

My First Product - Seeing Eye Bot

<p>PROBLEM</p> <p>Blind people can have a lot of trouble finding a specific room in a large building they're not familiar with.</p> <p>Navigation in general can be difficult for the blind; GPS apps can read directions, but it's hard to follow them if you can't see your surroundings.</p> <p>Companies/venues want to be accessible to the blind, but it's not always easy or convenient to do so.</p> <p>EXISTING ALTERNATIVES</p> <p>Hire a real person as a guide</p> <p>Some partial solutions exist like seeing-eye dogs, GPS apps, and braille on signs.</p>	<p>SOLUTION</p> <p>A robot that uses a combination of GPS navigation, image recognition, and manual instructions to guide a visually impaired person to a destination. It would guide them by pulling them with a robotic hand, and would be controlled with voice commands.</p> <p>KEY METRICS</p> <p>How frequently the sold robots are used.</p> <p>Customer feedback on the robot.</p> <p>How many robots are sold.</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Creating a secure and comfortable environment for visually impaired people by providing a real and touchable guidance.</p> <p>HIGH-LEVEL CONCEPT</p> <p>An accessible robot GPS.</p> <p>A smart guide will be your eyes today!</p>	<p>UNFAIR ADVANTAGE</p> <p>There has been research done at CMU that attempts to address this issue. Their robot was able to help a blind pick a bus ticket that feels the same but looks different.</p> <p>CHANNELS</p> <p>Directly contacting venues that might be interested in the product.</p> <p>Advertisements targeted at venues/blind people.</p>	<p>CUSTOMER SEGMENTS</p> <p>Companies/venues trying to be more accommodating to blind people.</p> <p>People with a visual impairment</p> <p>Organizations holding large events that involve visually impaired people.</p> <p>EARLY ADOPTERS</p> <p>Companies/venues that frequently interact with blind people or holding large events.</p> <p>Tech savvy people with visual impairments.</p>
<p>COST STRUCTURE</p> <p>Variable costs are R&D, parts, manufacturing, and distribution/shipping. Until we create a prototype, it's hard to estimate how expensive these will be.</p> <p>Fixed costs could eventually include labor, advertising, and office space.</p>			<p>REVENUE STREAMS</p> <p>Selling the robot to companies/venues/individuals</p> <p>Renting the robot for special events</p>	

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