API Value Proposition Canvas



API PROVIDER

- Application
- Recipe API
- Geolocation API
- Shop location API (using only S market))
- Product API
- Map API

API Products and services

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GAIN ENABLING features

- Application that combines many services and APIs
- API provides food's expiry date, user's location, recipe
- Visibility and data

- Communication among users about food expiry
- Maintainance
- First application on the market
- advertisement

GAINS – benefits for using API

- Easiness of use
- Get information
- Easy to decide what to do and how to get there
- Reducing CO2

Hard to manage our food in the fridge

- Not existing app as we are going to make
- Knowledge of such service

API CONSUMER

- Look for events in Helsinki
- Travel to event location with public transport
- Check weather at the event location
- Notify when food is expired

TASKS Step by step tasks API consumer needs to achieve

API PRODUCT – MARKET

FIT

Karandadar af anab arasira

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PAIN RELEAVER features

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PAINS - problems using API

More information, feedback and contributions: http://www.apiopscycles.com





API Canvas

8 6 Relationships Key activities Key partners API Consumer segment. API value proposition Easiness of use Self-service Software Advertisers Consumer development and Remider of close-expried Automated online maintenance Cloud services Food retailer product relation Application for Retailers Shop can reduce food waste mobile Cheaper food for people Recipe suggestion Free to use for end-user Key resources Channels Developers Digital marketing Brand for our Mouth to mouth company Architect SEO and SEM **UX** designer Physical shop ads Service designer Costs Revenue streams Cloud infrastucture and application programming Freemium business model Marketing Advertisement fees Name of the API R&D Partnership with food retailers PEHMO software company Personnel costs under a Creative Commons Attribution-ShareAlike 4.0 International License reinterpreted from Manfred Bortenschlager and Ostervalder & Pigneur. API MVA templates created by Digia Plc www.digia.com. Method further developed by Osaango Ltd.



More information, feedback and contributions: http://www.apiopscycles.com