

Vision Board Template

This template is intended to serve as a starting point that encourages brainstorming and collaboration. We recommend modifying and re-creating this to suit your needs.

Use a white board, sticky notes, or an online tool of your choice.



VISION

What is your purpose for creating the product?

What positive change should it bring about?



Target group

Which market or market segments does the product address?

Who are the target customers and users?



Needs

What problem does the product solve?

Which benefit does it provide?



Product

What product is it?

What makes it stand out?

Is it feasible to develop this product?



Business goals

How is the product going to benefit the company?

What are the business goals?