

Lean Model Canvas and Experiment Design Sheet for MyWallet

Lean Model Canvas for MyWallet

Problem

Managing a large number of physical loyalty cards is cumbersome and inefficient. Users find it difficult to keep track of the benefits and discounts provided by each card, and physical cards are also prone to loss and do not provide adequate data security.

Solution

MyWallet is a mobile app that allows digital enrollment and management of loyalty cards in one place. The app offers features like card enrollment, checking discounts, and card removal for a secure and efficient experience.

Unique Value Proposition

MyWallet offers a secure and convenient way to manage all loyalty cards in a single digital place, eliminating the need for physical cards. The app uses encryption to protect users' personal data, providing peace of mind regarding data security.

Unfair Advantage

MyWallet differentiates itself by using encryption to ensure user data security, advanced authentication methods to prevent unauthorized access, and focusing on simplicity and user experience compared to other more complex solutions.

Customer Segments

The target customers for MyWallet include individuals aged 20-45 who own multiple loyalty cards, users who prefer digital solutions for managing benefits offered by stores and brands, and people who value convenience and data security.

Existing Alternatives

Current alternatives include applications like Stocard and Apple Wallet, which do not always offer the desired level of data security. Physical loyalty cards issued by different stores are also used but are difficult to manage and prone to loss.

Key Metrics

Key metrics for MyWallet include the number of cards enrolled per user, frequency of app usage to access discounts, and user retention rate over a period of 3-6 months.

High-Level Concept

MyWallet = Digital wallet for loyalty cards

Channels

To reach potential customers, MyWallet leverages social media campaigns, promotion through partner stores and brands, and digital marketing targeted at tech-savvy users.

Early Adopters

Early adopters are users who have multiple loyalty cards and are actively seeking a digital solution to manage them. Individuals comfortable with using mobile apps for managing their personal data and benefits also fall into this segment.

Cost Structure

The cost structure for MyWallet includes development costs for the mobile app, hosting costs for the server infrastructure, and security-related costs to ensure data protection.

Revenue Structure

The revenue structure is based on a freemium model where basic features are free, and premium features are available through a subscription. Partnerships with stores offer exclusive discounts or deals, and in-app advertising is used for partner brands.

Experiment Design Sheet

1. Hypothesis

IF users use the MyWallet app to enroll and manage loyalty cards BY simplifying the process and utilizing advanced authentication methods, WE WILL observe an increase in usage and retention rates BECAUSE the app provides more convenience and security, making users prefer a secure digital solution.

2. Who will participate in the experiment?

Users of loyalty card management applications in a limited pilot version.

3. Describe the participants and their number

50-100 randomly selected users, aged between 20 and 45, who own loyalty cards from various brands and stores.

4. When will you analyze the results?

After a period of 2 months from the start of the pilot, or after at least 100 cards have been enrolled.

5. How will you know if your hypothesis is true or false?

- Evaluation methods: monthly usage rate (target: minimum 50%), average number of cards enrolled per user (target: 3-5 cards).
- KPI for success: User retention rate of at least 70% during the testing period.

6. What action will you take after analyzing the results?

- IF True: Continue developing the app and launch it at a larger scale, enhancing secondary features.
- IF False: Identify key barriers and simplify the card enrollment process or add features to increase utility.
- IF Flat: Redefine functionalities and attempt a promotion campaign to attract more users and gather additional data.