Product Vision Board

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Agile Competence Exchange
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STANDARD

PROCESS
Quelle: http://www.romanpichler.com/
# The Product Vision Board

**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**
- 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?
| VISION | What is your motivation for creating the product?  
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| TARGET GROUP | NEEDS | PRODUCT | BUSINESS GOALS |

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NEEDS

PRODUCT

BUSINESS GOALS

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WORKSHOP
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Product Owner
WORKSHOP

Product Owner

Development Team
WORKSHOP

Product Owner

Marketing

Vertrieb

Development Team
Priorities

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2.
3.