

# team vision exercise

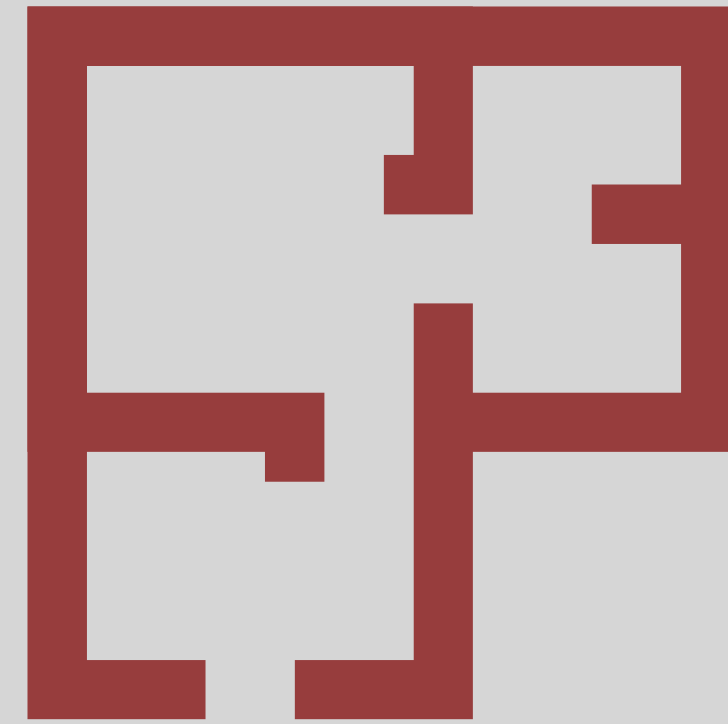
Daniel Jackson · Autodesk, Boston · March 17-18, 2025

# team exercise: a shared vision of your product



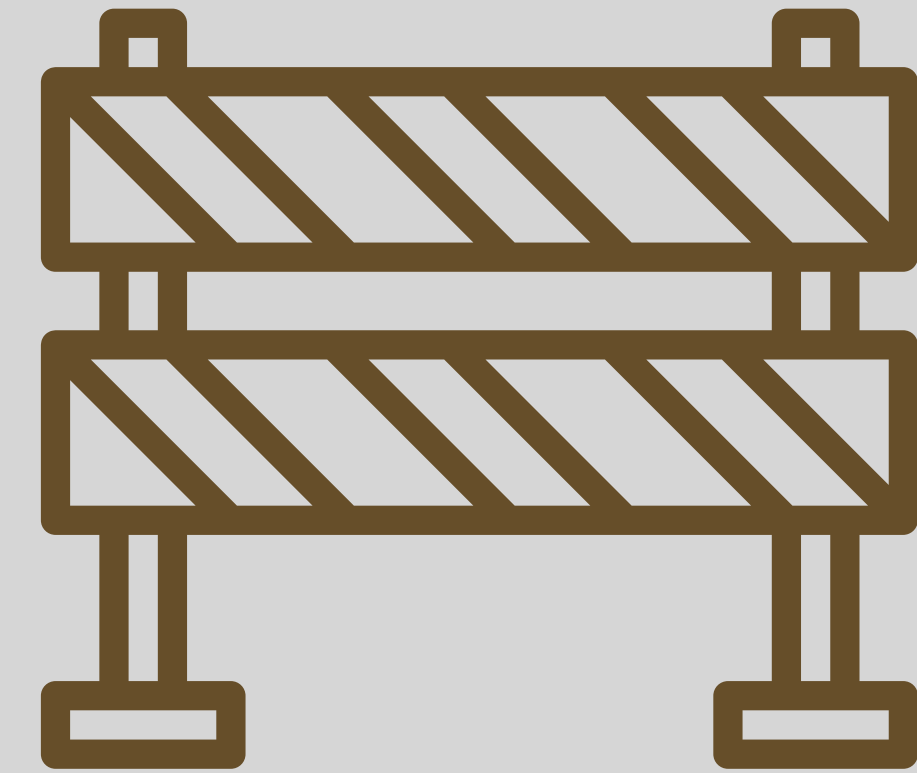
## **value**

what value does your product  
offer to the customer?  
what's distinctive?



