Prepared for

Syzl

GREENSPROUTS

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
- Kijiiji 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 necessarily availability and equipment.

HIGH-LEVEL CONCEPT

- AirBnB for kitchen rentals that allows Kitchen Owners to make additional income and rent our 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 it's kind that exist at this time.

CHANNELS

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

- Marketing/Social Media
- Word of Mouth & Referal

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

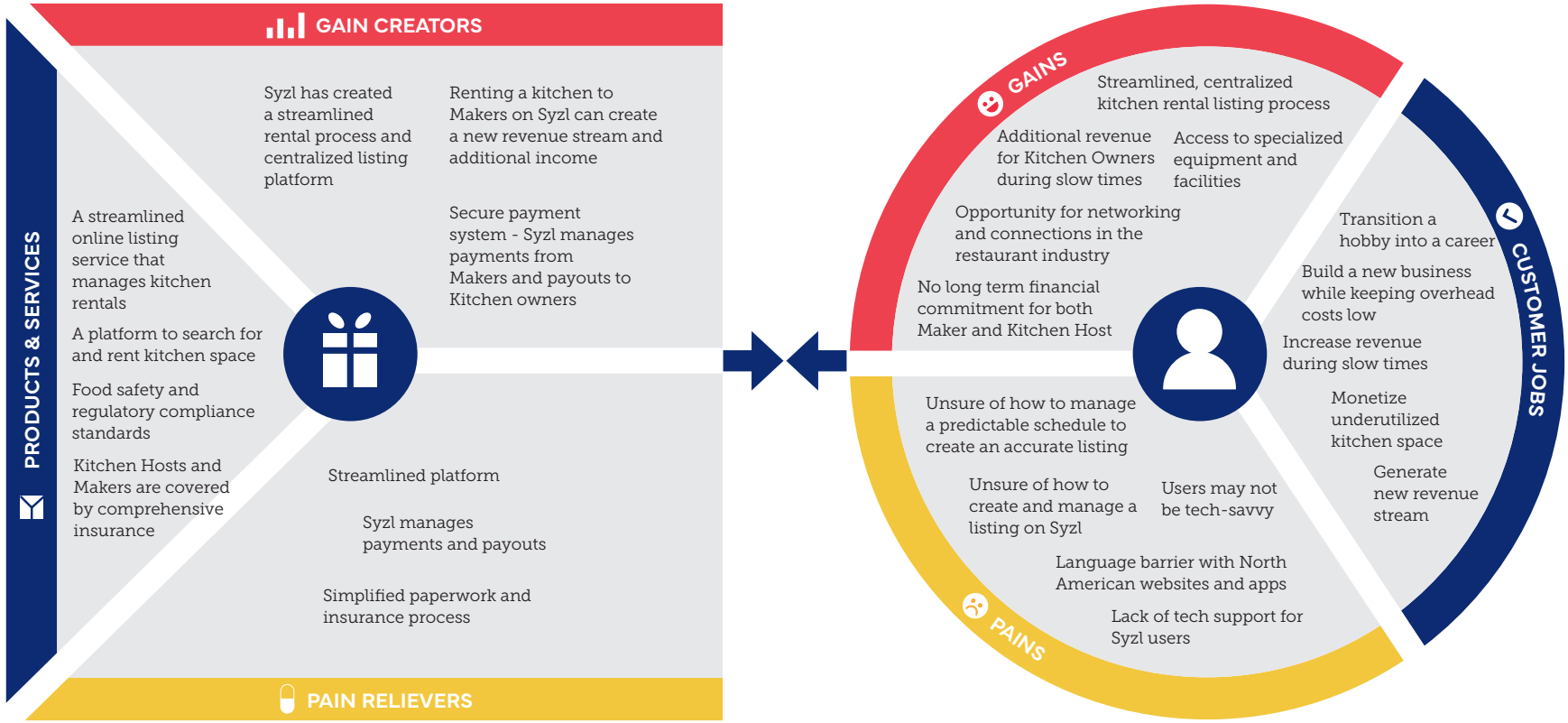
VALUE PROPOSITION CANVAS

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

DAVID MILLER
Culinary School Manager

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.

