

## **Deliverable: #I-5 Project Vision**

The Project Vision is a one-to-two page document, created together by the team, that reflects the purpose of the project and decisions on key PTCR parameters. Figure 13-21 shows its contents.

**Figure 13-21. Outline and Contents for Deliverable #I-5 (Typically One to Two Pages)**

- 0. PROJECT/MISSION DESCRIPTION and CASE FOR ACTION:** One or two sentence summary of this project and why we are doing it.
- 1. TARGET CUSTOMERS AND HOW THE PRODUCT WILL MEET THEIR NEEDS. (Problems, solutions, benefits)** Who are your customers, both leading edge and typical; What benefits will this product provide? What problems do your customers have and how will this product solve them?
- 2. KEY ISSUES CUSTOMER WILL USE TO JUDGE QUALITY (Measurable).** Clarifies which capabilities of this product (as quantified as possible) will be most important to the customers' perception of its overall value.
- 3. KEY TECHNOLOGY AND KEY FEATURES.** Key technology to be employed in the product; specific features required to meet customers' needs.
- 4. CRUCIAL PRODUCT FACTORS AS APPLICABLE (USE OWN LIST).** Elements that are not a primary part of the product functionality, but are key attributes that must be present. May include:
  - Interaction with associated products
  - Potential for design growth or modification
  - Physical environment product will be used in
  - Patent infringement/protection
  - Manufacturability
  - Safety and liability
  - Quality and reliability
  - Ergonomics
  - Users' abilities
  - Sourcing and assembly
  - Distribution
  - Documentation, training, servicing and maintenance
  - Unusual equipment or facilities needed
- 5. RELEVANT FINANCIAL NUMBERS: Sales units, price cost, market window, delivery day, Late-Cost-Per-Week (LCPW), budget.** The economic factors driving this project.