[](https://bit.ly/3mW5JsM)**PRODUCT VISION BOX TEMPLATE**

CRAFTING THE POSITIONING STATEMENT

|  |  |
| --- | --- |
| WHOM THE PRODUCT IS FOR |  |
| WHAT THE PRODUCT IS |  |
| WHAT THE PRODUCT PROVIDES |  |
| WHAT MAKES THE PRODUCT UNIQUE |  |

PRODUCT POSITIONING

|  |  |
| --- | --- |
| SITUATION DESCRIPTION |  |
| TARGET AUDIENCE DEFINED |  |
| SITUATION DETAILS |  |

PRODUCT ADVANTAGE OVERVIEW

|  |  |
| --- | --- |
| ADVANTAGES OFFERED BY THE PRODUCT |  |

KEY PRODUCT ADVANTAGES AND FEATURES

|  |  |
| --- | --- |
| **ADVANTAGE NAME** | **FEATURE OF NAMED ADVANTAGE** |
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