## **layout**

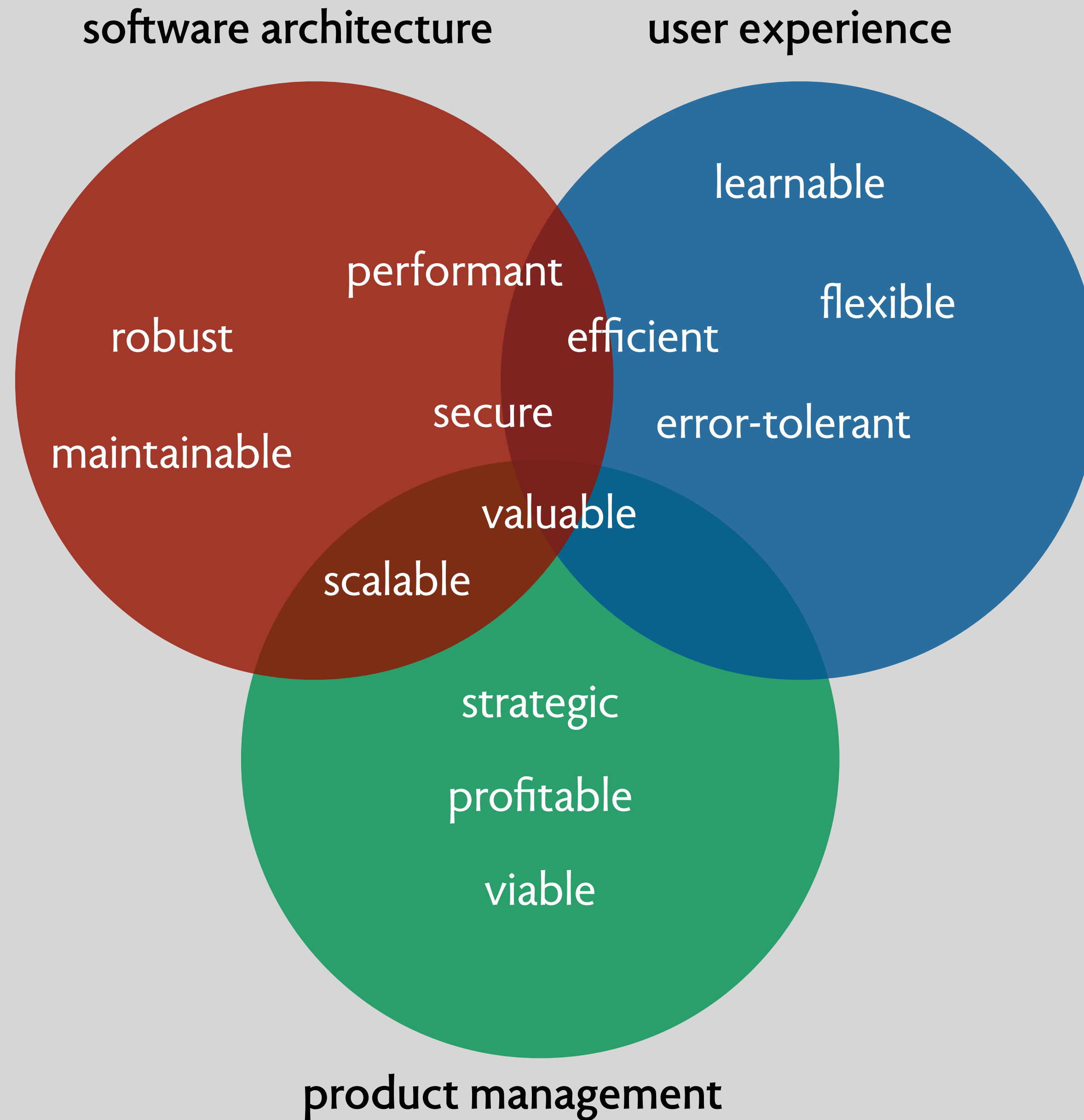
what are your key concepts?  
how are they related?  
which are visible externally?



## **obstacles**

what obstacles do you see?  
now and in the future?  
how to overcome them?

# triad perspectives



each team assigns a person to each role

<b>role</b>	<b>function</b>
<b>time keeper</b>	stay on schedule, ensuring all parts of exercise are done
<b>moderator</b>	gently reminding team members to play by rules
<b>note taker</b>	recording insights, points of (dis)agreement, follow-ups

one slide/team, at <https://tinyurl.com/ad-vision>

# pattern for each task

do this three times, once for each team member

<b>time</b>	<b>what happens</b>
<b>2 minutes</b>	one team member speaks without interruption
<b>2 minutes</b>	other team members ask clarifying questions
<b>3 minutes</b>	all team members discuss the ideas raised

# your tasks

<b>part</b>	<b>content</b>
<b>value</b>	what <b>value</b> does our product offer to the customer?
<b>layout</b>	what are our <b>key concepts</b> ? which are <b>connected</b> ? <b>external</b> ?
<b>obstacles</b>	what are <b>obstacles</b> to value from your expertise view?

