

# <PRODUCT> VISION BOARD

## VISION

What is your purpose for creating the product?  
What 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 benefits does it provide?

## PRODUCT



What product is it?

What makes it stand out?

Is it feasible to develop the product?

## VALUE



How is the product going to benefit the company?

What are the business goals?