



## 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?



## NEEDS

- What problem does the product solve?
  - The need on the market to express on different emojis, rather than the traditional ones.
  - The consume of veggies and the healthy eating.
- Which benefit does it provide?
  - To promote the good nutrition
  - Healthy eating
  - Avoid rejection of vegetables.



## PRODUCT

What product is it?

What makes it stand out?

Is it feasible to develop the product?



## BUSINESS GOALS

How is the product going to benefit the company?

What are the business goals?