# an example: shopping app for online store



## value

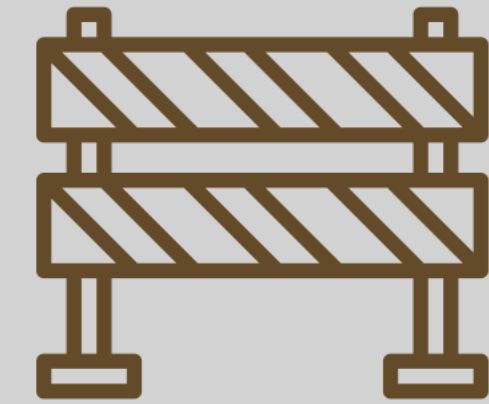
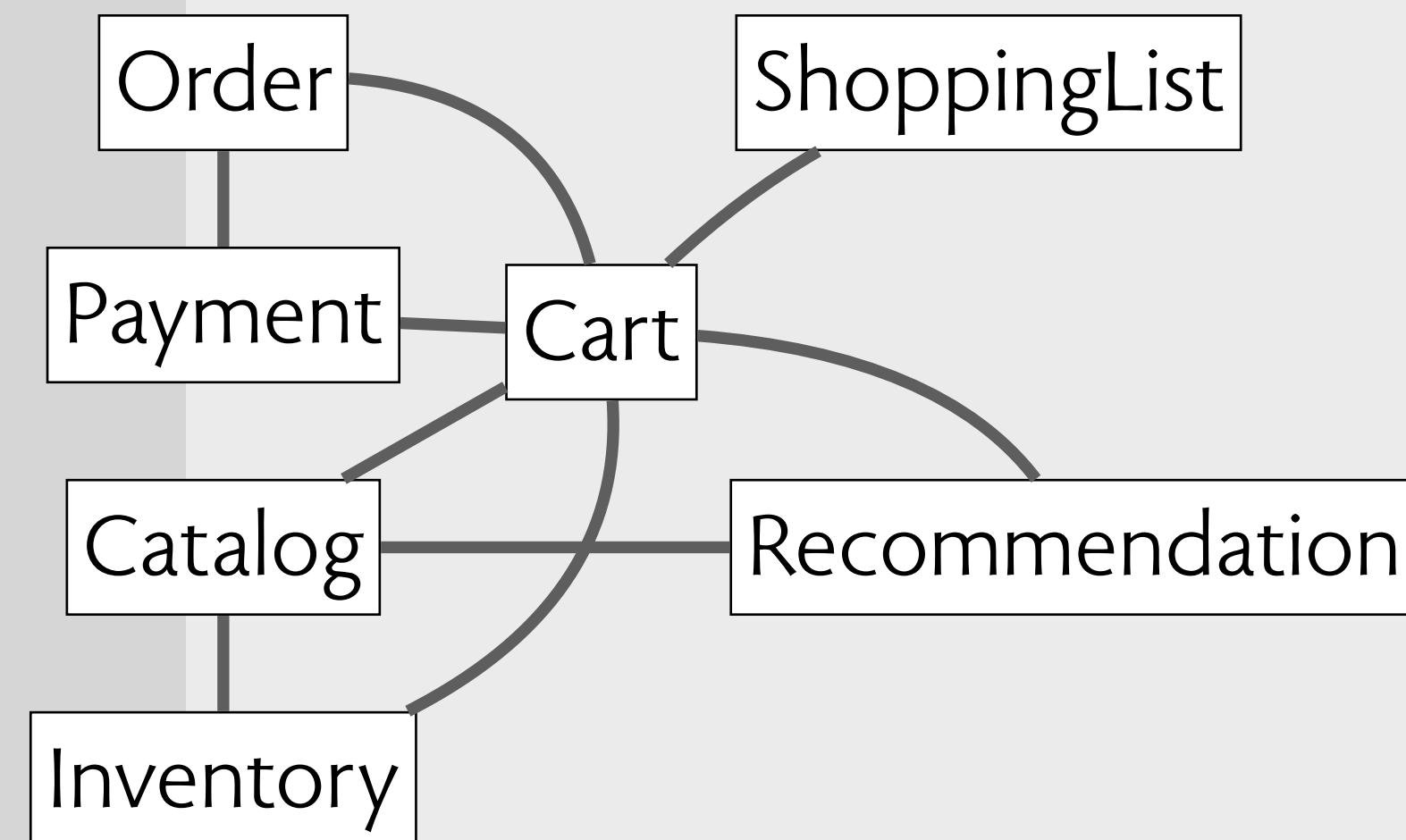
what value does your product offer to the customer?  
what's distinctive?

- Easy & quick to find & buy (Cart & Catalog concepts)
- Recommendations better than competitors'
- Informal gift registry (through ShoppingList)



## layout

what are your key concepts?  
how are they related?  
which are visible externally?



## obstacles

what obstacles do you see?  
now and in the future?  
how to overcome them?

- Recommendation too resource-intensive
- Purchase for others hard, no address book concept
- Cart concept doesn't handle out-of-session well