

Experiment – 7: Define the Features, Vision, Business objectives, Business rules and stakeholders in the vision document

Purpose: The purpose of the Vision document is to capture the focus, stakeholder needs, goals and objectives, target markets, user environments, target platforms, and features of the product to be built.

The Vision document is the primary means of communication between the management, marketing, and project teams. It is read by all of the project stakeholders, including general managers, funding authorities, use-case modelers, and developers. It provides

- A high-level (sometimes contractual) basis for the more detailed technical requirements
- Input to the project-approval process (and therefore it is intimately related to the business case)
- A vehicle for eliciting initial customer feedback
- A means to establish the scope and priority of the product features

The document contains the following sections:

- **Positioning:** This section summarizes the business case for the product and the problem or opportunity that the product is intended to address. Typically, the following areas should be addressed:
 - **The Business Opportunity:** A summary of business opportunity being met by the product
 - **The Problem Statement:** A solution-neutral summary of the problem being solved focusing on the impact of the problem and the benefits required of any successful solution
 - **Market Demographics:** A summary of the market forces that drive the product decisions.
 - **User Environment:** The user environment where the product could be applied.
- **Stakeholders and Users:** This section describes the stakeholders in, and users of, the product. The stakeholder roles and stakeholder types are defined in the project's Vision document—the actual stakeholder representatives are identified as part of the project plan just like any other resources involved in the project.
- **Key Stakeholder and User Needs:** This section describes the key needs that the stakeholders and users perceive the product should address. It does not describe their specific requests or their specific requirements, because these are captured in a separate stakeholder requests artifact. Instead, it provides the background and justification for why the requirements are needed.

- **Product Overview:** This section provides a high-level view of the capabilities, assumptions, dependencies (including interfaces to other applications and system configurations), and alternatives to the development of the product.
- **Features:** This section lists the features of the product. Features are the high-level capabilities (services or qualities) of the system that are necessary to deliver benefits to the users and satisfy the stakeholder and user needs. This is the most important, and consequently usually the longest, section of the Vision document.
- **Other Product Requirements:** This section lists any other high-level requirements that cannot readily be captured as product features. These include any constraints placed on the development of the product and any requirements the planned product places on its operating environment.

If the list of features is to be generated, it is recommended that they be presented in two sections:

- In-Scope features
- Deferred features

The following are the key to understanding the stakeholder community:

- **Stakeholder Types:** Definitions of all of the different types of stakeholder affected by the project and the product it produces.
- **User Types:** Definitions of characteristics and capabilities of the users of the system. The users are the people and things that will take on the roles defined by the actors in the use-case model.