

Lean UX Canvas

Align your team on the best way to approach a problem

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Lean UX Canvas

Title:

Date:

Iteration:

Business Problem

What business have you identified that needs help?

Obscure and Complex market of Crude oil.

Demand of crude Oil in the International market.

Diverse influencing factors leading to the complexity in the predictions.

Solution ideas

List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.

create a website using flask and python

predicting oil and other commodities

building a linear regression model

Business Outcomes

(Changes in customer behavior)

What changes in customer behavior will indicate you have solved a real problem in a way that adds value to your customers?

Increased usage of the freemium model.

Increased subscriptions for the upgraded versions

Increase in the investments towards the crude oil sector.

Users & Customers

What types of users and customers should you focus on first?

Users who are new to trading and need guidance.

Investment firms who lack the workforce to do the work themselves.

Suppliers and retailers who depend on the commodity.

User Benefits

What are the goals your users are trying to achieve? What is motivating them to seek out your solution? (e.g., do better at my job OR get a promotion)

Making the complex process of change in the prices of commodity easier.

A new source of easier, guided income.

Desire to make new profits boosted by the easy to use application and the quality of data provided.

Solution ideas

Combine the assumptions from 2, 3, 4 & 5 into the following template hypothesis statement: "We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]."

Each hypothesis should focus on one feature.

What's the most important thing we need to learn first?

List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.

Current pace of the market and the dependencies of the commodity.

Keeping the interface and data as simple as possible.

Time and procedure for the investment suggestions to be made to the customer.

What's the least amount of work we need to do to learn the next most important thing?

Brainstorm the types of experiments you can run to learn whether your riskiest assumption is true or false.

Current stand of the supplier nation against the world

Check how the acts of terror influence the international markets

Current scarcity of oil in the international market.

Share your feedback