

Prepared for



CSUE1030 APPLIED UX DESIGN
Assignment 3

VALUE PROPOSITION BUSINESS MODEL CANVAS + EARLY CONCEPTS



RECIPE FOR SUCCESS PREPARED BY:
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AGENDA

03 Lean Canvas

04 Value Proposition

05 User Journey

07 Initial Concepts



LEAN CANVAS

Overview

Lean Canvas is a 1-page business plan template created by Ash Maurya that helps businesses deconstruct the idea into its key assumptions. It is adapted from Alex Osterwalder's Business Model Canvas and optimized for Lean Startups. It replaces elaborate business plans with a single page business model.

The Lean Canvas is especially designed for entrepreneurs. The canvas focuses on problems, solutions, key metrics and competitive advantages.

Source:
leanstack.com/lean-canvas

- Hosts
- Makers
- Syzl

PROBLEM

- Under-utilized commercial kitchen space
- Unpredictable schedule
- Decrease in income during off seasons and slow days
- Unaware that platforms like Syzl exist
- Lack of technical support for Syzl and products similar to Syzl

- Price of renting a kitchen on their own is too high
- Needs specialized equipment
- Unaware that kitchen rental platforms exist

EXISTING ALTERNATIVES

- Usekitch
- Thekitchendoor
- The Food Corridor
- Facebook marketplace
- Kijiji rental listings

SOLUTION

- Platform connects Hosts with Makers
- Makers can search for needed equipment and kitchen space to rent
- Kitchen Owners earn additional income during off seasons and slow days
- Insurance and liability paperwork managed through Syzl
- Payments from Makers to Kitchen Owners managed by Syzl

KEY METRICS

- Website traffic
- Amount of kitchens listed
- Amount of kitchens rented
- Customer satisfaction surveys and reviews
- Income generated for Kitchen Owners
- Income generated for Syzl

UNIQUE VALUE PROPOSITION

- Flexible and reliable platform that connects Makers with Kitchen Owners to rent under-utilized kitchen space. Payments and insurance paperwork are also managed through Syzl, reducing risks of missing payments and liability.
- Allows Kitchen Owners to earn additional income during off seasons and slow days.

- Makers can search for suitable kitchens with the necessary availability and equipment.

HIGH-LEVEL CONCEPT

- AirBnB for kitchen rentals that allows Kitchen Owners to make additional income and rent out their spaces, that also allows Makers to use commercial kitchen spaces on a short term basis.

UNFAIR ADVANTAGE

- Syzl has in-depth knowledge of the food industry as well as established relationships with those who work in the food industry.
- Syzl is one of the few platforms of its kind that exist at this time.

CHANNELS

- Marketing/Social Media
- Word of Mouth
- Restaurant Franchises
- Professional Associations

- Marketing/Social Media
- Word of Mouth & Referral

CUSTOMER SEGMENTS

- Restaurants
- Banquet Halls
- Commercial Kitchens:
 - In Educational Facilities
 - Seasonal
 - Event Centers

- Caterers
- Gig Chefs
- CPG Companies
- Food Photographers
- Food & Recipe Developers

EARLY ADOPTERS

- Small & Medium Size Restaurant Owners with predictable hours, off hours or slow business days
- Catering Companies and Chefs

- New business owners in the cooking, baking and making space

COST STRUCTURE

- Syzl Staff Salaries:
 - Development Teams, Sales Teams, Management Teams, etc.
- Advertising/Marketing
- Material:
 - Computers, Phones, Office Supplies

- Software:
 - Web Hosting, Transaction Fees, Staff Software Accounts/Platforms, Cloud Backups
- Office Rental
- Insurance
- Business Travel

