Mobile Navigation Assistant - My First Canvas

PROBLEM

Visually-challenged people have a difficult time finding their way to the appropriate rooms in a large conference center

Visually-challenged people have a difficult time opening doors, navigating stairs, and finding elevators

Visually-challenged people do not always have a personal guide that can help them navigate new spaces at any time of day

Hotels/resorts/conference centers currently provide human service staff to help navigate people, which is time-consuming

People unfamiliar with the large hotel/resort/conference center they are staying at need 24/7, immediate navigation

EXISTING ALTERNATIVES

The hotel/resort/conference center could provide a temporary human helper upon request

The visually-challenged person could bring a seeing eye dog

SOLUTION

Make an app that gives real time advice on navigation (this still wouldn't work with the hard of hearing)

Make a robot that would replace the function of the bellhop and provide navigation assistance at any time of day

Continue the current model of providing human assistance on demand

KEY METRICS

How many robots are being rented out by the company

How long, an average, the robot is in use per day

How long the average subscriber decides to rent out our robots

Our free trial to paid subscription conversion rate

UNIQUE VALUE PROPOSITION

Make your facilities accessible to any customer at any time of day while preventing your service staff from spending time doing things that a human doesn't need to do, like navigation.

HIGH-LEVEL CONCEPT

It's like having a personal Sacagawea for each of your customers.

UNFAIR ADVANTAGE

Core value - a focus on providing accessibility to the customers of our customers rather than immediate profitability.

CHANNELS

Go to conferences that cater to the physically-challenged and advertise there

Make cold calls to major conference centers, especially those that have hosted conferences with lots of physically-challenged attendees

Submit papers to consumer technology magazines

Offer up services for a free trial period to a variety of facilities to establish industry buzz

CUSTOMER SEGMENTS

#hotels/resorts

#hospitals

#conference centers

EARLY ADOPTERS

Large hotels that also function as conference centers

The visually challenged
person might bring a human
guide (paid or unpaid)

The hotel might have an app
that helps with navigation

COST STRUCTURE

We will only be considering costs of developing the prototype

Fixed cost - Purchase of the fetch robot

Variable cost - cost of manufacturing grips/hands for the robot, cost of human
capital (engineering robot behavior)

REVENUE STREAMS

Renting out the robot per month

$500/month per robot

If 2 (a conservative estimate) hours out of service staff's day is spent helping
people navigate, then the cost (assuming a wage of $10/hour) of a human
providing that service is almost $7500 a year.

Give facilities a month-long trial period.