

Vision Statement



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Captures the Imagination

East to share

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The Product Vision Board

Vision	What is the 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?

Instructions:

Create a vision statement using the format below. Replace text in brackets with your product information

FOR [target customer]

WHO [statement of need]

THE [product name]

IS A [product category]

THAT [product key benefit, compelling reason to buy],

UNLIKE [primary competitive alternative],

OUR PRODUCT [final statement of primary differentiation].