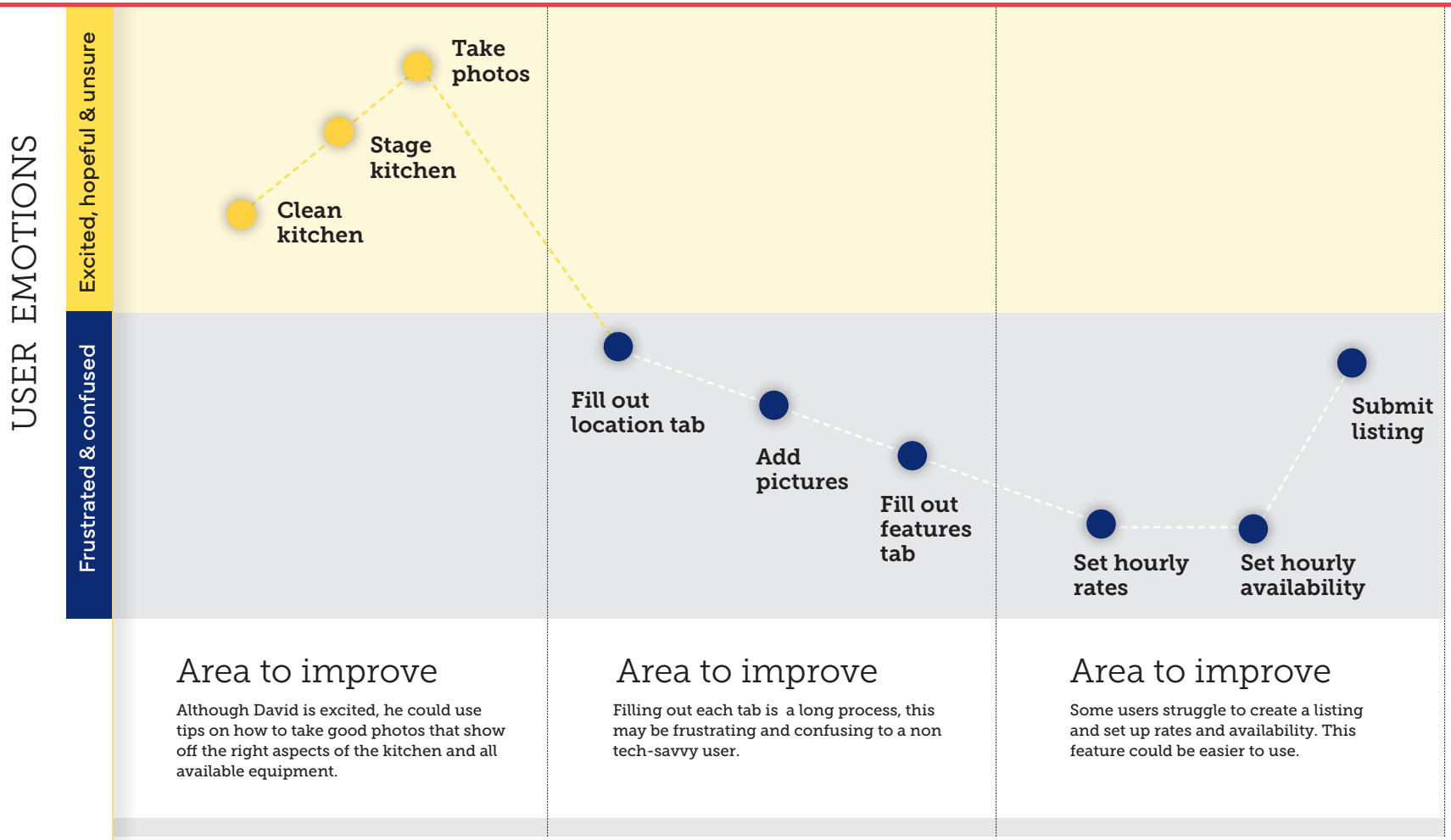
Expectations

- 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



Area to improve

Although David is excited, he could use tips on how to take good photos that show off the right aspects of the kitchen and all available equipment.

Area to improve

Filling out each tab is a long process, this may be frustrating and confusing to a non tech-savvy user.

