

# *[Product ou feature name]*

## Product Vision Board

For:

By:

Date: 17 / 01 /2018

Iteration #1

### Description of the Vision

Describe in this area your product in a few sentences

Small sentence to describe the vision - the base line

### Personas

Who are the target users of your product?  
Who are your target customers?

*List of personas  
(target 80% of the needs //  
pareto law)*

### Needs

What are the problems your product intends to solve?

*Description of the needs /  
list of problems to be solved*

### Product

Describe the 3 to 5 main features your product will offer

*List of the main features //  
overview of the features  
needed to solve the  
problems*

### Added value

Describe the added value that your product will bring.

*Added value of our company.  
Why we are the best to solve  
these problems*