

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?