Area to improve

Some users struggle to create a listing and set up rates and availability. This feature could be easier to use.

INITIAL CONCEPTS

DESIGNED BY: **Natalie Graham**

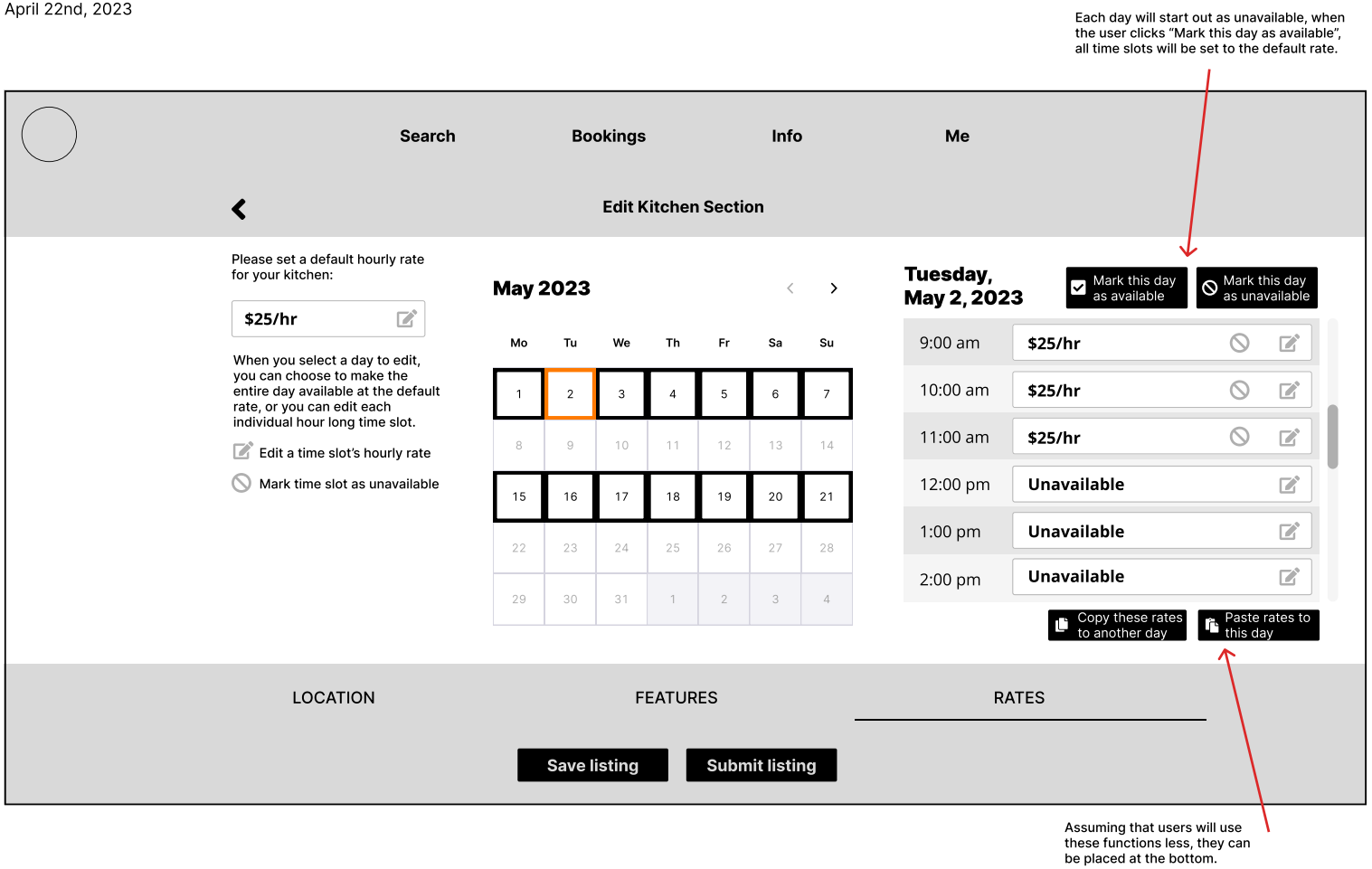
NEW LISTING STRUCTURE

