The PRODUCT VISION

VISION

What is your purpose for creating the product?

Text

TARGET GROUP

Which market or market segment does the product address?

Who are the target customers and users?

Text

NEEDS

What problem does the product solve?

Which benefit does it provide?

Text

PRODUCT

What product is it?

What makes it stand out?

Is it feasible to develop the product?

Text

BUSINESS GOALS

How is the product going to benefit the company?

What are the business goals?

Text

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