

# THE PRODUCT VISION BOARD EXTENDED



## 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

Which problem does the product solve?  
What benefit does it provide?



## 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?



## COMPETITORS

Who are your main competitors?  
What are their strengths and weaknesses?



## REVENUE STREAMS

How can you monetise your product and generate revenues?



## COST FACTORS

What are the main cost factors to develop, market, sell, and service the product?



## CHANNELS

How will you market and sell your product?  
Do the channels exist today?