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# Chapter 16: The Vision Document

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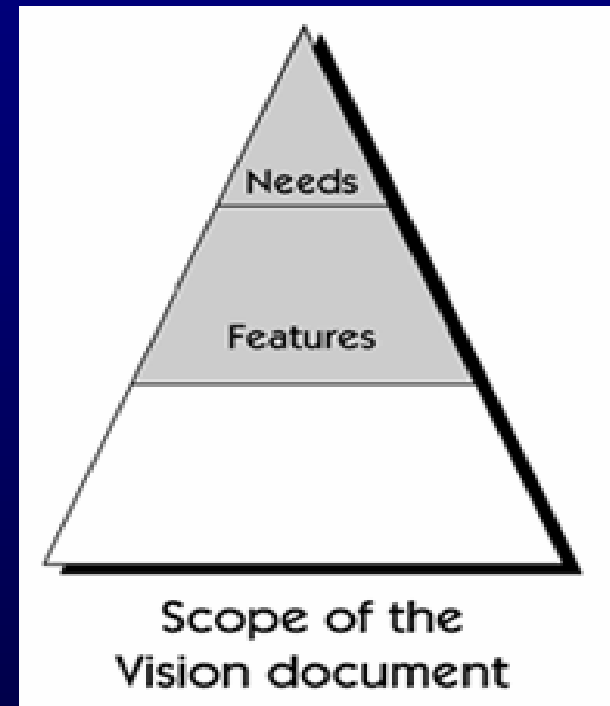
# Objectives

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- To introduce the Vision document.

# The Vision Document

- The Vision document captures the needs of the user, the features of the system, and other common requirements for the project.
- As such, the scope of the Vision document extends over the top two levels of the requirements pyramid, thereby defining at a high level of abstraction both the *problem* and the *solution*.



# The Importance of Vision Document

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- It serves as the basis for discussion and agreement among the stakeholders.
- It captures the essence of the product from all significant perspectives in a short, abstract, readable, and manageable form.

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# Template for a Software Product Vision Document

## **1. Introduction**

Provide an overview of the entire Vision document.

### **1.1. Purpose of the Vision Document**

State the purpose of the Vision document: to collect, analyze, and define high-level user needs and features of the product.

### **1.2. Product Overview**

State the purpose of the application, its version, and new features for delivery.

### **1.3. References**

Provide a complete list of all documents referenced elsewhere in the Vision document.

## **2. User Description**

Briefly describe the perspective of the users of your system.

### **2.1. User/Market Demographics**

Summarize the key market demographics that motivate your product decisions.

### **2.2. User Profiles**

Briefly describe the prospective users of your system.

### **2.3. User Environment**

Describe the working environment, including elements such as applications and platforms in use, and specific usage models.

### **2.4. Key User Needs**

List the key problems or needs as perceived by the user.

### **2.5. Alternatives and Competition**

Identify any alternatives the user perceives as available.

### 3. Product Overview

#### 3.1. Product Perspective

Provide a block diagram of the product or system and its interfaces to the external environment.

#### 3.2. Product Position Statement

Provide an overall statement summarizing, at the highest level, the unique position the product intends to fill in the marketplace. Moore [1991] recommends the following format.

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

#### 3.3. Summary of Capabilities

Summarize the major benefits and features the product will provide.

Customer Benefit	Supporting Features
Benefit 1	Feature
Benefit 2	Feature
Benefit 3	Feature

#### 3.4. Assumptions and Dependencies

#### 3.5. Cost and Pricing

Describe any elements of continuing product cost as well as anticipated product price points.

#### **4. Feature Attributes**

Describe the feature attributes that will be used to evaluate, track, prioritize, and manage the features. The following are some suggestions.

