

"Me and my mates get really

Work: School Student

Personality

Introvert

Thinking

Sensing

Judging

**Age: 16** Family: Lives with parents Location: Sydney, NSW

## Goals

Competitive

• To access the latest Burger King deals and meals

Social

Outgoing

- quickly and easily on a phone app.
- Obtain a fast and cheap meal.
- To impress friends and be included in after school 'hanging out'.

Bio

school.

**Frustrations** 

- Unaware of the latest meal deals at Burger King, and accessing the information is tedious. • Gets lots of social media kudos, but doesn't receive any
- tangible rewards. • Wants a platform for his friends to communicate on and
- meal deals encourage them to all meet-up offline.

Sam is a school student and 15 years old. He lives with his

parents in Sydney. Sam is social and outgoing and enjoys

active online social presence. He also enjoys gaming and

is competitive. Sam and his friends often eat fast food after

school as it's cheap, and they are able to spend time in the

hanging out with his friends after school. Sam has an

restaurants without needing to spend much money. Burger King is located near the train station, making it a convenient place for Sam and his friends to go to after

Motivation

Incentive

Fear

Growth

Power

Social



Brands & Influencers

# **Preferred Channels**



# **Construction Manager**

Extrovert

Feeling

Intuition

Perceiving

# Social

### Goals • Buy a guick and filling lunch and get back to work.

money on socialising with friends and family.

• Recieve updates on latest sports, news and deals. • Stick to a low daily budget so he can save and spend

Hardworking

Busy

- Has a great sense of humour but there isn't a platform to post his jokes and daily thoughts.

time to research on a busy schedule.

Frustrations

• Stay in contact with friends and family.

Wants a fast high-calorie meal at lunch.

Kai is a construction manager based in Melbourne, he is

25 years old. He is a hardworking extrovert with a great

• It's hard to keep track of good deals and don't have the

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Motivation

Incentive

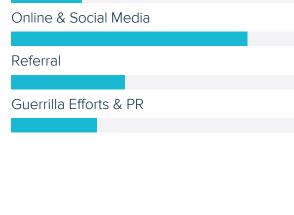
Fear

Growth

Power

Social

## Traditional Ads



## Personality

Age: 25

Introvert

Family: Single.

Character: Type

Feeling
Intuition
Perceiving

Extrovert

"Im always in a hurry, I have a lot on most days! But love a

Work: Construction Manager

Location: Melbourne, Vic.

Bio

sense of humour. He lives a busy lifestyle and wants a quick filling lunch so he can get back to work. He is not health conscious and wants to eat something cheap that can fill him up for an afternoon of work. Kai has a fantastic sense of humour so loves the idea of a social platform where he can post sizzles and gain 'whops' for his comments. He also likes to be informed on Burger King promotions and deals so he can stick to his strict budget.

# **PR Socialite**



Age: 21 Work: PR

Personality

Location: Sydney, NSW.

Family: Single

Introvert

Thinking

Character: Type

### Sensing Intuition Judging Perceiving

Extrovert

Feeling

Goals

Party-animal

large network of friends.

• Loves to go out on the weekends, and enjoys the benefits of a deal on a late night food purchase.

• By accumulating whoops she can prove her strong

social profile to employers (works in PR).

• To be active and engage on all social platforms, has a

Social

**Out Going** 

- Frustrations • Has a strong social profile but no tangible rewards. Many online social platforms are saturated with

advertising or too multi-purpose that personal

# food in Sydney.

frustrated by getting no tangible rewards for her strong social presence. Sarah loves the idea of getting deals at Burger King for whoops, this will allow her to save money she spends on late night food and be great kudos in PR. She also thinks it's great to have a platform where your profile clearly shows your own posts and peoples responses to them.

## Incentive

Motivation

Fear		
Growth		
Power		
Social		

Xtensio

### messages and comments are lost on them. There are few places where you can get late night fast

- Bio Sarah is 21 and works at Sweaty Betty PR in Sydney. She is

presence. Sarah loves to go out on the weekends and

### single and has a large network of friends, being social is an integral part of her work and life. She is active on all social platforms and works hard to keep a strong online

often she will grab some food on her way home. Sarah is

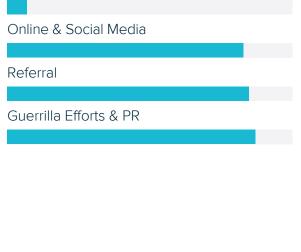
# 

Brands & Influencers



Traditional Ads

erred	Channels



### Proposition A Clear and Compelling Message

Our BKBTC application is an online platform

where users can connect with each other.

**Lean Canvas** 

### interact with its customers.

Problem

Top 3 Problems

1. Burger King

cannot directly

The

### 2. 16 -25 year olds want to impress

their piers online

rewards/promotions

and gain

gain

- in doing so. 3. Burger King does not stand out from competitors.
- "Myapp" - KFC - have a live

- McDonalds have

Existing

Alternatives

feed of promotions.

### avenue for Burger King to stand out from its competitors;

1. provide an

Your

Solution

Top 3 Solutions

### 2. allow Burger King to increase

customer retention and build a more personal connection with customers through the collection and

analysis of user

3. give Burger

data; and

King's 16-25 year old customer base the ability to impress their peers through promotional activities such as

whops and sizzles.

Key

**Metrics** 

**Key Activities** You Measure

- Data analytics. Burger King will be given an admin

### The BKBTC application will appeal to socially conscious 16-25-year-olds. The users can post their own 'sizzles' and like other's posts with 'whops'. The user will

Unique Value

### The activity on the platform will provide Burger King with invaluable real-time data. In

understand their customers and provide them with deals on their favourite products.

doing so, the company will be able to better

### 1. strong social media community

Advantage

Unfair

Differentiator

in the app.

'whops'.

Path to

Customers

2. Interactivity

amongst users

with 'sizzles' and

Your

### 3. Access to promotions and

## deals according to the amount of 'whops' received. Channels

### 1. Social media platforms. 2. Promotional events.

### Boys 2. Working men who need a quick

cheap meal.

1. Young School

Customer

Segments

Target

Customers

3. Socialites Early Adopters 16-25-year-olds who want to impress their

peers.

3. Word of mouth.

# account with

comprehensive user base. - Ability to track trending sizzles

information on the and conversation topics, along with each user's favourite Burger King meal.

Cost Structure

etc.

years - \$30,000.

Customer acquisition costs, distribution costs, hosting, people,

Deposit \$5,000 paid by Burger King Co to Giant Peach Corporation. Phase Cost for Scope of work, 40hrs for \$23,400. Post Project maintenance 1 year - \$12,000 2 years - \$22,000 and 3

Revenue model, life time value, gross margin, etc.

Revenue Streams

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