

Meet Sasha

“As a new yoga teacher, I need to start teaching classes. I need good places to rent and students to attend class.



Objectives

TEACHERS book inexpensive spaces to host their classes

VENUE OWNERS monetize underutilized spaces

STUDENTS find inexpensive and conveniently located yoga

UX Research

3 stakeholders



teacher



student



venue owner

c/c analysis



MINDBODY®



breather



SHEARSHARE



classpass



airbnb

GROUPON®

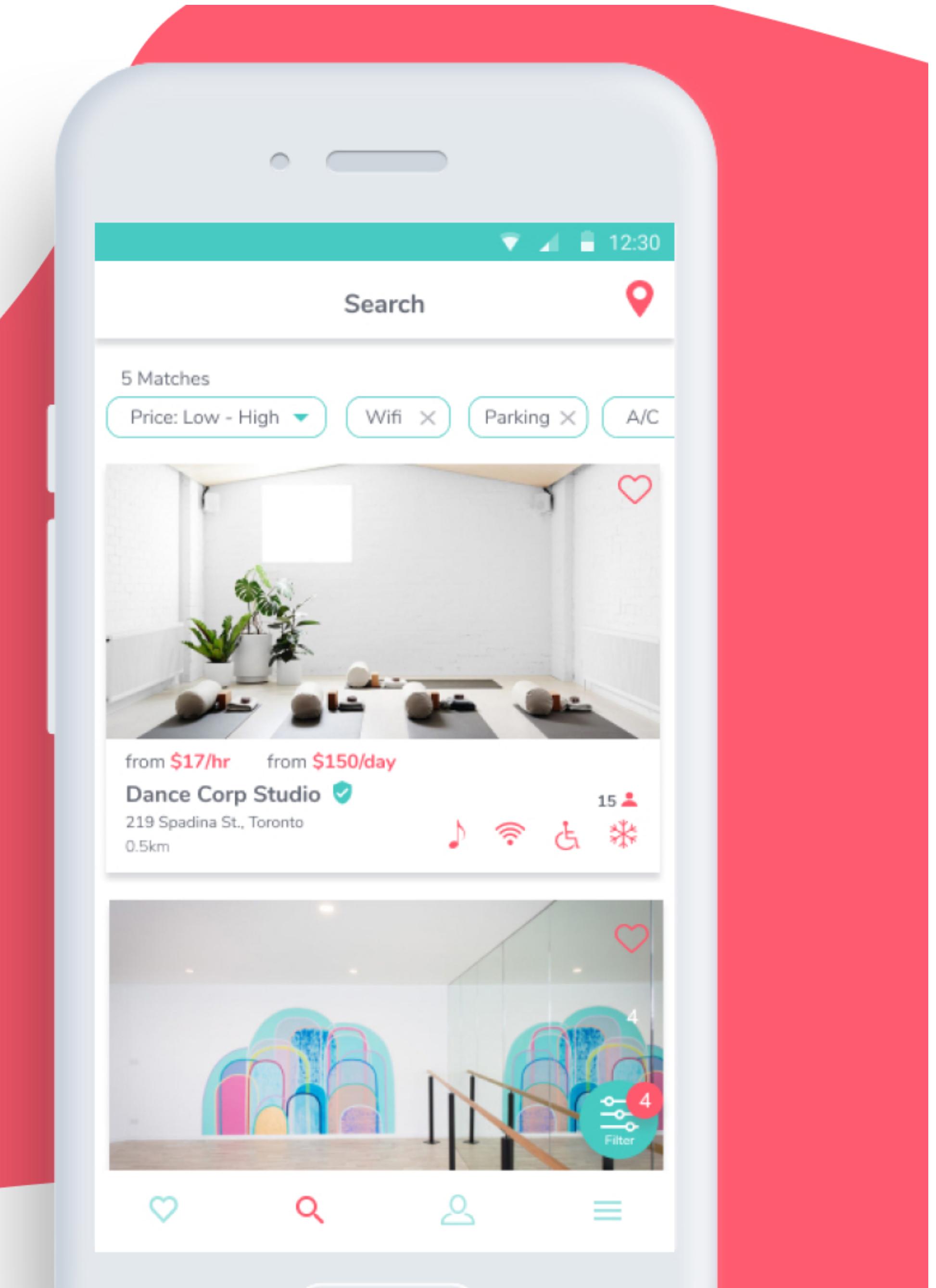
1

Pain Point

Yoga teachers have a difficult time finding affordable and pleasant space at prime times.

