

**FlowTrack: Employee Traffic Monitoring System**  
**Lean Canvas**

<p style="text-align: center;"><b>Problem</b></p> <p>1.) Hard for large companies to measure their workflow productivity and efficiency. 2.) There is a lack of ways for companies to gather accurate and continuous data about worker movement's correlation with building layout. 3.) Without accurate, comprehensive data, corporations cannot use data-driven insights to help improve operational efficiency and workplace safety.</p>	<p style="text-align: center;"><b>Customer Segments</b></p> <p>1.) Corporations or operational managers that are looking to improve operational efficiency or improve building layout efficiency.</p>	<p style="text-align: center;"><b>Unique Value Proposition</b></p> <p>1.) Our app provides a nonintrusive and accurate way to gather and measure workforce movement and productivity. 2.) Our app generates accurate visualization making it easy for companies to see ways to improve. 3.) Lowers the need for in-person performance reviews used by the company.</p>
<p style="text-align: center;"><b>Solution</b></p> <p>1.) Create a mobile application for employees to track worker movement in correlation with building layout work stations. The app will provide continuous and accurate data throughout a worker's shift. The app will send data to the server where the data will be processed to generate visualization data and statistical analysis.</p>	<p style="text-align: center;"><b>Channels</b></p> <p>1.) Use digital marketing to promote our app on the internet. 2.) Ask local businesses or buildings to test and use our mobile application.</p>	<p style="text-align: center;"><b>Revenue Streams</b></p> <p>1.) Have different tiers of our app where each tier provides more accurate and continuous data. 2.) Provide pre-additional services to our app where we measure and come up with a building layout of the company if not provided. 3.) Directly sell our app to business and operational managers.</p>
<p style="text-align: center;"><b>Cost Structure</b></p> <p>1.) System development cost: 900 hours; 15 weeks * 4 teammates * 15 hours per person per week = 900 hours 2.) Engineer salaries to create and maintain the mobile app. 3.) Marketing expenses to promote and distribute the app</p>	<p style="text-align: center;"><b>Key Metrics</b></p> <p>1.) Number of organizations using the app. 2.) Customer satisfaction. 3.) Percentage usage of the app for employers and employees. 4.) Critique and feedback based on past or current organizations. 5.) Database and mobile app uptime.</p>	<p style="text-align: center;"><b>Unfair Advantage</b></p> <p>1.) The application is not a surveillance-heavy tool and instead focuses on optimizing workflow instead of penalizing and constantly looking at workers. 2.) The app provides an alternative to installing expensive cameras and provides a cheap way to gather accurate and continuous data.</p>