REVENUE STREAMS

- 20% of the overall transaction fee

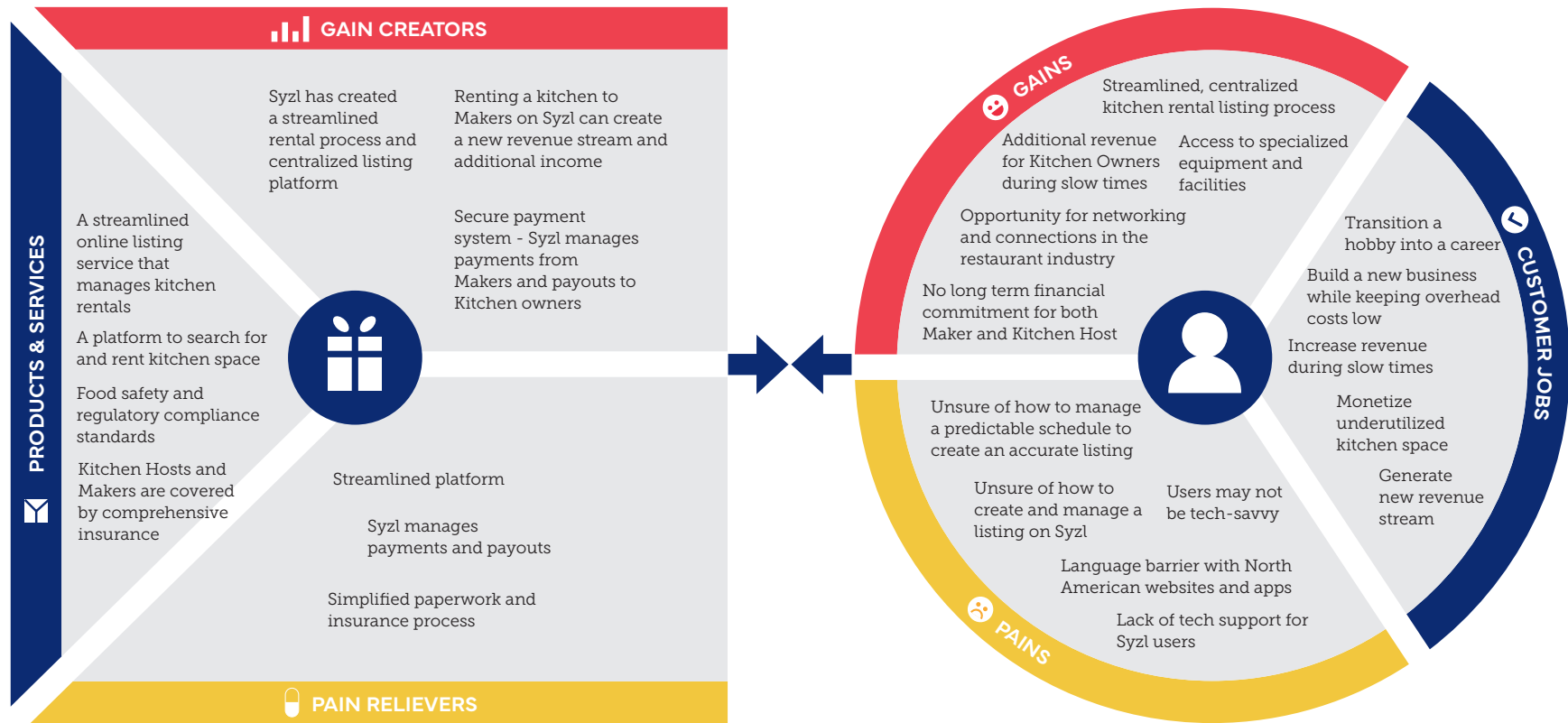
VALUE PROPOSITION CANVAS

Overview

The Value Proposition Canvas is a framework which can help ensure that a product or service is positioned around what the customer values and needs. The Value Proposition Canvas was initially developed by Dr. Alexander Osterwalder as a framework to ensure that there is a fit between the product and market.

After listing gain creators, pain relievers and products and services, each point identified can be ranked from 'nice to have' to 'essential' in terms of value to the customer. A fit is achieved when the products and services offered as part of the value proposition address the most significant pains and gains from the customer profile.

