

# 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.

## Problem Strategy

How will your product solve this problem?

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



## Consistently discover great product Ideas

Acclaim Ideas helps product teams to find, prioritize and validate new features and product enhancements

BOOK DEMO



## Users

Who are you building for?

Example: Product managers at mid-size and enterprise companies.



## JTBDS

What are their needs and goals?

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



Turn your JTBDS into feature Ideas

## Key Features

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



## USPs

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