

# PRODUCT VISION CANVAS

HOW TO USE THIS  
Capture the essential pieces of your product vision  
and create alignment with your team

PRODUCT NAME

**A**

IDENTIFY BUILDING BLOCKS

TARGET CUSTOMERS

Who are the people that will use your product/service?

PROBLEM TO SOLVE

What problem or need do the customers experience?

COMPETITION

How are customers solving their problem today?

SOLUTION

How are you going to solve the customers' needs/problems? What product/service is it?

**B**

DEFINE YOUR BUSINESS PROPOSITION

BUSINESS MODEL

How would your business benefit from this product/service?  
What's the revenue model?

CUSTOMER BENEFITS

What benefits will users gain from using this product/service? Why should they care?

UNIQUE ADVANTAGE

Why is this different? What's your unique advantage compared to other solutions?

**C**

DEFINE YOUR STRATEGY

PRODUCT GOAL(S)

Think about major steps towards your vision.  
What goals would you like to achieve? How will you measure them?

# VISION STATEMENT

## HOW TO USE THIS

The vision statement allows you to share your product vision in a short and compelling way

(product name)

**IS FOR** \_\_\_\_\_

(target customers)

**WHO NEED** \_\_\_\_\_

\_\_\_\_\_

(customer needs or problem-to-solve)

**OUR SOLUTION IS A** \_\_\_\_\_

(market category, type of product, or business model)

**THAT** \_\_\_\_\_

\_\_\_\_\_

(one or two key benefits you offer)

**UNLIKE** \_\_\_\_\_

\_\_\_\_\_

(alternative solutions to the problems that customers have available today)

**OUR SOLUTION** \_\_\_\_\_

\_\_\_\_\_

(unique differentiator—why is it 10 times better?)