Source: b2binternational.com



USER JOURNEY



Scenario

David is a Culinary School manager looking for the opportunity to create an additional revenue stream for the college. Taking into consideration that the school is operational from September to the end of April, David decided to rent out their commercial kitchen for 4 summer months.

His first task is to create a new listing.

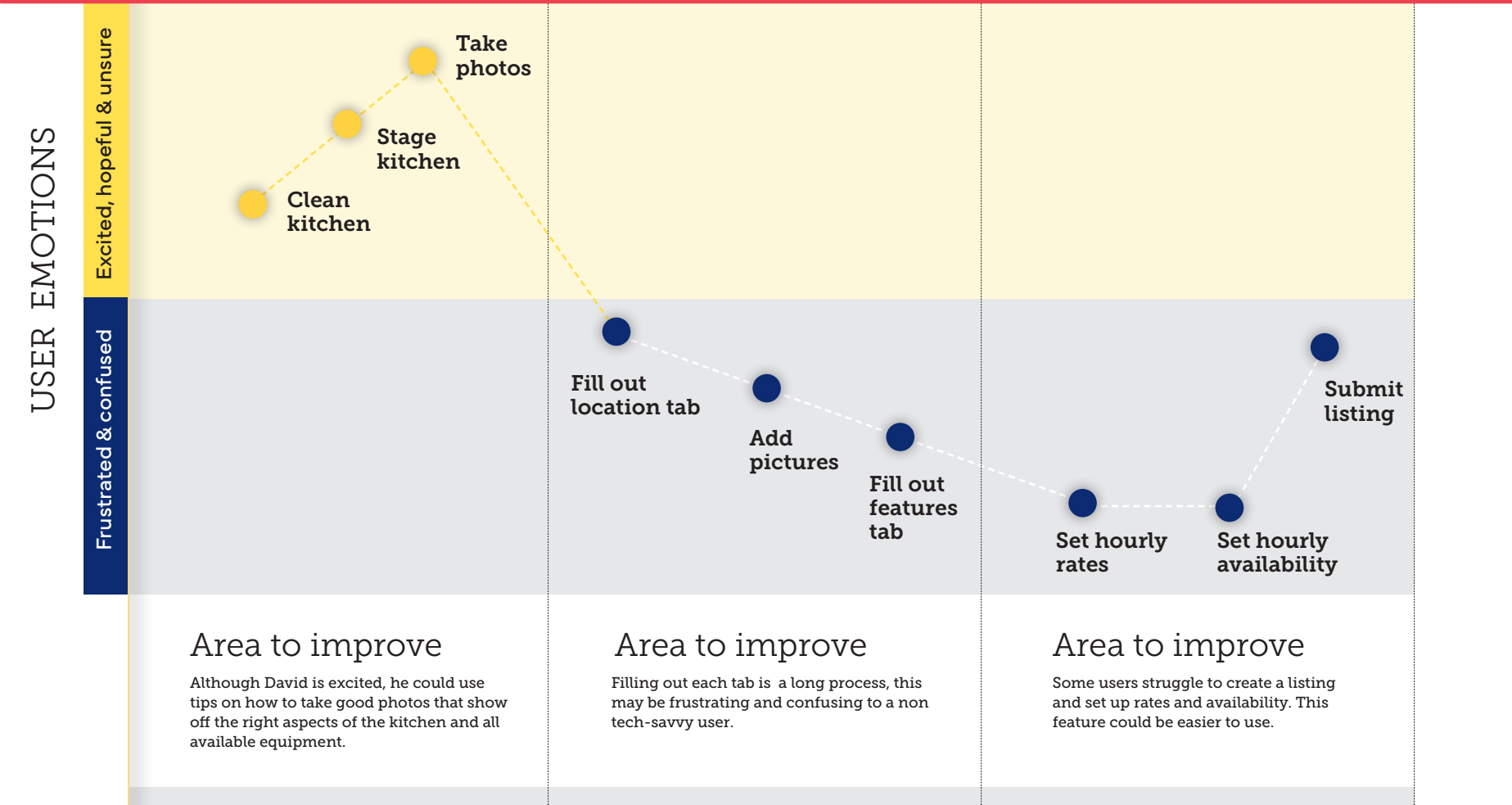
Expectations

- Needs a reliable platform to create a listing, communicate with customers and take payment.
- Needs a functional calendar to track the listings, change availability and adjust the rates.
- Needs to rely on the service provider for technical support, security, and identity checks of potential renters.

PHASE OF JOURNEY	AWARENESS	DISCOVERY	RESEARCH	ENGAGEMENT
ACTIONS What does the customer do?	Receive word of mouth Discover on social media Read an article about AirBnB-style rentals of commercial spaces	Google search Following social media links	Have conversations with professional chefs Consultation with the insurance company and lawyers Discussions with the students	Clean the kitchen Take professional photos Create a new listing Test the platform
TOUCHPOINT What part of the service do they interact with?	Co-workers On-line chat room LinkedIn	Website and app	Syzl term and conditions	Create a new listing portal
CUSTOMER THOUGHT What is the customer thinking?	The AirBnB model has been working for years for vacation rentals, it can work for a commercial facility too The college has predictable 4 months when the kitchen is available and the caterers are busy Can benefit students who want to work during the summer	Have to discuss the rental possibility with the college administration