

EXPLORE AND DISCOVER PHASE / Joint Activity

## **Vision Board**

Set and align expectations about a solution that a team envisions by visually exploring the added value for business and customers.

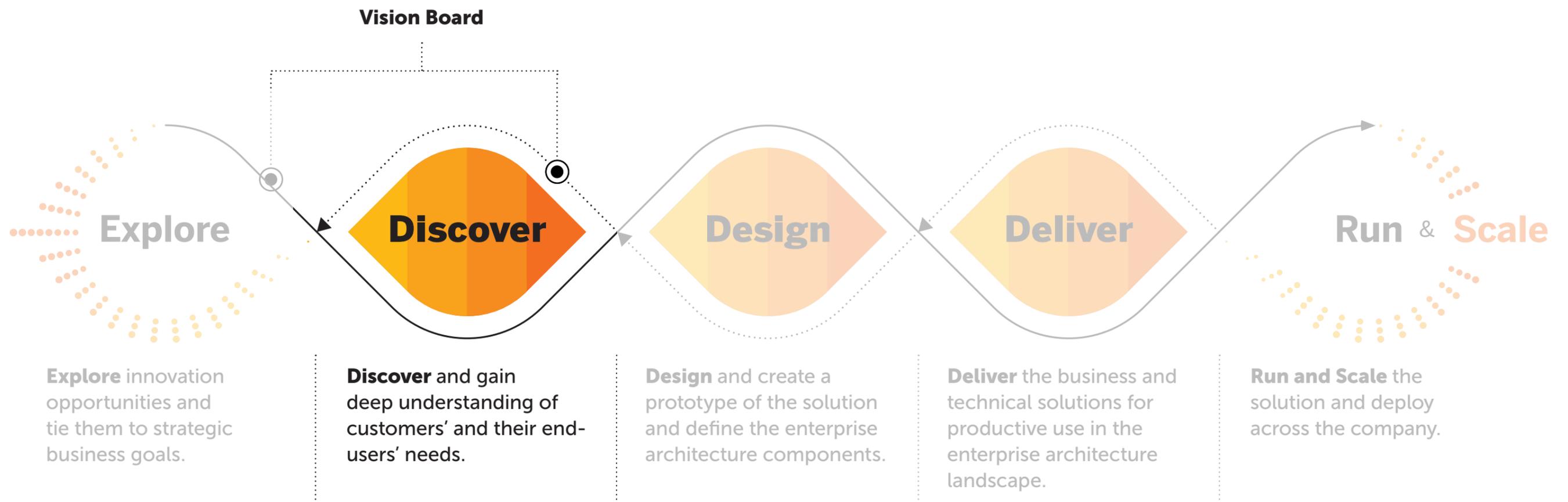
# Why to use a Vision Board

The Vision Board exercise aims to help an innovation team set and align on their expectations about the product or service they envision. It is done at the very beginning of the project, and its result can be used as a visual reminder of what needs to be achieved.



# When to use a Vision Board

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



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

# How to use a Vision Board



Duration  
**2 Hours**



Participation  
**3–8 People**



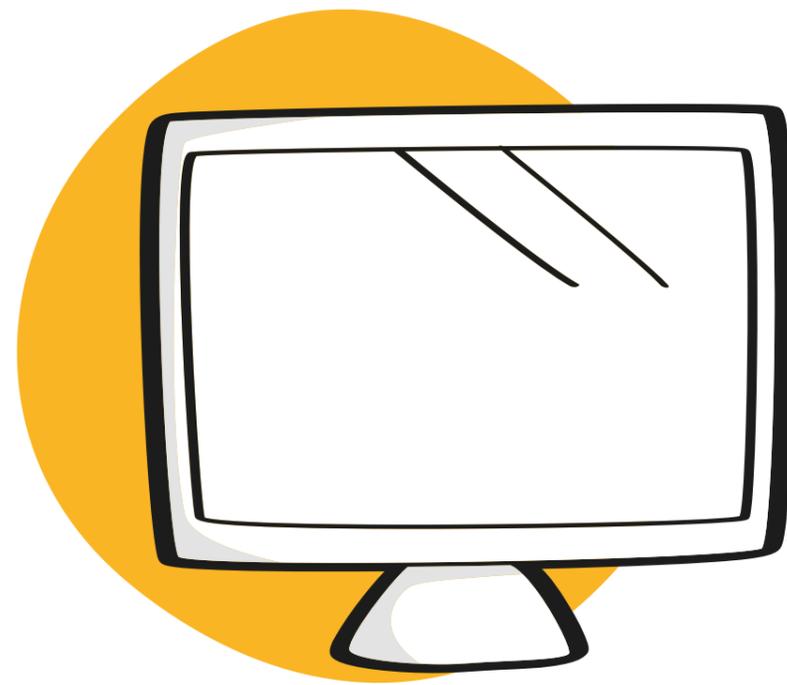
Roles  
**Designers, Business Leads, other key stakeholders**

## 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, begin with a solo response time. Each individual claims a tile and add post-its, images or icons to better articulate their answer for 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, the facilitator can change the questions in the colored tiles according to the topic at hand.



# 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 1: Bring your selected points here

Question 4: Bring your selected points here

Question 2: Bring your selected points here

Question 5: Bring your selected points here

Question 3: Bring your selected points here

Question 6: Bring your selected points here

Access the MURAL template: <https://app.mural.co/template/41b7aa20-fd4f-4808-8a5b-9526ee35913b/656a2610-f6fa-4f49-8712-f99c8ab85c47>