Lean UX Canvas (v2)

Title of initiative:

Date:

Iteration:

Business Problem

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

Kids depend on their parents to supply them with money and give them permission. They want to make their own decisions and be able to buy things by themselves. For the parents to give more freedom to their kids but still be able to take action anytime if necessary. Solutions on the market don't carter kids under 8 and aren't sufficient.

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.

5

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.)

increase customers
higher revenue
great overall customer satisfaction
good ratings / reviews
create a social impact

rating of min. 4 out of 5
200 new users / gain more users
70% profiles for kids 4-10
80% of parents and kids find the product helpful
min 1x usage per user / week

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)

Kids wanting to pay themselves
Kids having access to finances
Parents wanting to teach their kids discipline, autonomy, currency handling
Parents needing a safe environment for their kids
Parents wanting limitations on their kids spendings
Families where kids live apart from a parent

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)

Users will have control on spendings
Users will be able to spend in a safe setting
Users can use budgeting
Kids can learn responsibility with currency independently
The donor can act remotely

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.)

6

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 value rather than feasibility.)

7

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

Design experiments to learn as fast as you can whether your riskiest assumption is true or false.

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Download this canvas at: **www.jeffgothelf.com/blog/leanuxcanvas-v2**