

MVP NAME: POPULAEASE

Initial Situation:

Expected world population by 2050 by 9.7 Billion with most of the population in urban areas. As a result, there is an urgent need for sustainable solutions to address the change of urban living, transportation and waste management.

PERSONA:

City dwellers who are environmentally conscious and interested in living a sustainable lifestyle. Urban planners and policymakers looking for sustainable solutions for their cities.

Target Audience:- people living in Urban Areas.

TOP 3 PROBLEMS and CHALLENGES

1. Lack of Affordable and Sustainable Housing.
2. Poor Public Transportation.
3. Insufficient and unsustainable waste management.

Goals:- will focus on addressing the above problem by providing a platform for urban living, offering affordable and sustainable housing options.

CUSTOMER JOURNEY and USE CASES:

1. A customer search for affordable & sustainable housing options in their city.
2. Provide a list of avail housing options & allows the user to book a visit to properly interested in.
3. Info about sustainable Transportation options.
4. platform provides resources & tools to help user adopt sustainable waste management practices.

Plan:

Vision and Roadmap

To provide an all in one platform for Sustainable urban living, offering affordable and sustainable housing options, transportation & waste management tools and resources.

ROADMAP

1. Develop a database
2. Build partnership with sustainable service provider to integrate their service in App.
3. Create resources and tools for waste management.
4. Expand the platform to more cities.

TOP 3 features

1. Database of Sustainable and Affordable Housing options.
2. Integration with sustainable Transport
3. Waste management resources and tools.

BUILD:

we can build these features by collaborating with sustainable housing providers, transport providers, waste management products experts to create a comprehensive platform.

COST & SCHEDULE:

will depend upon resources needed to build and launch the platform but initial estimate suggests a budget of 500,000 and time line of 12-18 months.

Results:

Conclusion / Next Step

most important finding is that there is a significant demand for sustainable living options and we need more resources and tools for adopting sustainable practices. Vision or strategy no need to be adopted or pivoted but there may be opportunities to refine the platform based on user feedback. Next step to continue developing the platform and expand its reach.

LEARN:

want to learn how users are interacting with platform & what improvements can be made to increase engagement & adoption. we have learned that users are interested in sustainable & affordable housing, but there is a need of more resources and tools to adopt sustainable practices.

MEASURES

we can measure the success of platform by tracking the user engagement and adoption rates, as well as the impact on the environment such as reduced greenhouse gases, emission and waste. we can also gather user feedback to inform future improvements and iterations.