# Article information:

Product visioning through storytelling | by Mandy Cornwell | Mar, 2023 | UX Collective  
<https://uxdesign.cc/product-visioning-through-storytelling-3126f91808cc>

# Article summary:

1. A well-formed product vision story can align teams, guide product strategy, and gain stakeholder buy-in.

2. The product visioning process involves planning, discovery, ideation, and crafting a compelling story using a storytelling framework.

3. Transparency, flexibility, and evolution over time are key to successful product visioning efforts.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Product visioning through storytelling" by Mandy Cornwell provides a comprehensive guide to creating a product vision that aligns with user and business needs. The author emphasizes the importance of crafting a compelling story that inspires teams and stakeholders to work towards a common goal. However, there are some potential biases and missing points of consideration in the article.

One potential bias is the assumption that user and business needs are not in conflict, which may not always be the case. While finding the sweet spot between user and business impact is ideal, there may be situations where trade-offs need to be made. For example, a company may prioritize profitability over user experience, which could lead to negative consequences for users.

Another potential bias is the focus on stakeholder/leadership buy-in as a key factor in driving towards the vision. While it's important to involve stakeholders and leadership in the process, their expectations should not override user needs or compromise ethical considerations. The article could have provided more guidance on how to balance stakeholder interests with user-centered design principles.

The article also lacks evidence for some of its claims, such as the statement that a well-formed vision story drives impact by finding transformative insights at the intersection of user and business needs. While this may be true in some cases, it's not always clear how to identify these transformative insights or whether they can be achieved through storytelling alone.

Additionally, the article does not explore counterarguments or potential risks associated with product visioning through storytelling. For example, relying too heavily on storytelling could lead to oversimplification or glossing over complex issues that require deeper analysis and problem-solving.

Overall, while the article provides a useful framework for product visioning through storytelling, readers should approach it with critical thinking skills and consider potential biases or missing points of consideration.

# Topics for further research:

* Balancing stakeholder interests with user-centered design principles
* Ethical considerations in product visioning
* Trade-offs between user and business needs in product development
* Identifying transformative insights in product visioning
* Risks of oversimplification in product visioning through storytelling
* Best practices for incorporating user feedback in product visioning

# Report location:

<https://www.fullpicture.app/item/8e84640f49d24652b3bce497f910fa56>