Product Vision Canvas





Problem Statement

What's the core problem you're trying to solve?

Example: Product discovery can be a disjointed and unpredictable process. Product teams often have more Ideas than they can handle, with no consistent way of testing and prioritizing them.



BOOK DEMO

Problem Strategy

How will your product solve this problem?

Example: Acclaim Ideas gives users a consistent methodology for discovering and priorotising product Ideas, so you can build the prodict your users really want and waste less money on Ideas that don't work





8 Users

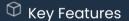
Who are you building for?

Example: Product managers at midsize and enterprise companies.



What are their needs and goals?

Example: Define user needs, capture and prioritize ides, designs test to validate, measure the volume and viability of new Ideas etc



What are the specific features you will build?

Example: Define product vision, capture and prioritize Ideas, design experiments and log results, analytics dashboards for product discovery



What makes this product unique and worth buying

Example: the only tool that gives you a proven methodology for product discovery, the only tool that gives you analytics to measure and manage product discovery etc









