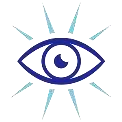
PRODUCT VISION BOARD TEMPLATE



VISION

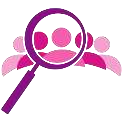
What is

your purpose for creating

the product?

Which positive change should it

bring about?



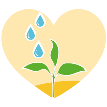
TARGET GROUP

Which market or market segment

does the product address?

Who are the target customers

and users?

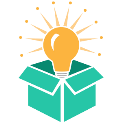


NEEDS

What problem does the product

solve?

Which 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?

Text

Text

Text

Text

Text