Low-Fidelity Wireframe

Natalie's lo-fi sketch

Syzl rates and availability feature

April 22nd, 2023

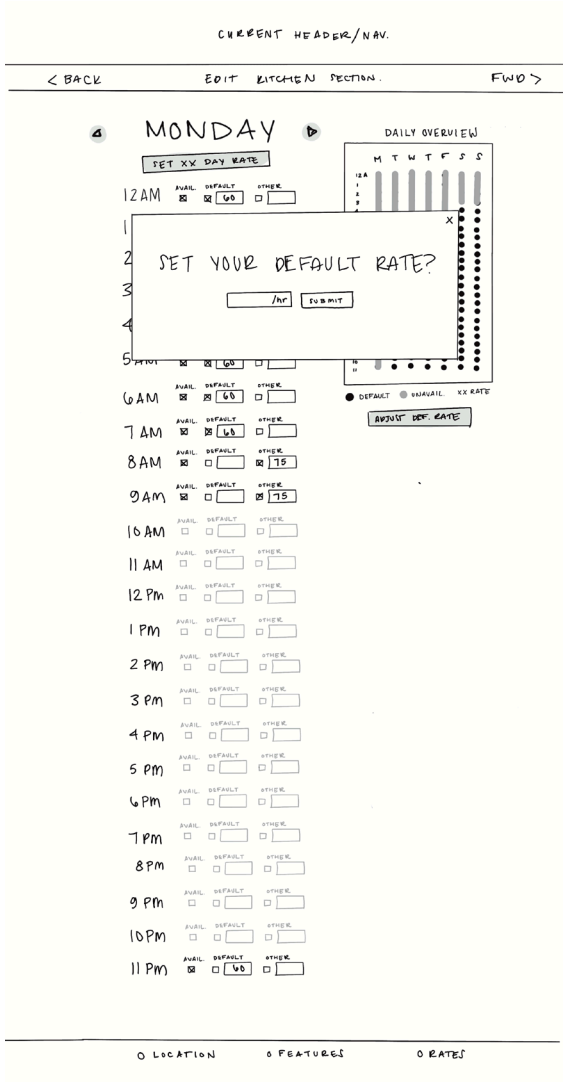


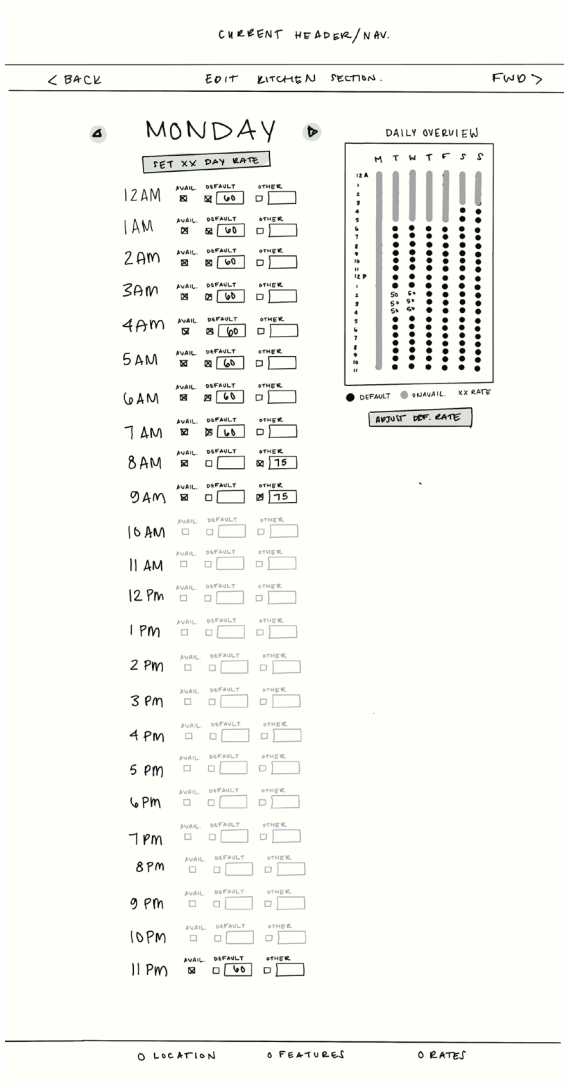
INITIAL CONCEPTS

DESIGNED BY: **Grace Fisher**

NEW LISTING STRUCTURE

