

# Lean Canvas

Before interview

## 01 Problem

- Our target group doesn't know where to travel.
- Our target group doesn't know what kind of travel equipment it needs.
- Our target group doesn't have enough money to travel.

User's needs

### Existing alternatives

- Tiktok (to get information)
- Instagram (to get inspired)

Who are our closest competitors? What do our customers rely on?

## 02 Solution

Creating a platform:

- for information about destinations.
- where to get the best equipment for traveling
- tips and tricks how to earn money on their trip.

What experience should customers get?  
Product features? Core function?

## 03 Key Metrics

- we track how many people visit our site.
- Keeping our website user friendly.

What's the criteria for success? What is the core business? What are the key index around the core business?

## 04 Unique Value Proposition

- All the information on the same platform.
- Easy to access the website/information.
- Receiving personal information.

What differentiated value does the product offer?  
What are the product advantage?  
What are the basic attributes?

## 05 Unfair Advantage

- personalised information.

## 06 Channels

- the company uses Instagram because our target group are Gen Z and are actively using this platform
- The company uses TikTok because our target group uses this platform and TikTok is a platform that rises in users from our target group.

## 07 Customer Segments

- 20-27 Year olds
- Gap year
- Low maintenance
- Adventures
- Curious

### Early adapters

- In need of information
- Travelers

Who will benefit from it?  
who are our core users?  
who do we serve?  
behavioral attribute  
who will be using our raw product or service?

## 08 Cost Structure

Fixed Costs:

- salary
- Maintenance website

Variable Costs:

- Marketing costs

## 09 Revenue Streams

- Selling our users information to companies
- subscription

How will we generate revenue from our users?  
How much are user's willing to pay?  
How would users prefer to pay?

# Lean Canvas

After Problem interview

<p><b>01 Problem</b></p> <ul style="list-style-type: none"> <li>The lack of community and experience before and during traveling with a camper vans.</li> <li>Our customers want to rely on reliable information.</li> </ul> <p><small>User's needs</small></p> <p><b>Existing alternatives</b></p> <ul style="list-style-type: none"> <li>Polarsteps is an app where travelers can write down their adventures, the app is used as diary and blog.</li> <li>Google maps</li> <li>Instagram</li> <li>TikTok</li> </ul> <p><small>Who are our closest competitors? What do our customers rely on?</small></p>	<p><b>02 Solution</b></p> <ul style="list-style-type: none"> <li>Creating a chat website to share information</li> </ul> <p><small>What experience should customers get? Product features? Core function?</small></p> <p><b>03 Key Metrics</b></p> <ul style="list-style-type: none"> <li>we track how many people visit our site.</li> <li>we look at the amount of interaction between users on the website</li> </ul> <p><small>What's the criteria for success? What is the core business? What are the key index around the core business?</small></p>	<p><b>04 Unique Value Proposition</b></p> <ul style="list-style-type: none"> <li>Chat is being kept up to date by reviews from other users</li> <li>Young camper van traveler-oriented communication platform</li> <li>Sharing of knowledge, tips, tricks, and experiences.</li> </ul> <p><small>What differentiated value does the product offer? What are the product advantage? What are the basic attributes?</small></p>	<p><b>05 Unfair Advantage</b></p> <ul style="list-style-type: none"> <li>Person to person interaction</li> <li>word-to-mouth promotion through and during travelling</li> </ul> <p><b>06 Channels</b></p> <ul style="list-style-type: none"> <li>the company uses Instagram because our target group are Gen Z and are actively using this platform</li> <li>The company uses TikTok because our target group uses this platform and TikTok is a platform that rises in users from our target group.</li> </ul>	<p><b>07 Customer Segments</b></p> <ul style="list-style-type: none"> <li>20-27 Year olds</li> <li>Gap year</li> <li>Low maintenance</li> <li>Adventures</li> <li>Curious</li> </ul> <p><b>Early adapters</b></p> <ul style="list-style-type: none"> <li>In need of information</li> <li>Like sharing their travel blogs</li> <li>Like trying new things</li> </ul> <p><small>Who will benefit from it? who are our core users? who do we serve? behavioral attribute who will be using our new product or service?</small></p>
<p><b>08 Cost Structure</b></p> <p>Fixed Costs:</p> <ul style="list-style-type: none"> <li>Domain name</li> <li>Salaries</li> <li>Maintenance and updates</li> </ul> <p>Variable Costs:</p> <ul style="list-style-type: none"> <li>Content Marketing</li> <li>Social media advertising</li> </ul>		<p><b>09 Revenue Streams</b></p> <ul style="list-style-type: none"> <li>Selling our users information to companies</li> <li>Google AdSense</li> <li>Premium ad-free subscription</li> </ul> <p><small>How will we generate revenue from our users? How much are users willing to pay? How would users prefer to pay?</small></p>		

# Lean Canvas

Final canvas

## 01 Problem

- The lack of community and experience before and during traveling with a camper vans.
- Our customers want to rely on reliable information.

User's needs

### Existing alternatives

- Polarsteps is an app where travelers can write down their adventures, the app is used as diary and blog.
- Google maps
- Instagram
- Tiktok

Who are our closest competitors? What do our customers rely on?

## 02 Solution

- We address the needs of the users by creating a community in our website. People can chat, share experiences, and help each other.

What experience should customers get?  
Product features? Core function?

## 03 Key Metrics

- we track how many people visit our site.
- we look at the amount of interaction between users on the website

What's the criteria for success? What is the core business? what are the key index around the core business?

## 04 Unique Value Proposition

- Info is being kept up to date by reviews from other users
- Young camper van traveler-oriented communication platform
- Sharing of knowledge, tips, tricks, and experiences
- Seeing journeys other people have been on
- Seeing your own previous journeys
- Marking locations users want to go to

What differentiated value does the product offer?  
What are the product advantage?  
What are the basic attributes?

## 05 Unfair Advantage

- Person to person interaction
- website users keep the website up to date with new information of locations
- word-to-mouth promotion through and during travelling

## 06 Channels

- the company uses Instagram because our target group are Gen Z and are actively using this platform
- The company uses TikTok because our target group gen uses this platform and TikTok is a platform that rises in users from our target group.

## 07 Customer Segments

- 20-27 Year olds
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### Early adapters

- In need of information
- Like sharing their travel blogs
- Like trying new things

Who will benefit from it?  
who are our core users?  
who do we serve?  
behavioral attributes  
who will be using our raw product or service?

## 08 Cost Structure

### Fixed Costs:

- Domain name
- Salaries
- SSL certificate
- Maintenance and updates

### Variable Costs:

- Content Marketing
- Influencer advertising
- Social media advertising

## 09 Revenue Streams

- Affiliate marketing
- Selling our users information to companies
- Google AdSense
- Premium ad-free subscription €2,29 P/M

How will we generate revenue from our users?  
How much are users willing to pay?  
How would users prefer to pay?

William, & William. (2024b, maart 16). Gebruik social media per generatie (2022) - Generation Journey. *Generation Journey - Speel in op de komst van nieuwe generaties*.

<https://generationjourney.nl/social-mediagebruik-per-generatie-2021/#:~:text=Kijken%20we%20naar%20social%20media,te%20stabiliseren%3A%20op%2058%25>.