

Lean UX Canvas (v2)

Title of initiative:
Colchester Eats

Date: 01/01/2024

Iteration: 1

Business Problem

What problem does the business have that you are trying to solve?

Customer's have expressed a difficulty choosing products, which leads to customer dropoff before ordering, in which they will often go to another competitor app (Justeat, Deliveroo etc)

Users

-Takeaway purchasers in Colchester who prioritise supporting local businesses are our primary demographic for this business problem.

-We have a secondary demographic here in the form of the restaurants that sign up for our service; being able to provide consistent orders from our platform to them will help to convince them that we are a better alternative to larger platforms such as Justeat and Deliveroo.

Hypotheses

We believe that a higher customer conversion rate will be achieved if Takeaway Purchasers can easily choose foods they think they'd like, which becomes easier if they can see examples of the food available.

We believe that the ratio of orders taking advantage of special offers will increase if Takeaway Purchasers can get a better deal on their order, which is more achievable if available offers are clearer to the user.

Solutions

- Imagery - Images of food will aid customer decision making when presented with a page of takeaways with similar offerings. A burger is just a burger until you can actually see the difference!

- Offers and app exclusivity should be differentiated in some way, either with different icons or moved to different areas of the UI, as users may think a takeaway has price offers available when they don't. This leads to drop off before reaching the order screen.

It is not clear when a takeaway is closed which could mean customers choose a closed takeaway, fall in love with the food, and then realise they can't actually have it. I suggest a colour marker of some kind as well as the current 'closed' wording.

What's the most important thing we need to learn first?

Our hypotheses hinge on confirming these 2 risky assumptions: That people are having trouble identifying offers available, and that food images will enhance the ordering experience.

Business Outcomes

How will you know you solved the business problem? What will you measure?

Improve customer conversion rates and customer uptake of special offers.

We will measure with:

- A/B testing to see which version users prefer
- Customer conversion rate
- Ratio of orders that used special offers in comparison to those that did not

User Outcomes & Benefits

Why would your users seek out your product or service? What benefit would they gain from using it? What behavior change can we observe that tells us they've achieved their goal?

Users can:

- Easily choose foods that they think they'd like or like to try from a wide selection of restaurants.
- Get a feeling of satisfaction from buying local and supporting local businesses.
- Get a better deal on their order by taking advantage of offers to save money or get free food.
- Try new foods that maybe they couldn't before by purchasing from restaurants exclusive to Colchester Eats

What's the least amount of work we need to do to learn the next most important thing?

A user test with the following scenario: You want to get a takeaway on a Friday night, and you fancy a burger. You live in postcode area CO43TS. You would like it delivered, and you would like a place that sells burgers and is open right now because you're pretty hungry.

Are you drawn in by any of the takeaways in particular? Is there anything you think is missing that might help you choose between them?

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Business Problem

What problem does the business have that you are trying to solve?
(Hint: Consider your current offerings and how they deliver value, changes in the market, delivery channels, competitive threats and customer behavior.)

1
NOW

Solutions

What can we make that will solve our business problem and meet the needs of our customers at the same time? List product, feature, or enhancement ideas here.

HOW DO WE
THINK WE
WILL GET
THERE?

Business Outcomes

How will you know you solved the business problem? What will you measure?
(Hint: What will people/users be doing differently if your solutions work? Consider metrics that indicate customer success like average order value, time on site, and retention rate.)

2

Users

What types (i.e., personas) of users and customers should you focus on first?
(Hint: Who buys your product or service? Who uses it? Who configures it? Etc)

3

User Outcomes & Benefits

Why would your users seek out your product or service? What benefit would they gain from using it? What behavior change can we observe that tells us they've achieved their goal?
(Hint: Save money, get a promotion, spend more time with family)

4

Hypotheses

Combine the assumptions from 2, 3, 4 & 5 into the following hypothesis statement:
"We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]."
(Hint: Each hypothesis should focus on one feature only.)

HOW WILL WE FIND OUT IF WE'RE RIGHT?

What's the most important thing we need to learn first?

For each hypothesis from Box 6, identify its riskiest assumptions. Then determine the riskiest one right now. This is the assumption that will cause the entire idea to fail if it's wrong.
(Hint: In the early stages of a hypothesis focus on risks to failure rather than possibility.)

What's the least amount of work we need to do to learn the next most important thing?

Design experiments that are fast and cheap to run that can either prove your riskiest assumption is true or false.