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| **SELF-CHECKOUT** | **LEAD CANVAS** |  | | | |  |  |  |
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| **Problem** | **Solution** | | **Unique Value Proposition** | | **Unfair Advantage** | | **Customer Segments** | |
| 1. Time-consuming process 2. Too much hassle for customers with few purchases | 1. Ability to Scan items yourself 2. Fast accurate payment processing | | We provide shoppers an app that allows them to scan items and pay online by themselves. | | | Can have as many shoppers as possible to process payments at the same time which means more sales, faster transaction. | Shoppers who are good with mobile phones who have the ability to pay online. | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | **Channels** | **Early Adopters** | |
| Online Shopping  Cashierless processing (Overseas) | Apps installed  Items sold | | Easier and better than over the  counter process | | | PR  Referrals | Tech-savvy shoppers | |
| **Cost Structure** | | | | **Revenue Structure** | | | | |
| App Designing and development  Marketing, PR costs  App Maintenance | | | | Royalty per item purchased | | | | |
|  | | | | | | | | |