|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | | *Designed for:* | | | | *Designed by:* | | | | *Date:* | | *Version:* |
| **Value Proposition Canvas** | | | SeniorAdopt | | |  | Group 10 | | |  | 15/09/2021 |  | 1.2 |
|  | | |  | | |  |  | | |  |  |  |  |
| **Product** | | | |  | **Customer** | | | | | | | | |
| **Benefits** | | **Experience** | | **Wants** | | | | **Fears** | | | | |
| -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)** | | -Short briefing & training with professionals **(1)**  -First free consultation **(2)**  -Life-saving training: **(3)**   * Theory * Practical | | - Helping people and sharing knowledge **(1)**  - Gaining professional experience **(2)**  - Certification or added value on their résumé **(3)**  - Socializing & being active **(4)** | | | | - Lack of confidence **(1)**  - Trust issues **(2)**  - Life-saving issues **(3)** | | | | |
| **Features** | | **Needs** | | | |
| -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)** | | - Earning some pocket money **(1)**  - Gaining in maturity **(2)**  - Being useful for society **(3)**  - Finding student job close to home **(4)** | | | |
|  | |  | |  |  | | | |  | | | | |
| **Product** | | **Ideal Customer** | |  | **Substitutes** | | | 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. | | | | | |
| SeniorAdopt | | Students | |  | | |
| 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](https://neoschronos.com/)). License: [CC BY-SA 3.0](https://creativecommons.org/licenses/by-sa/3.0/) | | | | | | | | | | | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | | *Designed for:* | | | | *Designed by:* | | | | *Date:* | | *Version:* |
| **Value Proposition Canvas** | | | SeniorAdopt | | |  | Group 10 | | |  | 15/09/2021 |  | 1.2 |
|  | | |  | | |  |  | | |  |  |  |  |
| **Product** | | | |  | **Customer** | | | | | | | | |
| **Benefits** | | **Experience** | | **Wants** | | | | **Fears** | | | | |
| Creating a bridge between old and young generations in all ways:  - Social assistance (company)  - Physical assistance (manual tasks)  -Mental assistance (teaching or practical tasks) | | -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)** | | Help with all kinds of services:  - Social:   * Talking/company * Pet caring * Shopping   - Manual:   * Gardening * Householding   - Practical:   * Technologies * Languages * Cooking * Drawing | | | | - Trust issues about the helper **(1)**  - Understanding issues **(2)**  - Technologies issues **(3)** | | | | |
| **Features** | | **Needs** | | | |
| Seniors simply launch the App and can select a specific request.  Then, the app connects the senior with a junior profile located in the same area and suggest different schedule for the first assistance | | Calling for assistance or company in the easiest and simplest way:  - Any time  - Any place  - Any kind of service | | | |
|  | |  | |  |  | | | |  | | | | |
| **Product** | | **Ideal Customer** | |  | **Substitutes** | | | 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. | | | | | |
| SeniorAdopt | | Seniors | |  | | |