Free product vision board template for user-centred design

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Free product vision board template for user-centred design

Key Points

- Over 80% of new consumer products that are brought to market fail to succeed
- One of the reasons why is that designers don't take the full customer perspective into consideration
- A shared vision and product strategy helps to keep teams focused, improves communication, and identifies risks
- Our product vision board template is a simple but effective tool for keeping product design and development centred on the user
- It asks you to consider your product vision, target group, customer needs, product features, and business goals
- A vision board template is essential to a project management toolkit and helps keep the various product development elements aligned and on track.

Download our product vision board template

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Ben Mazur

Managing Director

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According to a study conducted by the Harvard Business School, over 80% of new consumer products that are brought to market fail to succeed. One reason for this is that designers get so caught up in developing products from their personal perspective that they neglect to look at it from a consumer viewpoint first. Avoid this from happening and download our product vision board template during the initial stages of the product development process: it will help you stay focused on user-centred design and become an essential part of your project management toolbox.

Product vision board

The first product vision board was developed by Roman Pichler (a product management expert) in 2011 and has become standard practice for development teams worldwide due to its simplicity and efficacy:

- A shared vision and effective strategy will prevent team members from pulling in different directions
- Improves communication
- Maintains transparency
- Helps team members to stay focused on their tasks and goals
- Test assumptions and identifies potential risks

Product Vision Board Template

VISION

What is your motivation or inspiration for creating this product?
What positive change or impact will the market forces?

TARGET GROUP	NEEDS	PRODUCT	BUSINESS GOALS
Which market or market segment does the product address?	What problem does the product solve?	What kind of product is it?	How does the product benefit the company?
Who are the target customers and users?	What benefits does it bring?	Describe it in 5 features or less.	What are the business goals (e.g., increase revenue, new market penetration)?
	What is its value proposition?	What makes it stand out?	
	Why will the target group want to buy it?	What are its unique selling points?	What are your targets, and how will you measure performance?
		Have you done a feasibility study?	

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Download a product vision board template for free and customise it to suit your purposes: it can be used collaboratively, remotely, or even as part of a feedback mechanism that can be updated in real-time.

How to use a vision board for your new product

Download the template and fill it in according to the prompts in the associated boxes. Try to keep the information simple and concise (i.e. no sketches or detailed user personas), and remember that the purpose of your vision board is to answer these key questions from a customer perspective:

1. **Product Vision**: What's the purpose of the product? What kind of positive change will it achieve? e.g. Apple iPod 1000 songs in your pocket
2. **Target Group**: Who is the product likely to benefit, and what's its target market?
3. **Needs**: What problems does it solve, and which benefits does it provide?
4. **Product**: What are the product's 3-5 key features?
5. **Business Goals**: How will it support your business growth and development?

VISION
What's your motivation or inspiration for creating the product?
What positive change or impact will it bring to the world?

TARGET GROUP	NEEDS	PRODUCT	BUSINESS GOALS
Which market or market segment does the product address? Who are the target customers and users?	What problem does the product solve? What benefits does it bring? What is its value proposition? Why will the target group want to buy it?	What kind of product is it? Describe it in 5 features or less. What makes it stand out? What are its unique selling points? Have you done a feasibility study?	How does the product benefit the company? What are the business goals (e.g., increase revenue, new market penetration)? What are your targets and how will you measure performance?

Pro-Tip: If the product needs or product description list is long, use our prioritisation matrix template to help you rank the most important ones.

IDEA FEASIBILITY AND PRIORITISATION TEMPLATE

Objective: Prioritise ideas with high _____ and low _____

01. In the idea boxes below, vote for the ones you think have the lowest or highest feasibility
02. The criteria are (1) _____ and (2) _____
03. __X__ vote for ideas with the highest criteria 1
04. __Y__ vote for ideas with the lowest criteria 2
05. You have __ votes

Idea 1:	Idea 2:	Idea 3:	Idea 4:
Idea 5:	Idea 6:	Idea 7:	Idea 8:

06. Votes will be plotted on the matrix below and presented to the team for further discussion and evaluation

Idea Prioritisation Matrix

Idea Feasibility Template

[Download this free template.](#)

To level up the efficacy of your product vision board, use it as a tool to test your assumptions and identify the areas with the biggest risk or uncertainty. For example, you've identified your target market and the problem your product will solve for them. However, this market is located in remote and inaccessible areas (hence the problem). Have you considered how you'll get the product to them?

Did you find the product vision board template helpful?

We hope this template helps you turn your vision into a real-world product which customers and users will love. If you found it useful, please share it and watch this space for more free templates and business development tools.

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