## Vision Statement



For		Persona		
		target customer		
Who		Description		
statement of need or opportunity				
The	Name	is a	Category	
ı	product name		product category	
That	E	Emotion Description		
	this feedback /	quantitative measure / qua	alitative insight	
Unlike		Alternative		
	pri	mary competitive alternativ	/e	
Our produc	t	Benefit		
	state	ment of primary differentia	tion	