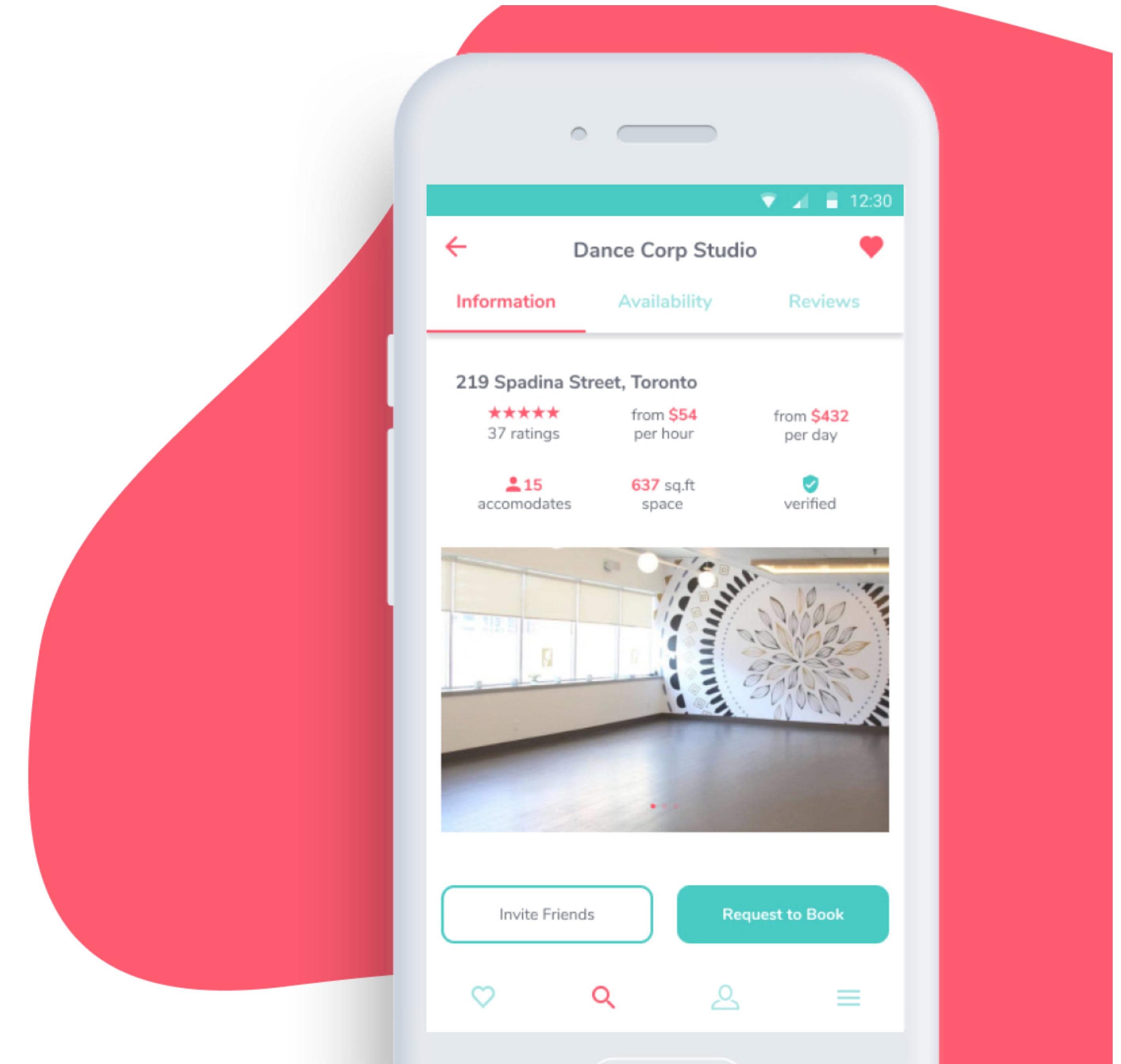
solution

A platform where venue owners of any kind can rent out their space for yoga classes