Check if other colleges or any seasonal businesses successfully rent their commercial kitchens	This makes sense financially We can ensure that the kitchen is professionally cleaned and left in order because the college is still open We can fully rely on Syzl's calendar for the booking The payment is secure and insurance is adequate	Have to ensure that the calendar is updated Establish a procedure to check kitchen equipment Have the cleaning personnel available based on the booking schedule

USER JOURNEY

Create a New Listing



INITIAL CONCEPTS

DESIGNED BY: **Natalie Graham**

Natalie's lo-fi sketch

Syzl rates and availability feature

April 22nd, 2023

Each day will start out as unavailable, when the user clicks "Mark this day as available", all time slots will be set to the default rate.

Search Bookings Info Me

← Edit Kitchen Section

Please set a default hourly rate for your kitchen:

\$25/hr

When you select a day to edit, you can choose to make the entire day available at the default rate, or you can edit each individual hour long time slot.

- Edit a time slot's hourly rate
- Mark time slot as unavailable

May 2023

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Tuesday, May 2, 2023

- Mark this day as available
- Mark this day as unavailable

9:00 am	\$25/hr	⊘	✎
10:00 am	\$25/hr	⊘	✎
11:00 am	\$25/hr	⊘	✎
12:00 pm	Unavailable		✎
1:00 pm	Unavailable		✎
2:00 pm	Unavailable		✎

📄 Copy these rates to another day

📄 Paste rates to this day

LOCATION FEATURES RATES

Save listing Submit listing

Assuming that users will use these functions less, they can be placed at the bottom.

INITIAL CONCEPTS

DESIGNED BY: **Grace Fisher**

NEW LISTING STRUCTURE Low-Fidelity Wireframe

CURRENT HEADER/NAV.

