THE PRODUCT VISION BOARD

romanpichler

VISION
What is your purpose for creating the product?

Which positive change should it bring about?

TARGET GROUP
Which market or market segment does the product address?

Who are the target customers and users?

This product addresses the market for Doctors and Medical professionals on the move.

Patients with less access to medical care

Non profit organisations such as Red cross, Red crescent.

NEEDS
What problem does the product solve?

Which benefit does it provide?

We can almost completely get rid of paper trails

Remote access to medical docs and information

Easier for patients to get into contact with medical professionals

Makes the world a better place

PRODUCT
What product is it?

What makes it stand out?

Is it feasible to develop the product?

We store the documents online to make them easily accessible to the professionals that need them

We store the documents in encrypted Databases to help keep the security of out clients

The application that we provide uses a clean and easy to use webapplication

A service desk always available to the patrons of the business to report any issues that need to be fixed

BUSINESS GOALS
How is the product going to benefit the company?

What are the business goals?

Create infrastructure that will provide the necessary basis to host an application that will in turn help medical doctors in their goal of helping people around the world.

To ensure data access continuity across borders

Improved patient care

Improved data security