

MVP NAME: PopulaEase

Initial Situations:

The world population is projected to reach 9.7 billion by 2050, with most of the growth occurring in urban areas. As a result, there is an urgent need for sustainable solutions to address the challenges of urban living, such as housing, transportation, and waste management.

Personas:

- 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 in developing countries.

Top three problems and challenges:

1. Lack of affordable and sustainable housing options
2. Poor public transportation infrastructure and inadequate access to sustainable mobility solutions
3. Inefficient and unsustainable waste management practices

Focus of MVP:

The MVP will focus on addressing the above problems by providing a platform for sustainable urban living, offering affordable and sustainable housing solutions, promoting sustainable transportation options, and facilitating efficient waste management practices.

Customer journey and USE CASES:

1. A user searches for affordable and sustainable housing options in their city.
2. The platform provides a list of available housing options and allows the user to book a visit to the properties they are interested in.
3. The platform also provides information on sustainable transportation options, such as bike-sharing and public transportation routes, to help the user commute to and from their new home.

4. The platform provides resources and tools to help users adopt sustainable waste management practices, such as composting and recycling.

Plan:

Product Vision:

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

Roadmap:

1. Develop a database of affordable and sustainable housing options in urban areas
2. Build partnerships with sustainable transportation providers to integrate their services into the platform
3. Create resources and tools for waste management practices
4. Expand the platform to more cities and countries

Top 3 features:

1. Database of affordable and sustainable housing options
2. Integration with sustainable transportation providers
3. Waste management resources and tools

Learn:

What do we want to learn in the next step?

We want to learn how users are interacting with the platform and what improvements can be made to increase engagement and adoption.

What have we learned?

We have learned that users are interested in affordable and sustainable housing options, but there is a need for more resources and tools to help users adopt sustainable transportation and waste management practices.

Build:

How can we build these features?

We can build these features by collaborating with sustainable housing providers, transportation providers, and waste management experts to create a comprehensive platform.

Costs & schedule:

The costs and schedule will depend on the resources needed to build and launch the platform, but initial estimates suggest a budget of \$500,000 and a timeline of 12-18 months.

Measures:

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

Results:

Conclusion/next

steps

What are the most important findings?

Does this vision or strategy have to be adapted (pivot)?

The most important findings are that there is a significant demand for sustainable urban living solutions, and that there is a need for more resources and tools to help users adopt sustainable practices.

The vision and strategy do not need to be adapted or pivoted, but there may be opportunities to refine and improve the platform based on user feedback and market trends.

Next steps would be to continue developing the platform and expanding its reach to more cities and countries, while also gathering user feedback and data to inform future improvements and iterations. It will also be important to build partnerships with sustainable housing providers, transportation providers, and waste management experts to ensure the platform remains comprehensive and effective in addressing the challenges of sustainable urban living.