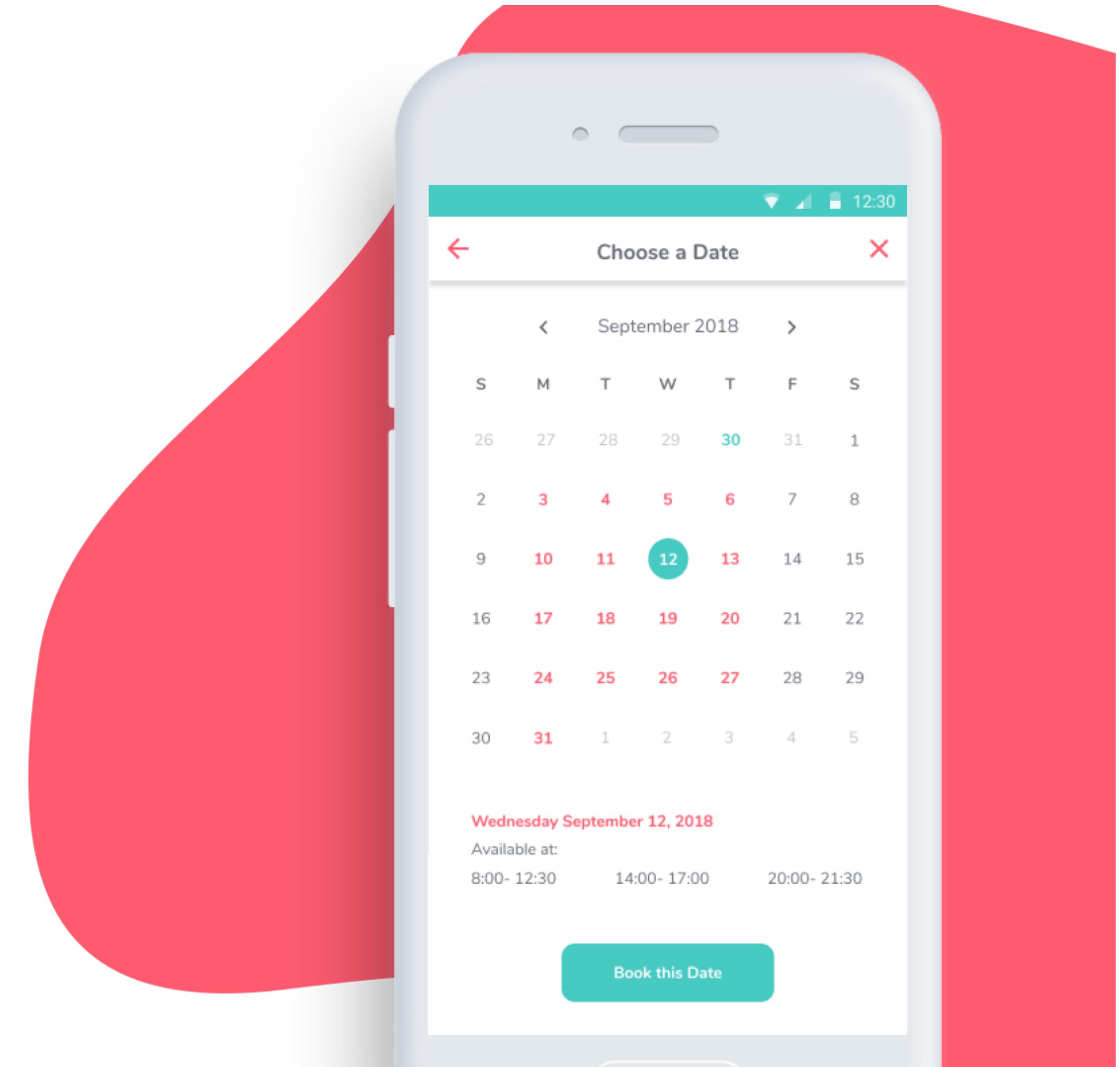
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