Low-Fidelity Wireframe



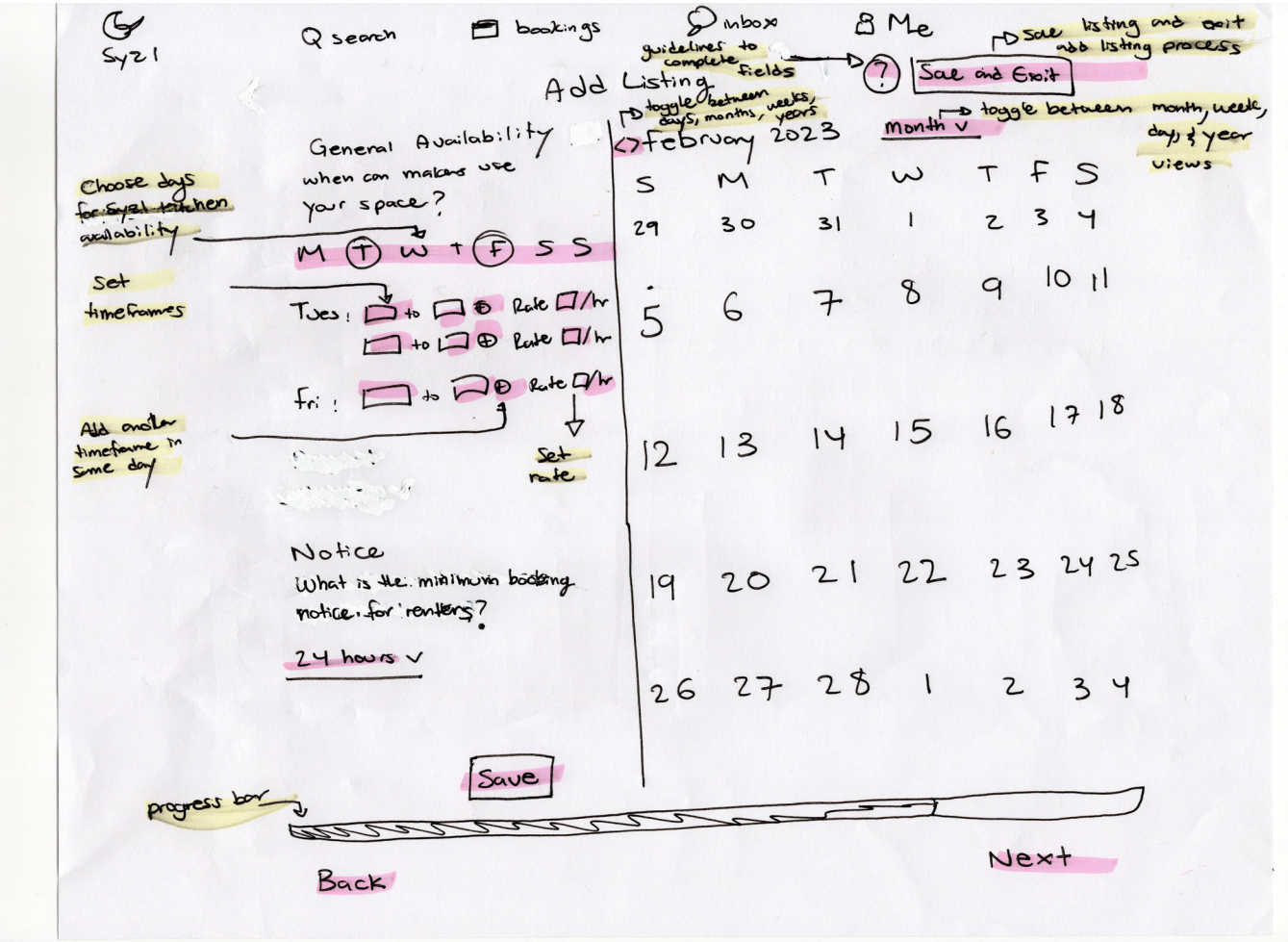


INITIAL CONCEPTS

DESIGNED BY: **Joseph Peiris**

NEW LISTING STRUCTURE

Low-Fidelity Wireframe



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DESIGNED BY: **Joseph Peiris**

