

Product Strategy Canvas

PRODUX
labs

VISION

This is the lofty, futuristic goal for where your company or division is heading. Think long term.

In

6 months

time frame

Byke

Company, division

will be

the cheapest and effective alternative to grocery shopping for busy professionals in Lagos.

Vision statement

CHALLENGE

The first big goal to tackle on your way to the vision. Think in terms of user journeys, ideal states, objectives and KPIs that relate to the product lifecycle.

In order to reach our vision, we need to

Get an NPS score of 8+ for quality of grocery delivered for 2 out of 3 customers.

measureable objective

by

The end of the 6th month

time frame

TARGET CONDITION

This is a smaller, measurable objective that teams can start exploring today.

In order to reach our Challenge, we first need to

Sign up at least 100 stores to be able to deliver only fresh (1-2 days post-harvest) and affordable vegetables in custom packaging cubes" to busy professionals in Lagos in 6 months.

measureable objective

CURRENT STATE

What's the status today as it relates to the target condition?

After measuring, we know our current state is

20 grocery store partners. On average, this means 1 store to about 300 busy professionals in Lagos.

measurements of current state