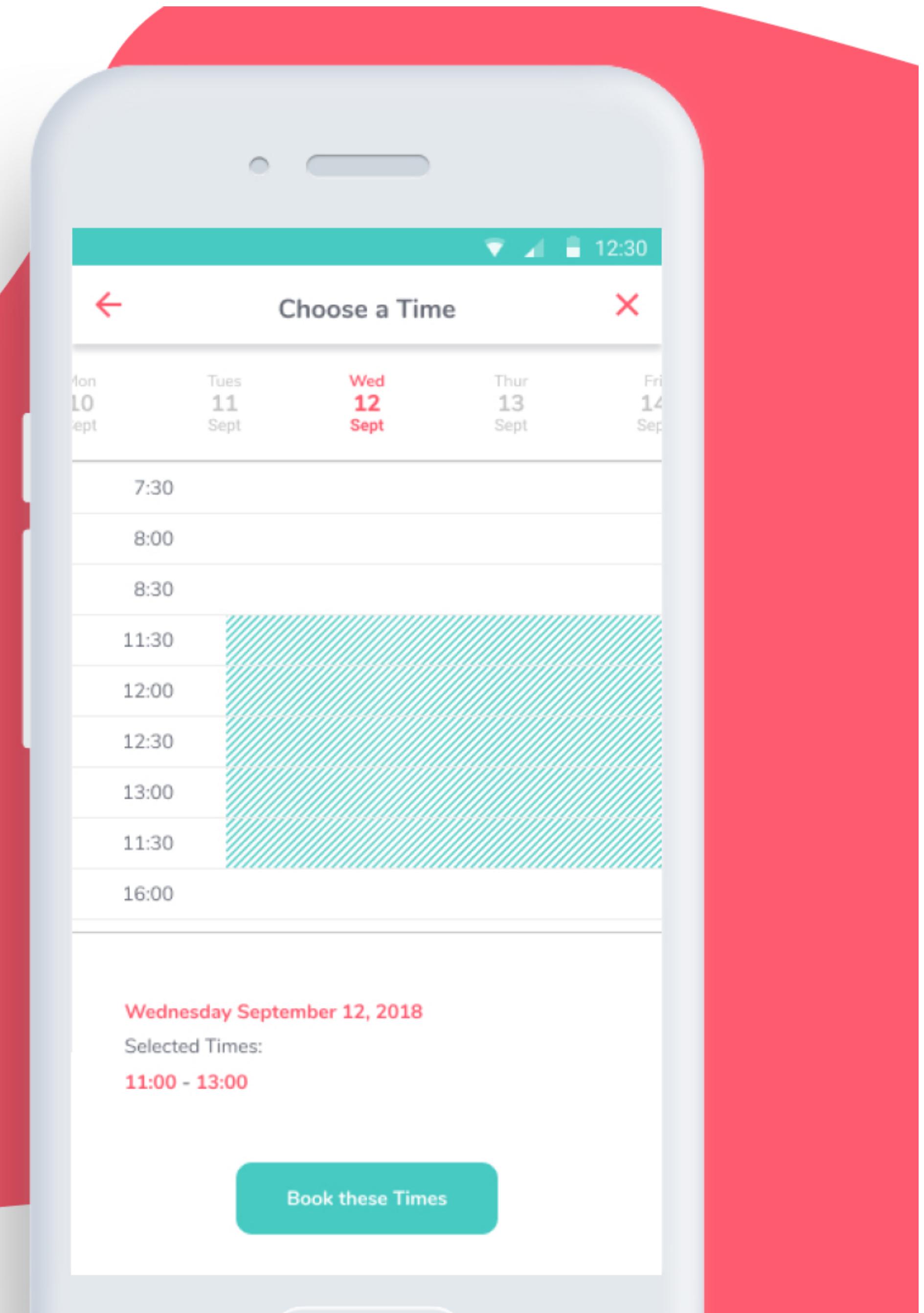
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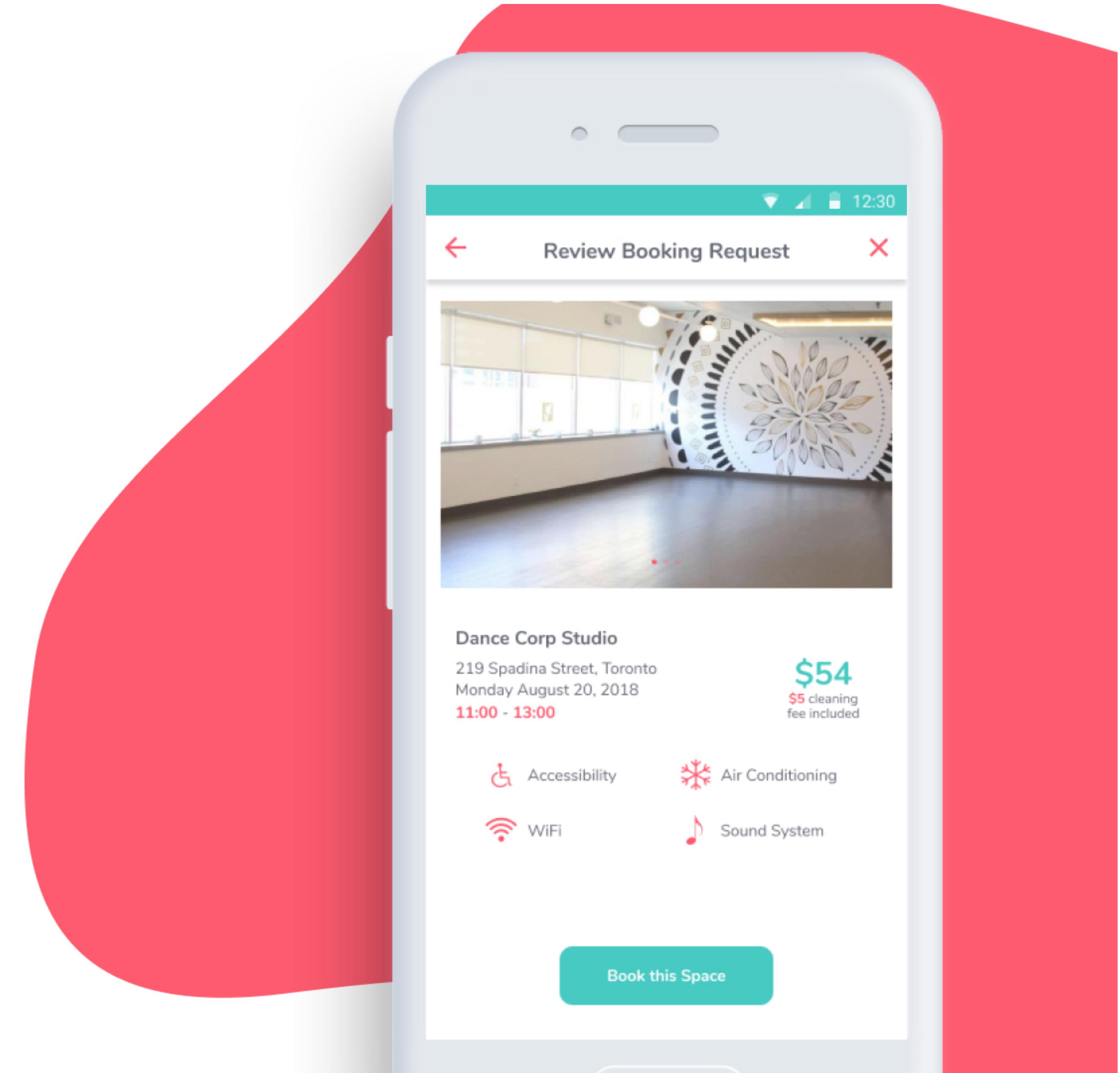
