

AGILE PRODUCT VISION BOARD TEMPLATE

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VISION

What is your purpose for creating the product using Agile practices?

What positive change should the product - developed with Agile methodologies - result in?



TARGET GROUP

What market or marketing demographic does the product address?

How does using Agile practices help the product succeed?



NEEDS

What problem does your product solve?

What benefit does the product provide using Agile methodologies?



PRODUCT

What is the actual product?

Is product development (applying Agile practices) feasible? Why?

Is it feasible to develop the product applying Agile methodologies? Why? How?



BUSINESS GOALS

How would the product benefit your company, specifically?

What are the business goals for developing the product?

How does applying Agile practices help you reach these business goals?



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