the world. Generate revenue with each release of functionality.

