

Lab Product Vision Worksheet

Use this worksheet to develop a Product Vision for the solar water heater scenario. This worksheet describes the components, provides an example, and shares a blank template for you to develop your Product Vision.

Element	Description
For	Who is the product audience?
Who	What is the problem or opportunity?
Our Product	What is the product or category?
That	What is a compelling reason to buy the product?
Unlike	How does this product differ from competition?
(Our Product)	What is the ultimate value proposition or differentiator?

Share An Example of an Elevator Pitch

For	For the virtual Project Manager
Who	Who needs to manage and assign multiple tasks remotely
Our Product	Task Z is a fully digital project management task management platform
That	That uses standard kanban methodology and templates
Unlike	Unlike more complicated and costly platforms
(Our Product)	Task Z is easy to understand, affordable, and can be tailored to meet your needs

Product Vision Water Heating

For	Residential homeowners and commercial businesses seeking cost-effective and environmentally friendly water heating solutions.
Who	Customers looking to reduce their energy bills, lower their carbon footprint, and comply with regulatory requirements for renewable energy adoption.
Our Product	A state-of-the-art solar water heating system that harnesses the power of the sun to provide efficient and reliable hot water for various applications.
That	Provides significant cost savings on energy bills, with the potential for up to 80% reduction in heating costs compared to conventional water heaters. Offers advanced features and functionality, including options for evacuated tube or flat plate solar collectors, and three water storage solutions tailored to customer needs.

	Ensures ease of use and management through user-friendly design, innovative technology, and low maintenance requirements.
Unlike	<p>Unlike conventional water heaters, our solar water heater significantly reduces reliance on non-renewable energy sources, leading to a lower environmental impact and a greener future.</p> <p>Unlike competitors' products, our solar water heater boasts groundbreaking technology, high-efficiency solar panels, and transparent pricing, setting a new standard for quality, performance, and affordability in the market.</p> <p>Unlike other renewable energy solutions, our solar water heater offers a practical and accessible option for residential and commercial customers, delivering tangible cost savings and environmental benefits without sacrificing convenience or reliability.</p>
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