The Product Vision provides a central point of reference for ALL stakeholders of a product. The Product Vision is created by the Product Owner.

Great Product Visions have three components:
- Simplicity: easy to understand by those with the appropriate background
- Emotion: communicates a non-logical reason for the product
- Urgency: puts time pressure on the creation and/or use of the product

If your company has more than one product, then each will have its own vision informed by the Corporate Vision.

A “product” is sold to customers outside the organization. It has no fixed end.

As a Product Owner, you use the Product Vision to drive activity in other parts of the business.

If your product has more than one team building it, then each team will have its own vision informed by the Product Vision.