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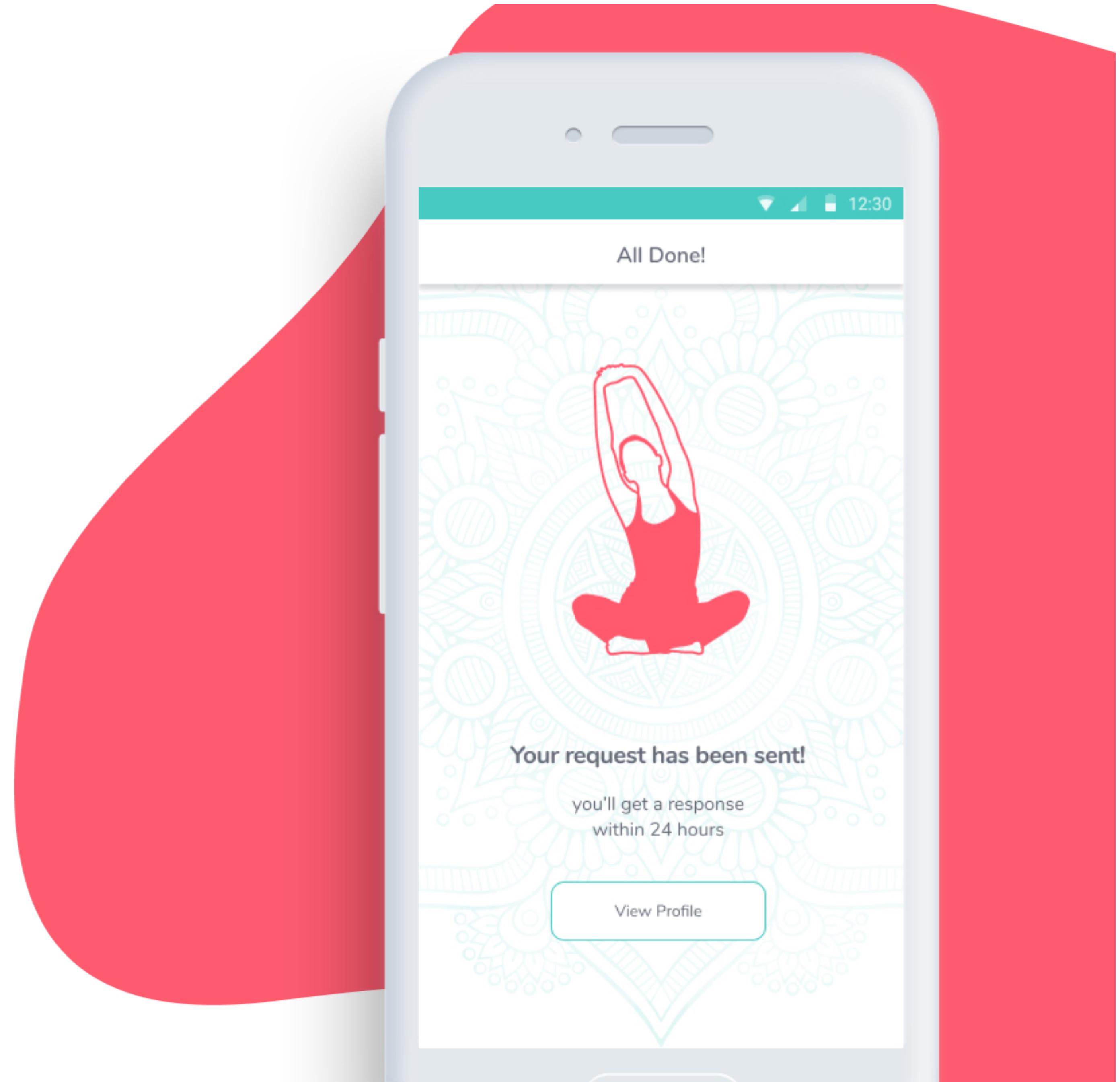
