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|  |  | Designed for: | | | | | Designed by: | | Date: | | Version: |
| **Lean Canvas** | | Fitness Web App | | |  | | Team 1 |  | 01/09/2021 |  | 1.0 |
|  |  |  | | | | |  | |  | | |
| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
| **Design Challenge #3**   * Ensure healthy lives and Promote well-being for all at all ages, profiles health as a desirable outcome. * Worldwide wide child mortality and maternal mortality have dropped, by 53% and more than 40% respectively since 1990. (Source- WHO) * Due to work from home, especially after the pandemic, it becomes extremely hard for people to maintain a healthy lifestyle. | * Educate people by providing them information about the healthy lifestyle with experienced professionals. * Create a web app that allows users to maintain their physical health. * Weekly blogs to help motivate and remind users to finish their daily tasks. * Users can choose their instructor and ask queries to meet their own vision of a healthy lifestyle. * This will help other people to get influenced to workout. | | * Users can select instructors for workout or dietary guidance. * Instructors can easily manage their clients at one place. * All in one place. Both dietary and workout information. * Allow personal trainers to extend their business beyond the walls of the gym | | | | * •First Mover Advantage: Halifax Region | | * Age – 25 to 40 * Regions – Halifax * Occupation – People who find hard to blend between their work and life balance * Economic – Averaged income person * Personal trainers | | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
| * MyFitnessPal – A website which provides information about physical health and suggests healthy foods. * Lift Session * Kickoff | * Number of instructors using the web application. * Number of users following the instructors. * Number of feedbacks from customers. * Time spent on applications. | | Happify- LinkedIn for personal trainers | | | | * Influencer * Google Ad Mob * Facebook Audience Network | | * Social Media users * People who find it hard to do exercise and live a healthy lifestyle. * People who prefer to do exercise at home and need personal trainers to help them achieve their goal. | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
| * Hosting Cost (Variable): $200 * Development costs/licencing (Variable): $15,000 * Rent (Fixed): $1,500 * Employee Payroll (Fixed): $40,000 * Marketing (Variable): $1500 * Legal (Variable): $500 | | | | * Google and Facebook ads * 20 Percentage of Subscription * Data sharing of user as per PIPEDA rule | | | | | | | |

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