< BACK EDIT KITCHEN SECTION. FWD >

MONDAY

FET XX DAY RATE

12 AM AVAIL. DEFAULT OTHER

1 2 3 4 5

6 AM AVAIL. DEFAULT OTHER

7 AM AVAIL. DEFAULT OTHER

8 AM AVAIL. DEFAULT OTHER

9 AM AVAIL. DEFAULT OTHER

10 AM AVAIL. DEFAULT OTHER

11 AM AVAIL. DEFAULT OTHER

12 PM AVAIL. DEFAULT OTHER

1 PM AVAIL. DEFAULT OTHER

2 PM AVAIL. DEFAULT OTHER

3 PM AVAIL. DEFAULT OTHER

4 PM AVAIL. DEFAULT OTHER

5 PM AVAIL. DEFAULT OTHER

6 PM AVAIL. DEFAULT OTHER

7 PM AVAIL. DEFAULT OTHER

8 PM AVAIL. DEFAULT OTHER

9 PM AVAIL. DEFAULT OTHER

10 PM AVAIL. DEFAULT OTHER

11 PM AVAIL. DEFAULT OTHER

DAILY OVERVIEW

M T W T F S S

12A 1 2 3 4 5 6 7 8 9 10 11 12P

● DEFAULT ● UNAVAIL. XX RATE

ADJUST DEF. RATE

SET YOUR DEFAULT RATE?

/hr

○ LOCATION ○ FEATURES ○ RATES

CURRENT HEADER/NAV.

< BACK EDIT KITCHEN SECTION. FWD >

MONDAY

FET XX DAY RATE

12 AM AVAIL. DEFAULT OTHER

1 AM AVAIL. DEFAULT OTHER

2 AM AVAIL. DEFAULT OTHER

3 AM AVAIL. DEFAULT OTHER

4 AM AVAIL. DEFAULT OTHER

5 AM AVAIL. DEFAULT OTHER

6 AM AVAIL. DEFAULT OTHER

7 AM AVAIL. DEFAULT OTHER

8 AM AVAIL. DEFAULT OTHER

9 AM AVAIL. DEFAULT OTHER

10 AM AVAIL. DEFAULT OTHER

11 AM AVAIL. DEFAULT OTHER

12 PM AVAIL. DEFAULT OTHER

1 PM AVAIL. DEFAULT OTHER

2 PM AVAIL. DEFAULT OTHER

3 PM AVAIL. DEFAULT OTHER

4 PM AVAIL. DEFAULT OTHER

5 PM AVAIL. DEFAULT OTHER

6 PM AVAIL. DEFAULT OTHER

7 PM AVAIL. DEFAULT OTHER

8 PM AVAIL. DEFAULT OTHER

9 PM AVAIL. DEFAULT OTHER

10 PM AVAIL. DEFAULT OTHER

11 PM AVAIL. DEFAULT OTHER

DAILY OVERVIEW

M T W T F S S

12A 1 2 3 4 5 6 7 8 9 10 11 12P

● DEFAULT ● UNAVAIL. XX RATE

ADJUST DEF. RATE

○ LOCATION ○ FEATURES ○ RATES

INITIAL CONCEPTS

DESIGNED BY: Joseph Peiris

NEW LISTING STRUCTURE Low-Fidelity Wireframe

Syzi Q search bookings inbox Me

guidelines to complete fields → Sale listing and exit add listing process

toggle between days, months, weeks, years Sale and Exit toggle between month, week, day, & year views

Month v

February 2023

S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	1	2	3	4

Choose days for special kitchen availability

Set timeframes

Add another timeframe in same day

General Availability when can makers use your space?

Tues: to Rate /hr

Fri: to Rate /hr

Set rate

Notice: What is the minimum booking notice for renters?

