

Class 7, Group 2

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LEAN CANVAS 1 (DOG OWNER COMMUNITY)

Problem (top 3 problems) <ul style="list-style-type: none">- Lack of socialising for dog owners/ lack of connection- People not knowing/ not trusting where to leave their dogs while they are away- People not knowing where to go on a walk with their dog or what cafe/restaurants are dog-friendly	Solution <ul style="list-style-type: none">- Scheduling opportunities for dog owners to get together- Helping build relationships	Unique value proposition (single, clear, compelling message that tells why you are different and worth buying) -Connecting the dog owner community, providing them with support and evoking the feeling of reliability, and all of that with a touch of playfulness to keep it fun.	Unfair advantage (can't be easily copied or bought) <ul style="list-style-type: none">- Providing a trustworthy dog-owner community in Breda	Customer segments (target customers) <ul style="list-style-type: none">- People aged 25-45- Living in the Breda city centre- Interested in socializing, travelling, have an active lifestyle
Key metrics (key activities you measure) <ul style="list-style-type: none">-Measure of how many people become members of the community	Channels (path to customers) <ul style="list-style-type: none">-Posting on Instagram and connecting it to Facebook			
Cost structure (customer acquisition costs, distributing costs, hosting, people) <ul style="list-style-type: none">-Social media marketing, word of mouth, building a website		Revenue streams (revenue model, lifetime value, revenue) <ul style="list-style-type: none">-Customers must subscribe to become a member of the community		

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LEAN CANVAS 2 SAFE WALKING AT NIGHT

Problem (top 3 problems) -Unsafe feeling when walking at night -Lack of light gear -Don't know when there are many people in the city	Solution -Providing a light map for a better feeling of safety -Providing safety gear like harnesses with light -Providing a map with crowd amount rating to avoid to many people	Unique value proposition (single, clear, compelling message that tells why you are different and worth buying) Providing support for dog owners, evoking the feeling of reliability of the company, empowering dog owners and providing them with the feeling of safety.	Unfair advantage (cannot be easily copied or bought) - The website provides an overview of the city lights map, and uses live features to show where it is most busy - Locations can be commented upon by members	Customer segments - Dog owners - People aged 16-30 - All genders - Living in Breda city centre - Active lifestyle
	Key metrics -Number of customers reached through socials -Number of website visits		Channels -Instagram and TikTok, Reels are visible on Facebook as well	
	Cost structure (customer acquisition costs, distributing costs, hosting, people) -Producing the products we intend to sell, social media marketing, website development.		Revenue streams (revenue model, lifetime value, revenue) -Selling products such as dog collars and lights -Advertising	

LEAN CANVAS 3

Problem (top 3 problems) -feelings of unease and unsafeness while walking a dog in the dark times of day -lack of information about well-lit streets and busy areas -lack of good quality dog light gear	Solution - a website with a map with a layout of streetlights and updates about the busyness of the area -selling gear such as harnesses for dogs with lights Key metrics -website visits -social media views and followers -number of sold items	Unique value proposition (single, clear, compelling message that tells why you are different and worth buying) Mooff helps people overcome the feeling of unease while walking their dog at the times of day when there is no daylight by providing them with information so they can be in control of their surroundings.	Unfair advantage (can't be easily copied or bought) -integration of a street light map with live busyness and comments features Channels -Instagram and Tik Tok	Customer segments -Dog owners aged 16 – 30 of all genders living in Breda city centre with an active lifestyle
Cost structure (customer acquisition costs, distributing costs, hosting, people) Main costs: producing harnesses, website keeping Cost per unit: - Costs of harnesses: €3 depending on the size			Revenue streams (revenue model, lifetime value, revenue) -sales revenue -The website will sell dog harnesses with lights (€20) -estimated 120 pieces of product sold in the first 12 months	

Mooff is a website which helps people overcome the feeling of uneasiness and discomfort of walking with their dog at the times of day when there is no daylight. We do this by providing information such as a street light map, busy area tracking and live comments, on top of which we sell harnesses for dogs with lights, so they always stay visible. With this information, the person can feel safe and in control of their surroundings.

LEAN CANVAS FINAL

This table shows the most important parts of each Lean Canvas (C1, C2 and C3).

