

## PRODUCT PURPOSE BOARD

The Brand Purpose Board forms a matrix that captures the purpose, goals, target groups, their needs and the solutions offered by the brands. First, it defines why the brand is in the world - the purpose. Second, the goals are defined. These can be short- and long-term, as well as soft or numbers-based. The personae from chapter four can serve as a basis for the fourth section, where their most important needs are derived from the interviews. The last point to consider is what solutions the brand offers (in contrast to the competition) that meet these needs.

PURPOSE			
PERSONAS	NEEDS	SOLUTIONS	GOALS