Status	Proposed, Approved, Incorporated
Priority	Cumulative vote results; order ranking; or Critical, Important, Useful
Effort	Low, Medium, High; team-weeks; or person-months
Risk	Low, Medium, High
Stability	Low, Medium, High
Target release	Version number
Assigned to	Name
Reason	Text field

#### **5. Product Features**

This section of the document lists the product features.

##### **5.1. Feature 1**

##### **5.2. Feature 2**

#### **6. Exemplary Use Cases**

Describe a few key use cases, perhaps those that are architecturally significant or those that will most readily help the reader understand how the system is intended to be used.



## **7. Other Product Requirements**

### **7.1. Applicable Standards**

List all standards with which the product must comply.

### **7.2. System Requirements**

Define any system requirements necessary to support the application, such as operating systems, network performance, and the like.

### **7.3. Licensing, Security, and Installation**

Describe any licensing, security, or installation requirements that also affect the development effort or that create the need for separate installation software.

### **7.4. Performance Requirements**

Use this section to detail performance requirements.

## **8. Documentation Requirements**

Describe the documentation that must be developed to support successful application deployment.

### **8.1. User Manual**

Describe the purpose and contents of the product user manual.

### **8.2. Online Help**

List requirements for online help, tool tips, and so on.

### **8.3. Installation Guides, Configuration, and Read Me Files**

### **8.4. Labeling and Packaging**

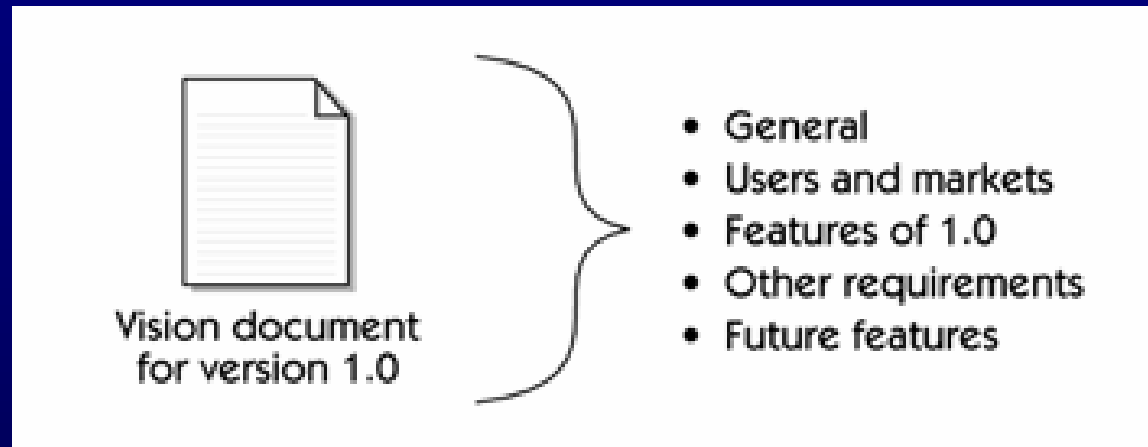
## **9. Glossary**

# The Delta Vision Document

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- Keeping the Vision document understandable and manageable is an important team skill that will greatly benefit the overall productivity of the project.
- In future releases, you may discover that it is counterproductive to repeat features that have been incorporated in prior releases and other information that has not changed in this particular project context, such as user profiles, markets served, and existing features.
  - We therefore introduce the *Delta Vision document*, which addresses these issues.