Problem (top 3 problems)	Solution	Unique value proposition (single, clear, compelling message that tells why you are different and worth buying)	Unfair advantage (can't be easily copied or bought)	Customer segments
	Key metrics			
<p>(C1) Lack of socialising for dog owners/ lack of connection</p> <p>(C2) Unsafe feeling when walking at night</p> <p>(C3) Feelings of unease and unsafety while walking a dog in the dark times of day</p>	<p>(C1) Scheduling opportunities for dog owners to get together</p> <p>(C2) Providing a light map for a better feeling of safety</p> <p>(C3) A website with a map with a layout of streetlights and updates about the busyness of the area, live comments to keep others informed</p>	<p>(C1) Connecting the dog owner community, providing them with support and evoking the feeling of reliability, and all of that with a touch of playfulness to keep it fun.</p> <p>(C2) Providing support for dog owners, evoking the feeling of reliability of the company, empowering dog owners and</p>	<p>(C1) Providing a trustworthy dog-owner community in Breda</p> <p>(C2) An overview of the city lights map and live features to show where it is most busy</p> <p>(C3) Integration of a street light map with live busyness and comments features</p>	<p>(C1) People aged 25-45, living in the Breda city centre, interested in socializing, travelling, have an active lifestyle</p> <p>(C2) Dog owners, aged 16-30, all genders, living in Breda city centre, active lifestyle</p> <p>(C3) Dog owners aged 16 – 30 of all genders living in</p>

	<p>(C1) Measure of how many people become members of the community</p> <p>(C2) Number of customers reached through socials and number of website visits</p> <p>(C3) Website visits, social media views and followers, number of sold items</p>	<p>providing them with the feeling of safety.</p> <p>(C3) Mooff helps people overcome the feeling of unease while walking their dog at the times of day when there is no daylight, by providing them with information so they can be in control of their surroundings.</p>	<p>(C1) Posting on Instagram and connecting it to Facebook</p> <p>(C2) Instagram and TikTok, Reels are visible on Facebook as well</p> <p>(C3) Instagram and TikTok</p>	<p>Breda city centre, with an active lifestyle</p>
<p>Cost structure (customer acquisition costs, distributing costs, hosting, people)</p> <p>(C1) Fixed: social media marketing; Variable: building a website</p> <p>(C2) Fixed: social media marketing; Variable: producing the products we intend to sell, website development.</p> <p>(C3) Main costs: producing harnesses (variable), website keeping (variable), social media marketing (fixed)</p> <p>Costs per unit:</p> <p>- Costs of producing harnesses: € 3</p>		<p>Revenue streams (revenue model, lifetime value, revenue)</p> <p>(C1) Customers must subscribe to become a member of the community</p> <p>(C2) Selling products such as dog collars and lights, advertising</p> <p>(C3) Subscription and sales revenue:</p> <p>-Selling dog harnesses with lights (€20)</p> <p>- estimated 120 pieces of product sold in the first 12 months (€2400)</p>		

EXPLANATION:

Problems & solutions

C1

In the first lean canvas, the problem that our team was trying to solve was lack of socializing within dog owners, which resulted in people not knowing or trusting where to leave their dogs while they are away, not knowing what the right routes are when it came to walking with their dog, and also what restaurants and cafes are dog-friendly.

The solution to this problem would have been to build a website which would connect the dog owners, bring them together by scheduling events to help them build relationships. The website would also be a platform where everyone could share their experiences and tips and make friends and valuable connections.

C2

In the second lean canvas, our team made many changes. We realized by conducting and evaluating the interviews we had conducted that the target group we were focusing on was not keen on meeting new people and socializing but wished to dedicate the time they spent with their dogs only to themselves. For this reason, we decided to shift our focus elsewhere. We managed to find another problem which was the feeling of unsafety that people experience while walking their dogs at night. Contributing to this were factors such as the lack of light gear for their pets with which they could stay in sight, and the unsafe feeling of being alone in the street.

The way to solve this problem was to provide a map which shows the layout of the city streetlights, which would help people find the best well-lit path to walk their dog in. This map would also have a live feature showing the busyness of a street or a neighbourhood so that the owners can know what to expect to find, whether they would like to avoid the crowd or perhaps they feel safer following it. To always keep their dog in sight, safety gear such as dog harnesses with lights would be sold.

C3

In the final lean canvas, by assessing the interviews we came to some minor improvements. The problem remains the feelings of unease and unsafeness that dog owners face while walking their dog, however we decided to change it to the dark times of the day. This considers early mornings as well as evenings and night, as these are all parts of day when the feelings of unsafety can arise due to lack of light. Lack of information about well-lit streets and busy areas, as well as a lack of good quality dog light gear also remain the problem.

To solve this, the website will provide a map with a layout of streetlights and updates about the busyness of the area, as well as live updates which users can write. These updates are comments made by people on the map, warning other users if there is something in the area worth paying attention to. This feature makes the website resemble a community, allowing people to collaborate and help each other. Also, light gear such as light harnesses for dogs will be sold in order to make the dogs always visible to their owners.

