

The Lean Canvas

(Hypothesis only - needs validation)

Designed for:

Birthday reminder system

Designed by:

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On: 06/11/2018

Iteration: #1

Problem

List your top 1 - 3 problems.

- I can't remember birthdays.
- I can't remember birthdays with enough notice to buy, wrap and send a present to loved ones far away.
- I don't want reminders for everyone in my list. It's spammy. I need to customise the types of reminders for an individual or a group of individuals.
- When I get reminded I am not in the right 'frame of mind' to action the reminder.
- It takes too long to set up users in a birthday management system.
- I don't want to buy a present for everyone, I need some other way to show that I care.

Solution

Outline a possible solution for each problem

- A birthday reminder system which allows the user to customise the types of reminders they want for individuals or groups.
- Very easy to set up and does not spam.
- Provides an easy action path to acknowledge the birthday e.g. message, collage, gift, flowers

Key Metrics

List the key numbers that tell you how your business is doing

- Active users
- Birthdays actioned
- Reminders ignored
- Sentiment around reminders (e.g. Was this helpful?)

Unique Value Proposition

Single, clear, compelling message that states why you are different and worth paying attention.

"Invest your time celebrating - let us remember the date.

This service reminds you of your loved one's birthdays at the most convenient moment for you (and never spams) and helps you celebrate.

Unlike the other birthday apps, you can send your love in seconds. Whether it be sending a message (on any social platform), organising flowers or setting a follow up reminder to call them next time you leave the office.

Be the loved one who never forgets."

Unfair Advantage

Something that cannot be easily bought or copied.

Interoperable - Enables user to 'action' the birthday reminder by seamlessly connecting with other platforms e.g. Facebook, Whatsapp, WeChat, Shopify, uber, paypal etc.

UX is impeccable.

Channels

List your path to customers (inbound and outbound)

- Facebook (Owned, paid, earned)
- Partners e.g. Co-marketing with florists
- (eventually) Referral plan (member get member) in exchange for premium features.

Customer Segments

List your target segments and users.

Organised people

People who want to remember the dates of loved one's birthdays.

Far away families

People with family who live far away who need to post gifts.

Business networkers

People who, for business reasons, need to remember birthdays of people in their network.

Social bunnies

People who enjoy recognising their friends birthdays on social media.

Where can this go?

To keep the lean canvas focused, we don't include ideas for how this app can grow and solve new/related problems. List ideas here.

Other event reminders e.g. Birthdays.

Driver of sales to eCommerce sites (gift market place).

Premium features.

Gift list (i.e. People sign up and say what they want) - A social interaction.

Printed gift cards.

Gift concierge for premium users or corporate buying.

Facilitate gift buying for celebrities and public figures.

Charity gifts e.g. Donate on your behalf.

Gift search. Search by:

- Delivery date
- Gift wrap
- Discount/offer
- Delivery reliability
- Price

Cost Structure

List your fixed and variable costs.

- Project team (UX/Design, Developer).
- Hosting and infrastructure.
- Email marketing platform.
- Marketing and promotion.
- Research participants.

- Ongoing integrations.
- Business admin / payroll
- Office space
- Insurance
- Legal

Revenue Streams

List your sources of revenue.

- Premium member features
- Margin from one off gift cards.
- Affiliate fees e.g. if a gift is sold via a referral from this service we collect a fee.