

Homework 3: Value Proposition Canvas – from a day in life

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Value proposition:

“Satisfaction guarantee online food delivery”

No risk involved when ordered with us. All shops and menu will be reviewed by the team and also other customers so you can be assured that all food will be delicious as you wish. Moreover, we offer recommended nearby shop for lower or even free delivery with guarantee delivery time.

Consumer segment:

“Risk avert and busy target group”

Work from home office workers who always busy with meeting so they have to always eat same menu from same shop. They want to try new shop but too busy to browse and don't want to risk ordering from shop they do not know.