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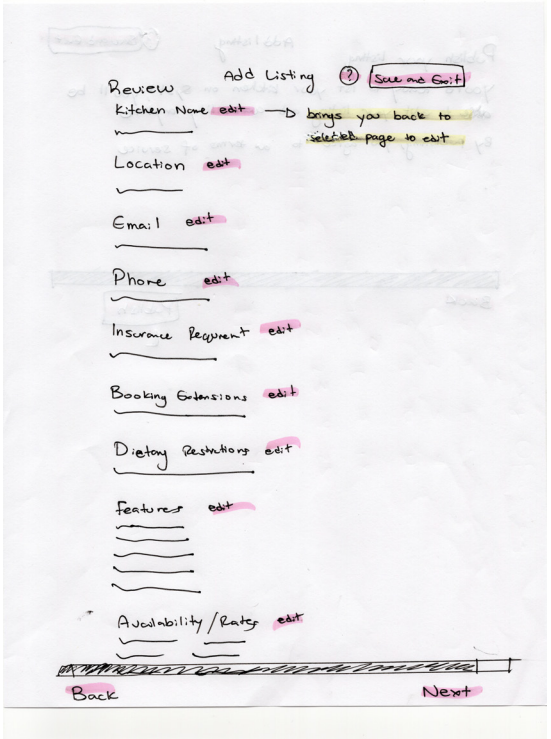
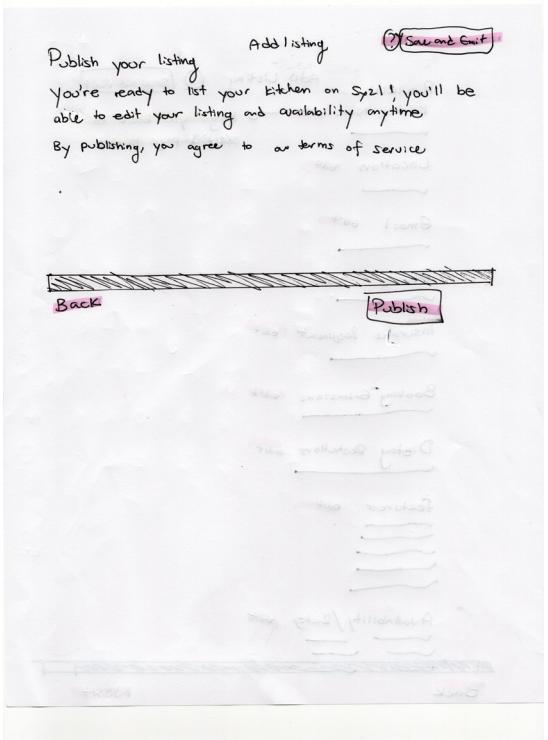
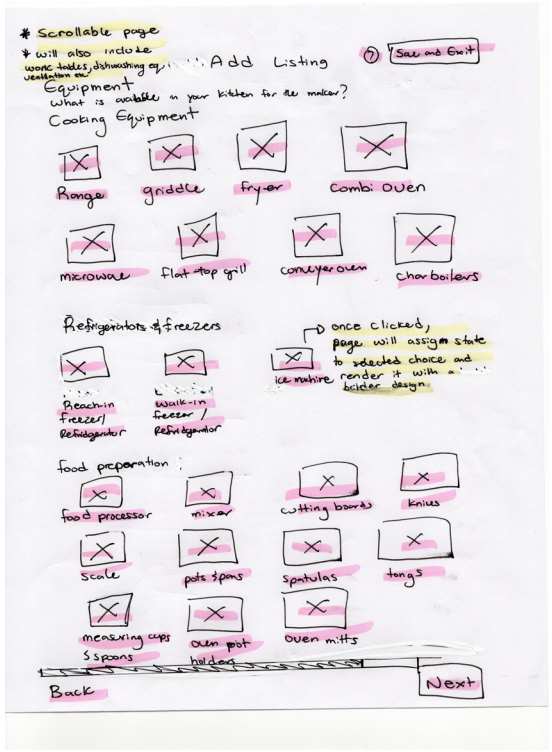