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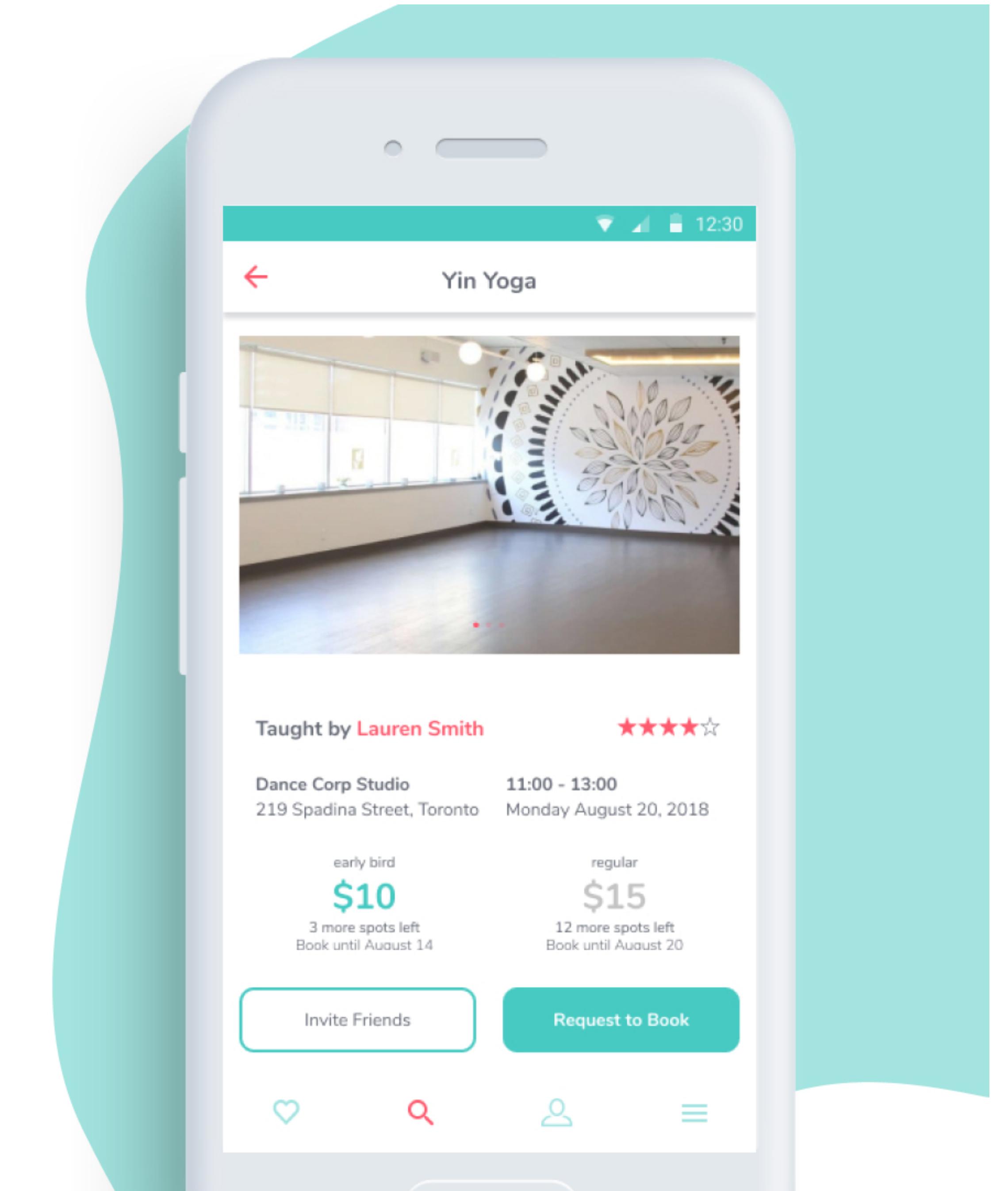
2

