

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, etc.)

Bring rare gourmet farm products to customers through an e-commerce solution.

Julia K

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.

Build an add-on, easy-to use web store to sell specialties of the farm.

Julia K

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.)

Grow customers base by 10% through online channels and increase profit by 10%.

Julia K

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)

1. The user is ready to pay more for better quality, because they care about their health.

Julia K

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)

Buy high quality and rare gourmet food without having to personally travel to the farm.

Julia K

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 growing customers by 10% can be achieved if user Steffi can order gourmet food online with an e-commerce solution.

Julia K

What's the most important thing we need to learn first?

For each hypothesis from Box 6, identify its riskiest assumption.

Will the client be able to run the website?

Julia K

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

Design experiment to test the assumption is true or false.

By building a separate shop we decrease the time and complexity of integrating the shop into the existing website.

Julia K