

# 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 deliver value, changes in the market, delivery channels, competitive threats and customer behavior.)

People with disabilities and accessibility needs often face barriers to accessing health and wellness resources, including breathwork and meditation apps. As a result, people with disabilities and accessibility needs may miss out on the benefits of breathwork and meditation, such as reduced stress, anxiety, and sleep problems, and improved mood, focus, and energy levels.

low vision  
blind  
cognitive

## 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.

An accessible breathwork and meditation app that includes the following features:  
High contrast colors, large fonts, and screen reader compatibility.  
Audio instructions and descriptions for all guided meditations and breathwork exercises.  
Closed captions and transcripts for all videos and audio recordings.  
Affordable pricing options.

## 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.)

- Increased customer satisfaction by providing users with an accessible product
- Improved brand reputation due to inclusivity and social responsibility.
- Increased market share by expanding target market to include people with disabilities and accessibility needs.
- Reduced costs by avoiding accessibility lawsuits

## 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)

People with disabilities and accessibility needs who are interested in using breathwork and meditation to improve their health and well-being.

People who are interested in using breathwork and meditation on a mobile app

## 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)

An accessible breathwork and meditation app that provides users with a variety of tools and resources to help them manage their emotions and improve their sleep, regardless of their disability or accessibility needs.

## 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.)

We believe that a higher customer satisfaction will be achieved when new users get starting help to get familiar with the app.

We believe that brand reputation and market share will increase when handicaped people have inclusive access to all features of the app.

We believe that a higher customer satisfaction will be achieved when our users attain personalized exercises with a breathmeassure feature.

## 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.)

What do handicaped users struggle with? When are they unable to use the app?

## 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.

Find out how to help with onboarding



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