

# Product Vision Board



*Product vision boards are a great tool to use when bringing new product ideas to your teams. It's a simple, effective tool that helps capture, refine and justify ideas.*

There are 5 key points needed on the board to simplify the process and ensure everyone understands the reason behind the new product and benefits to the organisations and the customers.

<i>whats it called?</i> 	
<i>who is it for?</i> 	
<i>what's its purpose?</i> 	
<i>benefits for our organisation</i> 	<i>Customer benefits</i> 