Pain Point

Yoga teachers can't risk not having enough students at their class to pay for the venue

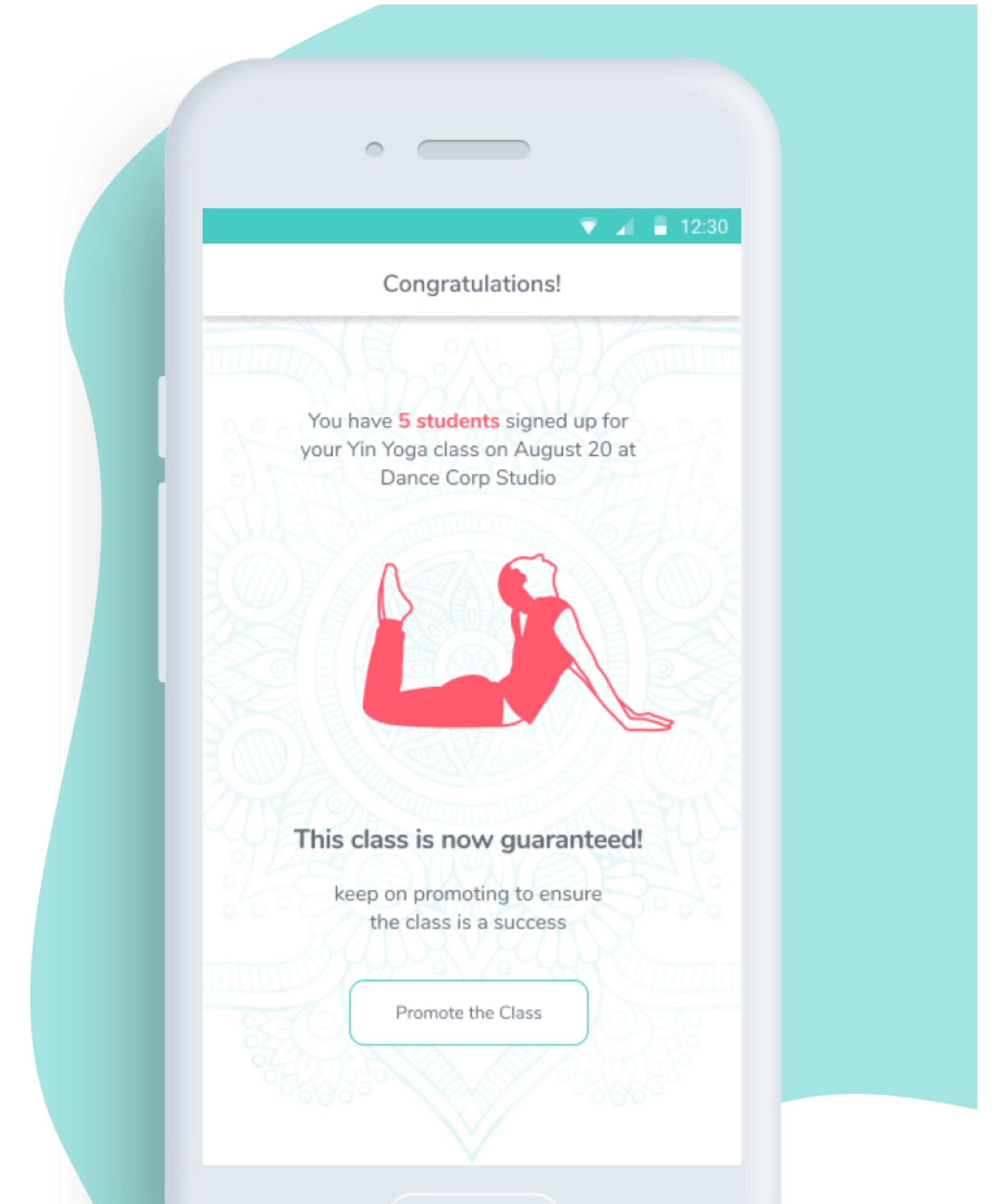
solution

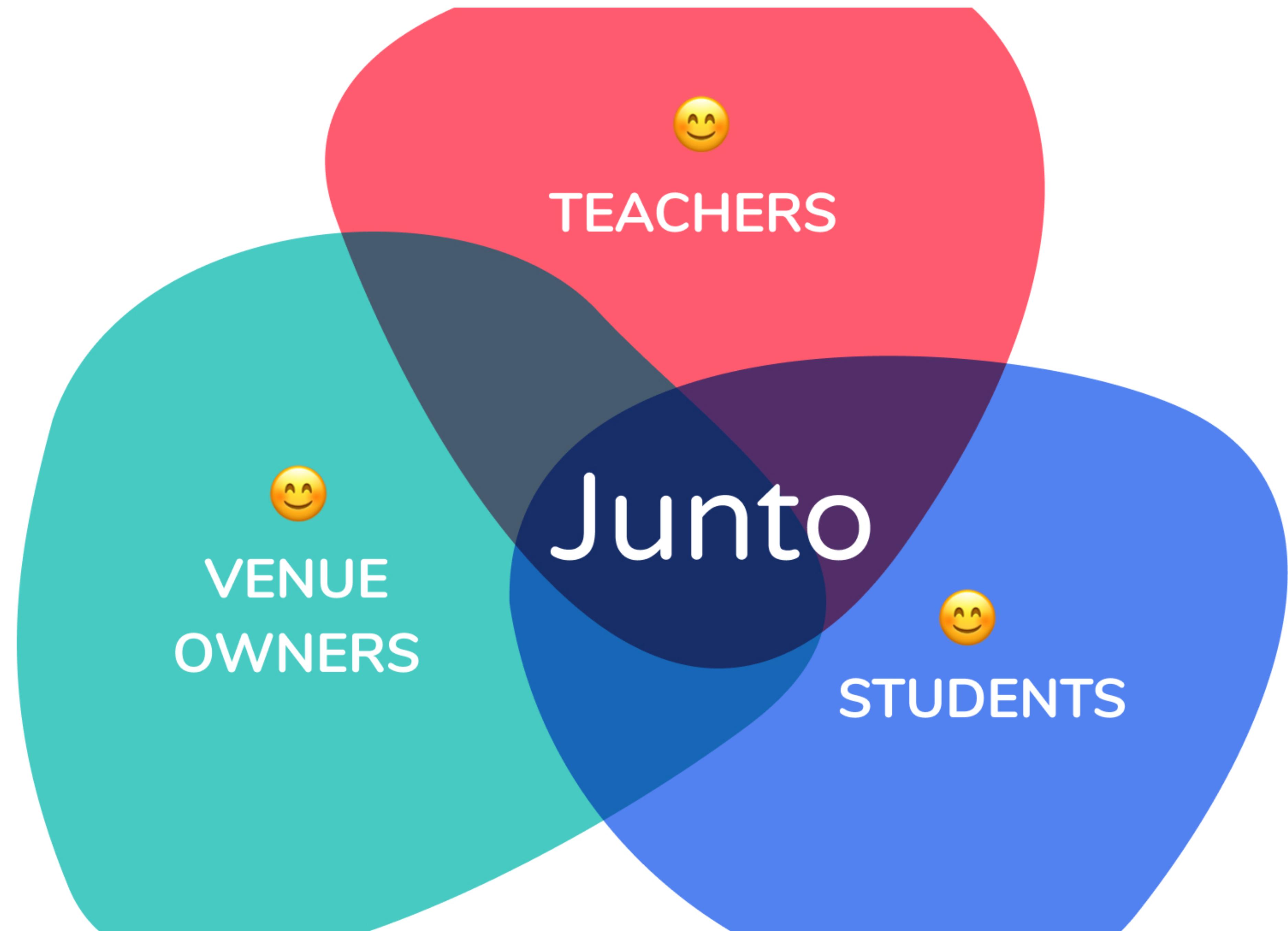
built in **incentive structure** to reward early booking and **cover the venue fee**



solution

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structure to reward
early booking and
cover the venue fee**







Thank you

