# PRODUCT VISION BOARD TEMPLATE

## VISION

What is your purpose for creating the product?

Which positive change should it bring about?

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