

The Product Vision Board

STRATEGIC PLANNING TEMPLATE



Vision

What is your motivation for creating the product?
Which positive change should it bring about?

Write your overarching product vision here...



TARGET GROUP

Which market or market segment does the product address?
Who are the target customers and users?

[Empty dashed box for Target Group notes]

▲ OBSTACLES?

What could prevent success?



NEEDS

What problem does the product solve?
Which benefit does it provide?

[Empty dashed box for Needs notes]

▲ OBSTACLES?

What could prevent success?



PRODUCT

What product is it?
What makes it stand out?
Is it feasible to develop the product?

[Empty dashed box for Product notes]

▲ OBSTACLES?

What could prevent success?



BUSINESS GOALS

How is the product going to benefit the company?
What are the business goals?

[Empty dashed box for Business Goals notes]

▲ OBSTACLES?

What could prevent success?

