

# Product Vision Canvas

## Client

## Project

## Vision

What is your motivation 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

Which problem does the product solve?

What benefit does it provide?

## Products

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?

## Competitors

Who are your main competitors?

What are their strengths weaknesses?

## Revenue Streams

How can you monetise your product and generate revenues?

## Cost Factors

What are the main cost factors to develop, market, sell, and service the product?

## Channels

How will you market and sell your product?

Do the channels exist today?