

Value Proposition Canvas

Designed for:

SeniorAdopt

Designed by:

Group 10

Date:

15/09/2021

Version:

1.2

Product

Benefits

- Assisting seniors in 3 types of requests: social, manual and practical (1)
- The juniors can organize their own schedule and meetings via the app (2)
- Depending on the mark given and the comments on their profile, the juniors can receive a real "Senior Assistance" certificate that can be added on their résumé (3)
- The more the juniors have good feedbacks and good grades on the app, the more they are recommended to help seniors (4)

Features

- Compensation: social task (paid by tips), manual or practical (fee/hour) (1)
- All requests (social, manual or practical) are driven the juniors (2)
- Specific requests and needs asked by the senior to the junior (3)
- Connect a senior and a junior leaving in the same area (4)

Experience

- Short briefing & training with professionals (1)
- First free consultation (2)
- Life-saving training: (3)
 - Theory
 - Practical

Customer

Wants

- Helping people and sharing knowledge (1)
- Gaining professional experience (2)
- Certification or added value on their résumé (3)
- Socializing & being active (4)

Needs

- Earning some pocket money (1)
- Gaining in maturity (2)
- Being useful for society (3)
- Finding student job close to home (4)

Fears

- Lack of confidence (1)
- Trust issues (2)
- Life-saving issues (3)

Product

Ideal Customer

Substitutes

SeniorAdopt	Students		Other mobile app or services as already exists on this market, but SeniorAdopt is the only one aggregating all kind of assistance for seniors on a same platform.
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Designed by: Peter J. Thomson, based on the work of Steve Blank, Clayton Christensen, Seth Godin, Yves Pigneur and Alex Osterwalder. (<https://www.strategyzer.com/canvas/value-proposition-canvas>). PowerPoint implementation by: Neos Chronos Limited (<https://neoschronos.com>). License: [CC BY-SA 3.0](#)

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Benefits	Experience
<p>Creating a bridge between old and young generations in all ways:</p> <ul style="list-style-type: none"> - Social assistance (company) - Physical assistance (manual tasks) -Mental assistance (teaching or practical tasks) 	<ul style="list-style-type: none"> -Each Junior profile has first to be approved by professionals of SeniorAdopt service (interview, technical tests, files...) (1) -First free consultation to get to know each other and see feelings (1) -Information on each Junior profile: short video, grades, comments, skills (1) -Physical and authentic assistance given by the junior to the senior (2) -Tutorials available on the App once the practical session is done for the senior with illimited access and free (2) -Simple design and very intuitive interface on the app (3)
Features	

Customer

Wants	Fears
<p>Help with all kinds of services:</p> <ul style="list-style-type: none"> - Social: <ul style="list-style-type: none"> • Talking/company • Pet caring • Shopping - Manual: <ul style="list-style-type: none"> • Gardening • Householding - Practical: <ul style="list-style-type: none"> • Technologies • Languages • Cooking • Drawing 	<ul style="list-style-type: none"> - Trust issues about the helper (1) - Understanding issues (2) - Technologies issues (3)
Needs	

<p>Seniors simply launch the App and can select a specific request.</p> <p>Then, the app connects the senior with a junior profile located in the same area and suggest different schedule for the first assistance</p>		<p>Calling for assistance or company in the easiest and simplest way:</p> <ul style="list-style-type: none"> - Any time - Any place - Any kind of service 	
<p>Product</p> <p>SeniorAdopt</p>	<p>Ideal Customer</p> <p>Seniors</p>	<p>Substitutes</p>	<p>Other mobile app or services as already exists on this market, but SeniorAdopt is the only one aggregating all kind of assistance for seniors on a same platform.</p>