



## VISION

What is the purpose for creating the product?  
What problem are you trying to solve?



## TARGET GROUP

What market or customer segment does the product address?

Who are the target customers and users?



## NEEDS

What problem does the product solve?

What needs does it address?



## PRODUCT

What product will it be?

What makes it unique?

Is it a feature or service or product?



## BUSINESS GOALS

What is the main goal you are trying to achieve?

What are the business goals?