# The Vision Document for Version 1.0



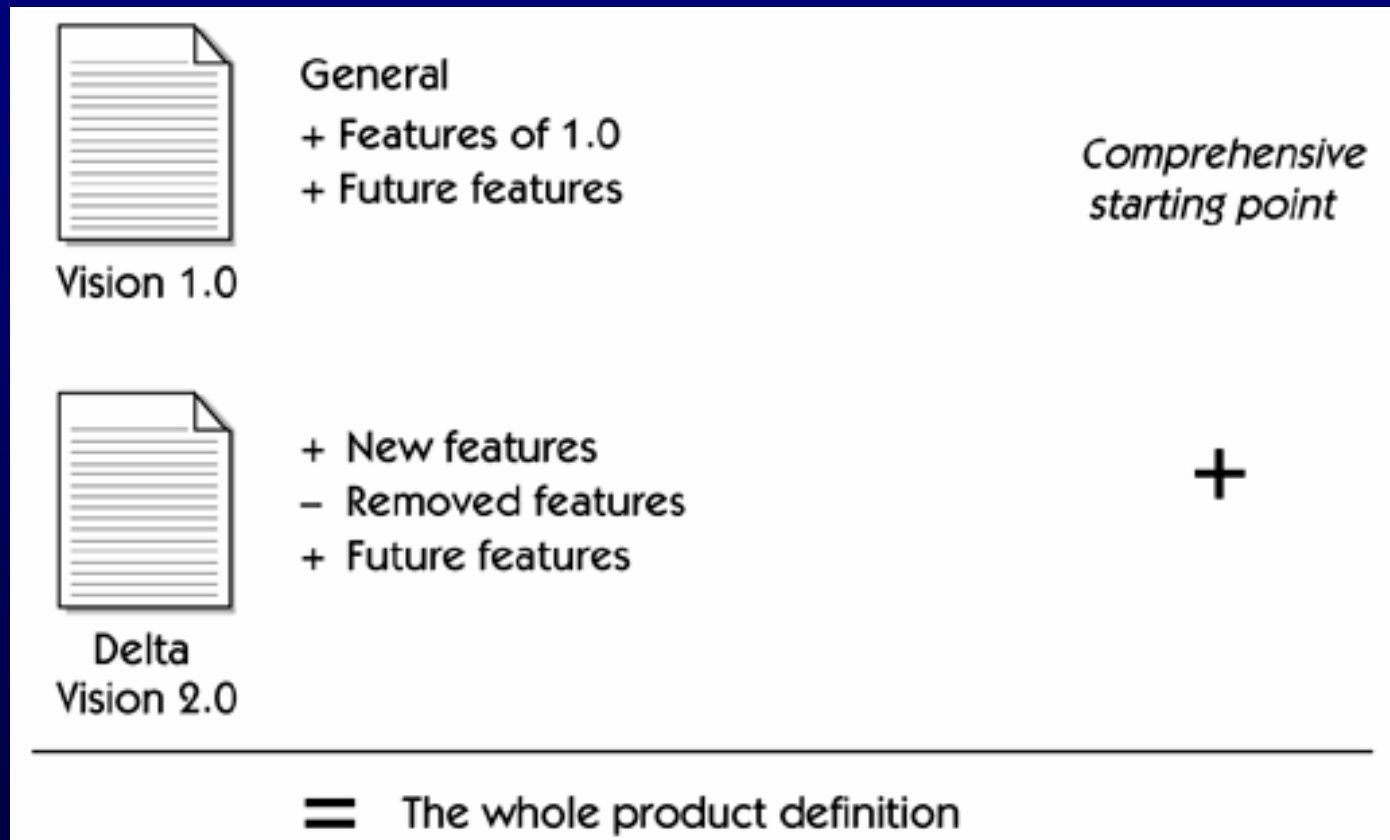
- This document serves as the foundation for the 1.0 release and drives the more detailed software requirements and use cases that will more fully elaborate the system.

# Delta Vision Document v2.0

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- The Delta Vision document focuses on only two things:
  - What has changed; and
  - Any other information that must be included for context.
- In other words, it focuses primarily on ...
  - What is new; and
  - What is different about this release.

# The Evolving Product Definition



# Key Points

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- Every software project will benefit from having a Vision document.
- The Vision document describes the application in general terms, including descriptions of the target market, the system users, and the application features.
- The Vision document defines, at a high level of abstraction, both the problem and the solution.
- The Delta Vision document focuses on what has changed.