

Application Vision Board



VISION

What is your purpose for creating the application?

Which positive change should it bring about?



TARGET GROUP

Which market or market segment does the application address?

Who are the target customers and users?



NEEDS

What problem does the application solve?

Which benefit does it provide?



APPLICATION

What application is it?

What makes it stand out?

Is it feasible to develop the application?



BUSINESS GOALS

How is the application going to benefit the company?

What are the business goals?

Application Vision Board



VISION



TARGET GROUP



NEEDS



APPLICATION



BUSINESS GOALS