24 hours v

Save

progress bar

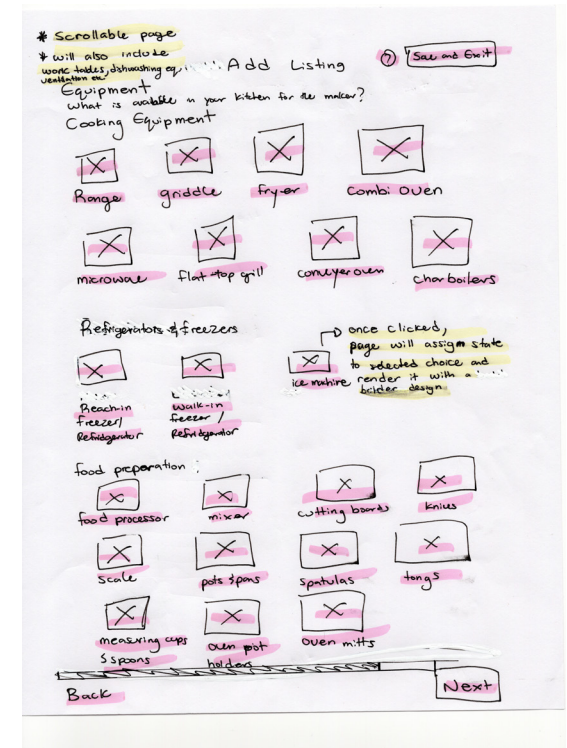
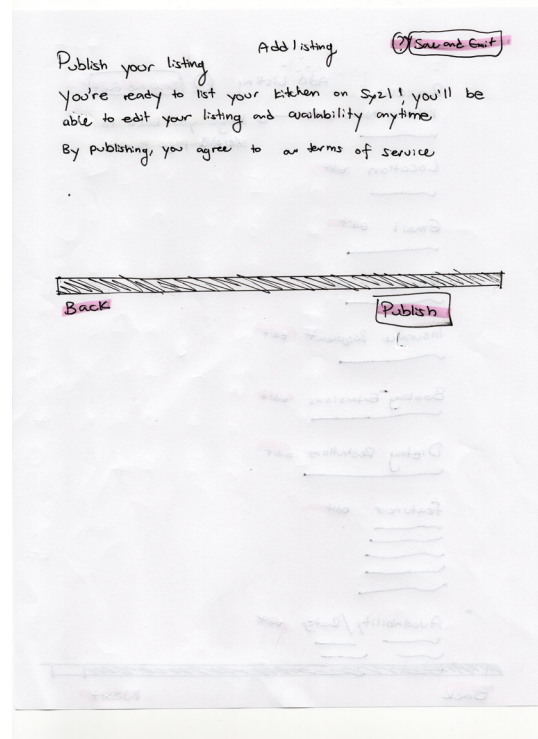
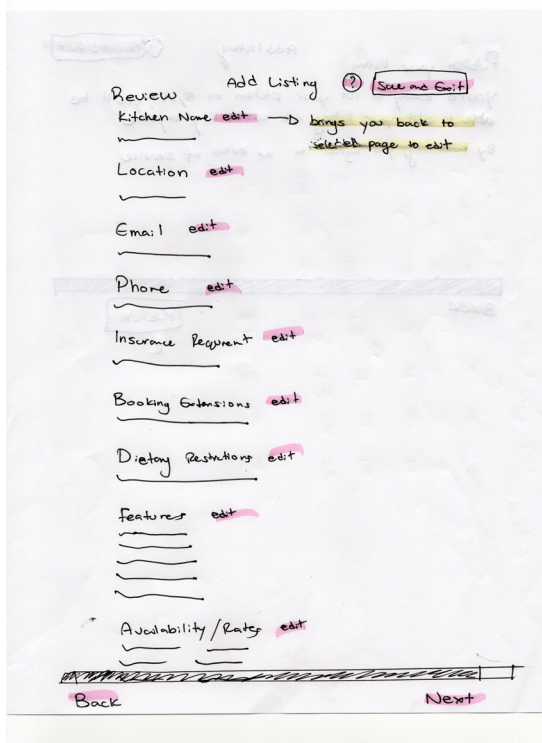
Back Next

