

DESIGN THINKING MINDSET / EXPLORE OR DISCOVER PHASE / SCOPING

# Define a Solution Vision

Set and align expectations for the envisioned solution by visually exploring the value it adds for both the business and the customers.

# Why To Define a Solution Vision

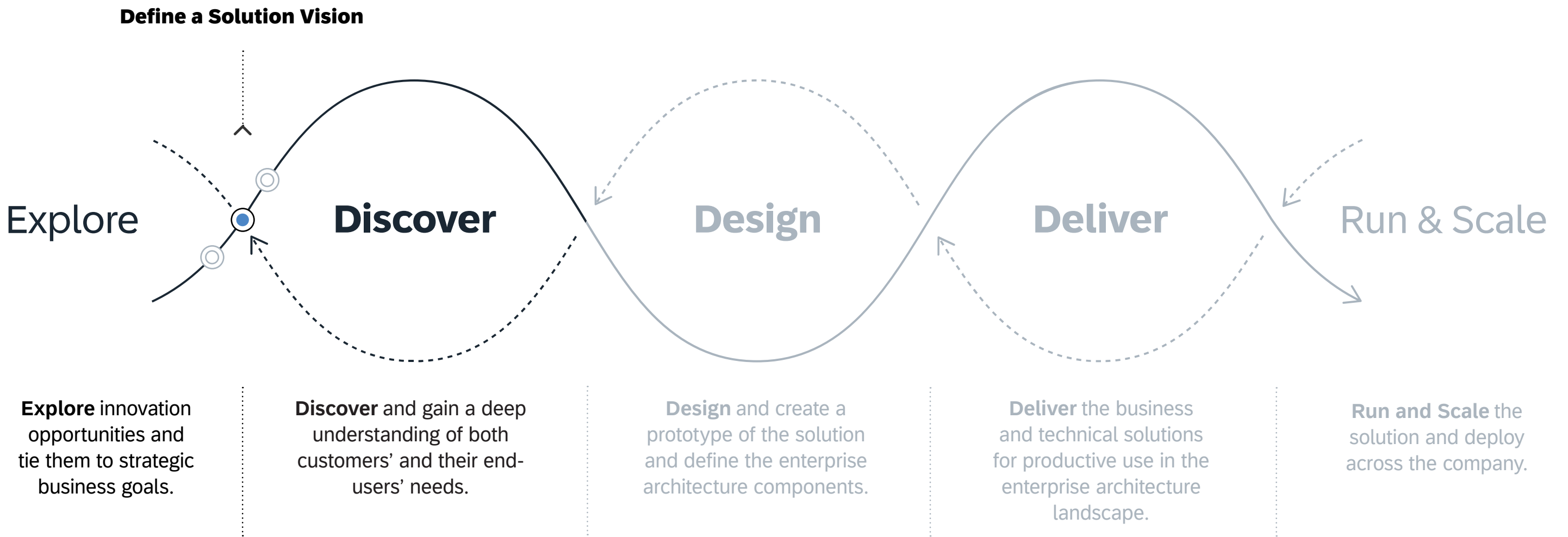
The “Vision Board” exercise helps an innovation team set and align their expectations for the envisioned product or service.

Conducted at the beginning of the project, the outcome serves as a visual reminder of the goals to be accomplished.



# When To Define a Solution Vision

We use the Vision Board at the beginning of a project in the Explore or Discover phases to set and align expectations among stakeholders, including team members, account executives, and customer representatives.



Learn more about SAP's Human-Centered Approach to Innovation: <https://apphaus.sap.com/approach>

# How To

## Define a Solution Vision



Duration  
**2 Hours**



Participation  
**3 - 8 People**



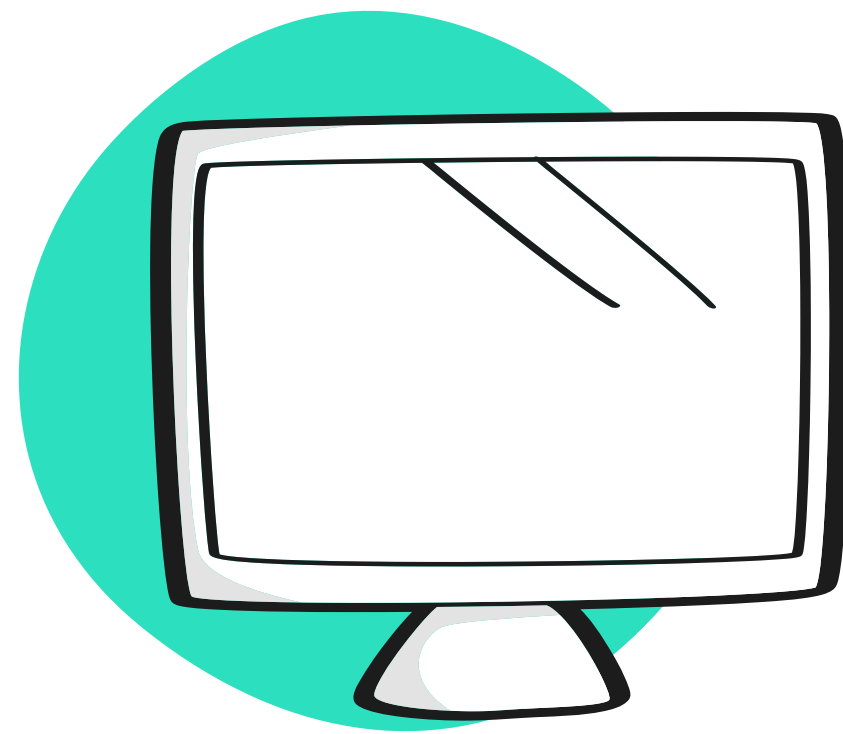
Roles  
**Designers, Business Leads, Other Key Stakeholders**

### Steps

- 1** The vision board has 6 question areas about the team's future solution. Reserve 20 minutes per question area.
- 2** For each question area, start with a solo response session. Each person claims a tile and adds sticky notes, images, or icons to clearly express their answer, taking about 10 minutes.
- 3** Give another 5 minutes for participants to review the responses, and ask questions for clarification.
- 4** Finally, the team has 5 minutes to vote for the aspects of the tiles that fit best to the corresponding question and drag them to the highlighted areas in the center.
- 5** Repeat this process for each question area.

### Expert Tips

Before the workshop begins, the facilitator can modify the questions on the colored tiles to better align with the specific topic being addressed.



# Virtual Collaboration Template

# MURAL Template

## Vision Board

**Design a Vision Board of your Future Product (2h)**

In each question area the participant has 10 minutes to answer the question by designing one of the tiles surrounding it followed by 5 additional minutes for reviewing. Finally the team has 5 minutes to vote for the aspects of the tiles that fit best to the corresponding question and drag them to the highlighted areas in the center.

1. What is the added value of the future solution for our team/organization? (20 min)

2. What is the added value of the future solution for our customers? (20 min)

3. How should our customers perceive the future solution? (20 min)

Question 4: Bring your selected points here

Question 5: Bring your selected points here

Question 6: Bring your selected points here

Access the MURAL template\*: <https://app.mural.co/template/e9a4a8f7-2dc6-47ee-85a9-00b23b6398b2/056cee7b-4195-41bd-af99-983cf06589e7>

\*Registration required