Product identity canvas

Product Image

Target market

Buyer personas
Titles of buyer personas

Problem it solves
What is it trying to achieve?.

Key features
-
-
-
-
-

Place in range
How does this fit into your product range? Why choose this over other options you have?

Detailed description

Slogan/tagline
Short, catchy one or two liner to grab attention.

Marketing Messages
How do we describe our product/solution?

wellmeadow
CONSULTING