NEW LISTING STRUCTURE

Low-Fidelity Wireframe

INITIAL CONCEPTS

DESIGNED BY: Joseph Peiris



INITIAL CONCEPTS

DESIGNED BY: **Anna Genis**

Edit Kitchen Selection

- ➔ **Info & Location**
- Features
- Equipment
- Rates
- Availability

Kitchen Name*

Kitchen Location*

Hours of Operation* ←

Kitchen Section Name*

Description*

Email*

Phone*

Website

Facebook

Instagram

YouTube

Save Changes

Edit Kitchen Selection

- ✓ **Info & Location**
- ➔ **Features**
- Equipment
- Rates
- Availability

Insurance Requirement

Extra Background Verification

Booking Extensions

Kitchen Images*

Kitchen Types*

Dietary Restrictions

Features

Kitchen Capacity*

Minimum Booking Time*

Booking Lead Time*

Save Changes











The Host will specify days and hours when the kitchen can be rented

INITIAL CONCEPTS

DESIGNED BY: **Anna Genis**

Edit Kitchen Selection

- ✓ Info & Location
- ✓ Features
- ➔ **Equipment**
- Rates
- Availability

Name	Description	Photos
<input type="checkbox"/> Fridge	<input type="text"/>	 
<input type="checkbox"/> Freezer	<input type="text"/>	 
<input type="checkbox"/> Oven	<input type="text"/>	 
<input type="checkbox"/> Range	<input type="text"/>	 
<input type="checkbox"/> Flat-Top Grill	<input type="text"/>	 

The Host can add a detailed description/model name, number, and pictures of the equipment. It can help Makers looking for a particular equipment to choose the kitchen and avoid unpleasant surprises.

INITIAL CONCEPTS

DESIGNED BY: **Anna Genis**

Edit Kitchen Selection

- ✓ Info & Location
- ✓ Features
- ✓ Equipment
- ➔ **Rates**
- Availability

Default Rate /hr

Daily Rates

<input type="checkbox"/> Saturday <input type="text"/> /hr	<input type="checkbox"/> Monday <input type="text"/> /hr
<input type="checkbox"/> Sunday <input type="text"/> /hr	<input type="checkbox"/> Tuesday <input type="text"/> /hr
	<input type="checkbox"/> Wednesday <input type="text"/> /hr
	<input type="checkbox"/> Thursday <input type="text"/> /hr
	<input type="checkbox"/> Friday <input type="text"/> /hr

Save Changes

As a simplified solution, the Host can specify daily instead of hourly rates.

INITIAL CONCEPTS

DESIGNED BY: **Anna Genis**

Edit Kitchen Selection

- ✓ Info & Location
- ✓ Features
- ✓ Equipment
- ✓ Rates
- ➔ **Availability**

2023 ▶

January	February	March	April
May	June	July	August
September	October	November	December

Save Changes

Calendar:

By default Syzl allows the Host to set availability for the remaining month of the current calendar year and the next one (in this case 2023 and 2024). When the Host starts the editing, all months are available by default. Seasonal businesses can block the whole month with 1 click.

INITIAL CONCEPTS

DESIGNED BY: **Anna Genis**

Edit Kitchen Selection

- ✓ Info & Location
- ✓ Features
- ✓ Equipment
- ✓ Rates
- ➔ **Availability**

◀ **May, 2023** ▶

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4			
8	9	10	11			
15	16	17	18			
22	23	24	25	26	27	28
29	30	31				

May 4, 2023 **Block**

Time Available: 5 pm - 11 pm **Edit**

Hourly Rate: \$25/hr **Edit**

Save

Save Changes

Monthly Editing:

By default, Syzl will block all days outside specified in Hours of Operations.

The Host can easily update hours and rates by selecting a specific day.

Time Available: 5 pm - 11 pm

This default setting is based on **Hours of Operation**, specified in **Info & Location**

Hourly Rate: \$25/hr

This default setting is based on information saved in **Rates**

INITIAL CONCEPTS

DESIGNED BY: **Jayden Trott**

NEW LISTING STRUCTURE Low-Fidelity Wireframe

Assuming that when you hover your mouse, text is displayed for all the icons

Edit Kitchen Section

Choose a time

Available Unavailable

APRIL 3, 2023

Time	Rate	Action
9:00 am	\$20	X
10:00 am	\$20	X
11:00 am	\$20	X
12:00 pm	None	📅

Hourly Rate: \$20 X 📅

SUBMIT LISTING **SAVE LISTING**

LOCATION | FEATURES | RATES