Product Vision Canvas / Product Vision Board

by Roman Pichler

<Agile.Process>
agile-process.com

Vision

What is your purpose for creating this product?
Which positive change should it bring about?

Target Group

Which market or market segment does the product adress?

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?

Business Goals

How is the product going to benefit the company?

What are the business goals?

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