Unique value proposition & unfair advantage

C1

The unique value proposition of Breda Barks was to connect the dog owner community, provide them with support and evoke the feeling of reliability, and all of that with a touch of playfulness to keep it fun. The brand vision was to push people towards helping each other as they are stronger together.

Unfair advantage of the brand was simply providing a trustworthy dog-owner community in Breda, which does not exist in Breda yet.

C2

Mooff is unique because it provides support for dog owners, also evoking the feeling of reliability, though this time the emphasis is on relying on the company more than on other members. The goal of the website is to empower dog owners and provide them with the feeling of safety.

The unfair advantage is that the website provides an overview of the city lights map, and uses live features to show where it is most busy. Another interesting aspect is that locations can be commented upon by members.

C3

The unique value proposition remained without many changes. Mooff helps people overcome the feeling of unease while walking their dog at the times of day when there is no daylight by providing them with information so they can be in control of their surroundings.

Something that isn't easily copied remained the integration of a street light map with live busyness and comments features.

Customer segments & Channels

C1

The first concept (Breda Barks) was targeted towards dog owners aged 25-45, living in the Breda city centre, interested in socializing, travelling who have an active lifestyle. This way the website was targeted towards people who are more likely to be mature and reliable, share similar interests and habits.

The audience was to be reached on Instagram which would be connected to Facebook. These two platforms were chosen in order to reach such a wide audience, with the younger members being mostly active on Instagram, and the older members on Facebook.

C2

Mooff is targeted to dog owners aged 16-30. This age group fit the target audience as after conducting the interviews we noticed that people within this age group are more likely to use such a website, while they also share similar interests. The age differences in the first lean canvas were more significant, which could make our brand not targeted enough, and the audience would be more difficult to reach. The target audience is of all genders living in Breda city centre with an active lifestyle.

To reach this audience better, we decided to use Instagram as well as TikTok as these are the most commonly used apps by people of our target age. Also, Facebook is incorporated by using reels in order to reach individuals still attached to the platform.

C3

The target audience has not changed since the second lean canvas.

It was decided to leave Facebook out as a distribution channel due to the fact that the majority of the audience is more likely to use Instagram and TikTok only. For the distribution, both platforms are used, however the emphasis is on Instagram posts and reels, using TikTok to reach more people due to the algorithm being more favourable on this platform.

Key metrics

C1

In the first lean canvas, it was planned to track the number of people who become members of the community in order to measure how the company is doing. This was because the platform would have a subscription fee which would ensure that people become members.

C2

In the second lean canvas, numbers of customers reached through socials (including views and followers) would be measured, as well as numbers of website visits.

C3

In the third lean canvas, the way of measuring the success of the company remained the same as in the second canvas, with an additional tracking of how many products (dog harnesses) are sold.

Cost structure & revenue streams

C1

The cost structure of the website was made out of the social media marketing, word of mouth, and building the website. Fixed costs would be dedicated to marketing, and variable costs are building and improving the website.

Revenue streams were coming from a subscription fee which would be used in order to use the website.

C2

Cost structure in the second lean canvas consisted of producing the products we intend to sell, social media marketing and website development. The fixed costs were the social media marketing, while variable costs were the production costs (as they would change depending on the demand) and the website development and improvement.

The revenue streams are coming from selling products and advertising external clients. This way the platform could remain free of subscription and still generate income by being a platform for advertising.

C3

The third lean canvas did not change much from the second one, main costs still being producing harnesses (variable), website keeping (variable) and social media marketing (fixed). Costs per unit of our products are estimated to be €10 – €15 depending on the size of the harness.

Revenue streams come primarily from sales, a price per piece is estimated at €20. The team opted out of gaining revenue by advertisement as after conducting the interviews, this seemed to draw the audience away from the product. An estimation of 120 dog harnesses in the first year is sold (around 2400 euros profit). This estimation is based on 50% of our interviews saying they would buy dog harnesses from our website, and by calculating a steady customer gain of 20 followers a month, multiplying this by the price of €20.

Product/service

C1

Breda Barks would sell the platform itself. That is, members could join by paying a subscription fee, which would give them access to the website. This service could help connect people and give them a platform to communicate and connect.

C2

Mooff would provide the customers with an option to buy products such as dog harnesses. This plays into the value of safety, as it allows the dog owners to always be able to keep an eye on their dog in the dark. This also corresponds with reliability, as they are able to rely on the product, and therefore our website as well.

C3

The product in the third lean canvas remained the same as in the second one, it also connects to the customers and the brand vision as our interviews confirmed that this is something they are willing to use and considered it to be a good idea.