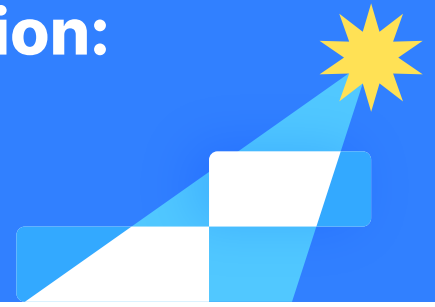


# [Company name]'s Product Vision: [Product Name]



## Company Context

*Choose at least one of the questions below.*

- ▶ What is your company mission?
- ▶ What is your company vision?



## Target User Context

*Try to be as specific as possible answering the questions below.*

- ▶ For whom are you developing the product?
- ▶ What problems do they have?



## Product Context

- ▶ What is your product?
- ▶ Why are you developing the product?
- ▶ What problem does your product solve?
- ▶ What key features will solve those problems?
- ▶ How does your product differ from alternatives?



## Success Measurement

- ▶ How can you measure that users' value this vision?
- ▶ What can you measure to see if you achieve this product vision?
- ▶ Why are you developing the product?

*This question is asked again to remind the very purpose of your product and to see, if it aligns with your answers*

