

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 the current market, competitors, and business goals.)

Skyscanner is missing out on bookings as it is time consuming to sort through all the deals and combine the offers of flights and accommodation.
Some users prefer to book on other platforms due to filters and sorting or results.

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)

frequent travellers, people preferring to book online, people eating outside, travellers searching for deals, prices, recommendations.

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 there will be more app traffic if users get pre-selected packages on our new deal feature.

We believe that there will be more sales if users and quickly find their perfect deal by filtering for more personalized search results.

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.

Offering combo deals
Show a customized selection to the user based on previous preferences.
An upgrade on filters and sorting options will help to narrow down the offers to the most relevant ones.

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 revenue.)

User will book combo deals instead of only flight or hotel.
Users will find and understand the new filter 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.)

10% new customers
20% more bookings due to new features
70% returning users

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 can now get inspiration and optimize deal searching time by using the combo deal offers.
Search results can be filtered super quickly by using individualized settings.
Users will have a fluent experience and save time on research due to the new features.

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 possible, even if it means failing or false.

Do users spend less time searching & deciding before booking?
Do users book more often using the package deal finder?
Evaluate the "personalized preferences" saved per user

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

Survey Canvas