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|  |  | Designed for: | | | | Designed by: | | Date: | | Version: |
| **Lean Canvas Model** | | Animals Image Recogntion | | |  | MUHAMAD SYUKRI BIN ISHAK |  | 22/5/2022 |  | 1.0 |
|  |  |  | | | |  | |  | | |
| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | **Customer Segments** | | |
| List of problems  - People worrying about the infection during pandemic COVID-19 when visit zoo  - People will form a crowd to get information about the animals  - Difficult to get information about animals | List of solutions  - Get information about animals without forming a crowd.  - Help people keep their distance while visit zoo  - A platform that people can easily get the information about animals | | Single, clear and compelling message that states why you are different and worth buying    Mobile application that can recognize animals via upload an image then get the information about the animals | | | Competitive Edge   * Large network effects * Lack of sponsorship | | List of target customer  - Zoo | | |
| **Existing Alternatives** | **Key Metrics** | | High-Level Concept | | | **Channels** | | **Early Adopters** | | |
| List how these problems are solved today   * Seek * Picture Insect * SnakeSnap | To measure product doing good in the market  - Recognize animals using images | | List your X for Y analogy  (e.g. YouTube = Flickr for videos)  Convulotional Neural Network = Image Recognition | | | Path to customers  - Github downloading services  - Google Drive  - Direct | | List the characteristics of your ideal customers.  - Android users  - Zoo visitors | | |
| **Cost Structure** | | | | **Revenue Streams** | | | | | | |
| List your fixed and variable costs.  - Hardware Cost  - Design Cost | | | | List your sources of revenue.  - In app Advertisement  - Registration and subscription fees  - Sponsorship  - Maintainance | | | | | | |