Neurodiverse-Friendly online planner

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partnerships

- Hosting services
- Customers
- Advertisers

Key Activities

- Contact potential customers
- Research customer needs
- Develop solution on paper
- Develop application with continuous customer feedback
- Constandly test application as part of the development process

Key Resources

Human resources:
- Developer(s)
- Volunteers who help with testing

Intellectual:
- The design of the web application itself, including its back end and all front end wrappers.
- Any assets produced for the sake of the application, eg icons, images.

Physical: None (using own device)

Financial:
- Limited (personal funds only)

Value Propositions

A lot of planners are made using a standard format that can be difficult to read and process.

This application will research ways of formatting and presenting a planner that is specifically designed to be easy for anyone to use.

Lower text density, options to display numbers visually, and a built-in clock and calendar will help make this app as user-friendly as possible.

Smooth interface on both Web and mobile versions of the application.

Possible: Gamified reminders emphasise the progress users have made so far, and encourage them to return to the app.

Customer Relationships

- Make meeting customer needs a priority
- User feedback should be ongoing throughout the development process
- Ticket-based desk for continued customer support once (unless I make the kind of profit that allows me to hire additional staff, this will need to be asynchronous)

Channels

- Social Media
- Blogs
- Affiliates
- Online Advertising
- Word of mouth

Customer Segments

- Autistic people
- People with ADHD
- People with dyslexia- People with dyscalculia
- Other ND People
- People with other issues causing executive dysfunction, eg depression
- Work to make it intuitive for customers with varying degrees of experience with technology, including older and younger people

Cost Structure

Need to pay for
- Production (developer time, one-off)
- Maintenance (developer time, ongoing)
- Moderation (time, ongoing)
- Customer support (time, ongoing)
- Hosting costs (financial cost, ongoing)
- Marketing (financial)

Revenue Streams

- Core features are free to all users
- Some additional non-core content unlocked on a feature-by feature basis for a small amount of real-life money. (For example, different window frames, backgrounds etc)
- Users who have paid for a feature keep it forever, it's not a subscription.
- New assets could be added regularly, allowing users who can afford them to support the app.
- Occassional sales could encourage users who like a piece of content but can't afford its standard price to support the app financially.
- Maybe accept donations through Ko-Fi or Patreon
- Maybe accept corporate sponsorships or unobtrusive advertisements

Strategyzer

strategyzer.com