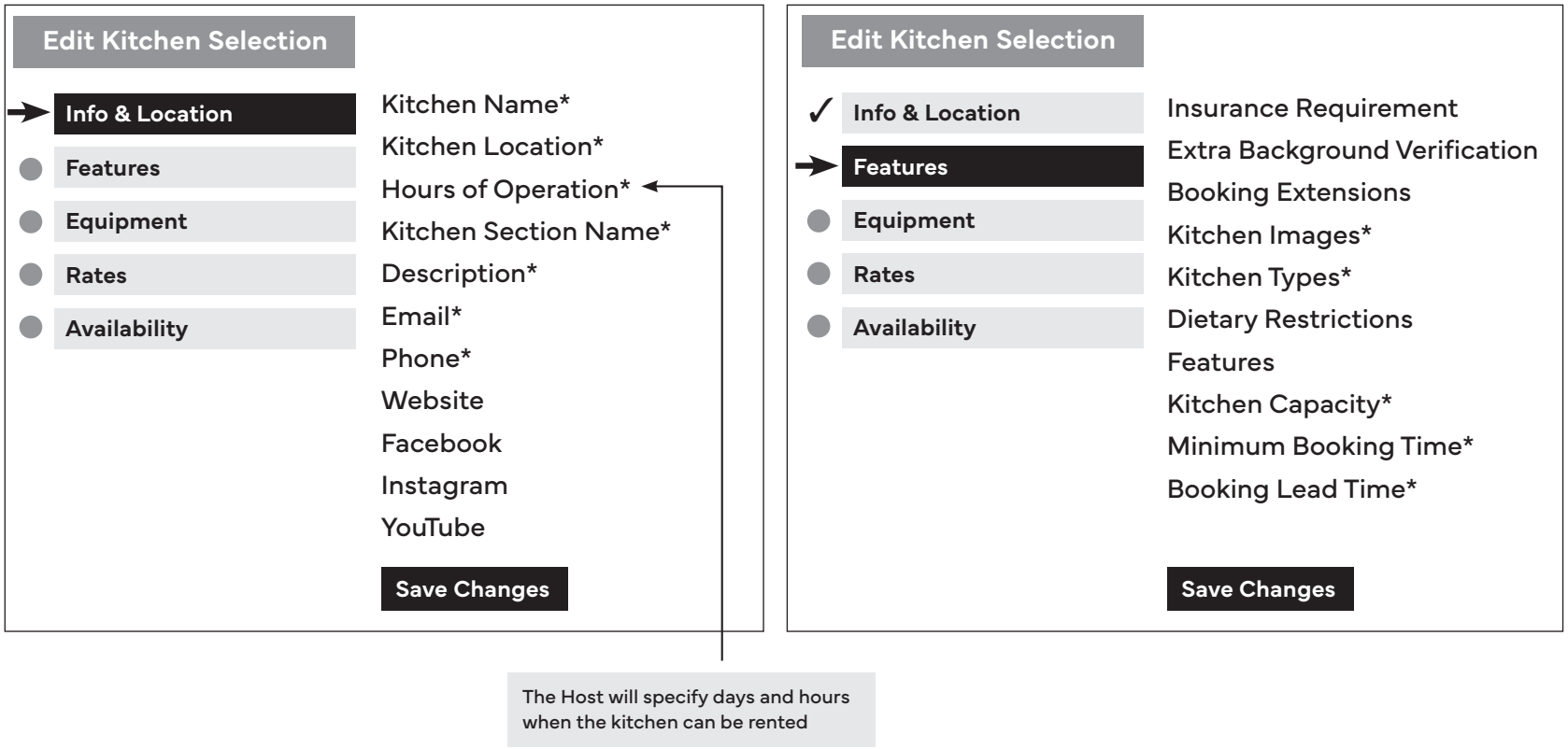


INITIAL CONCEPTS

DESIGNED BY: **Anna Genis**

NEW LISTING STRUCTURE

Low-Fidelity Wireframe

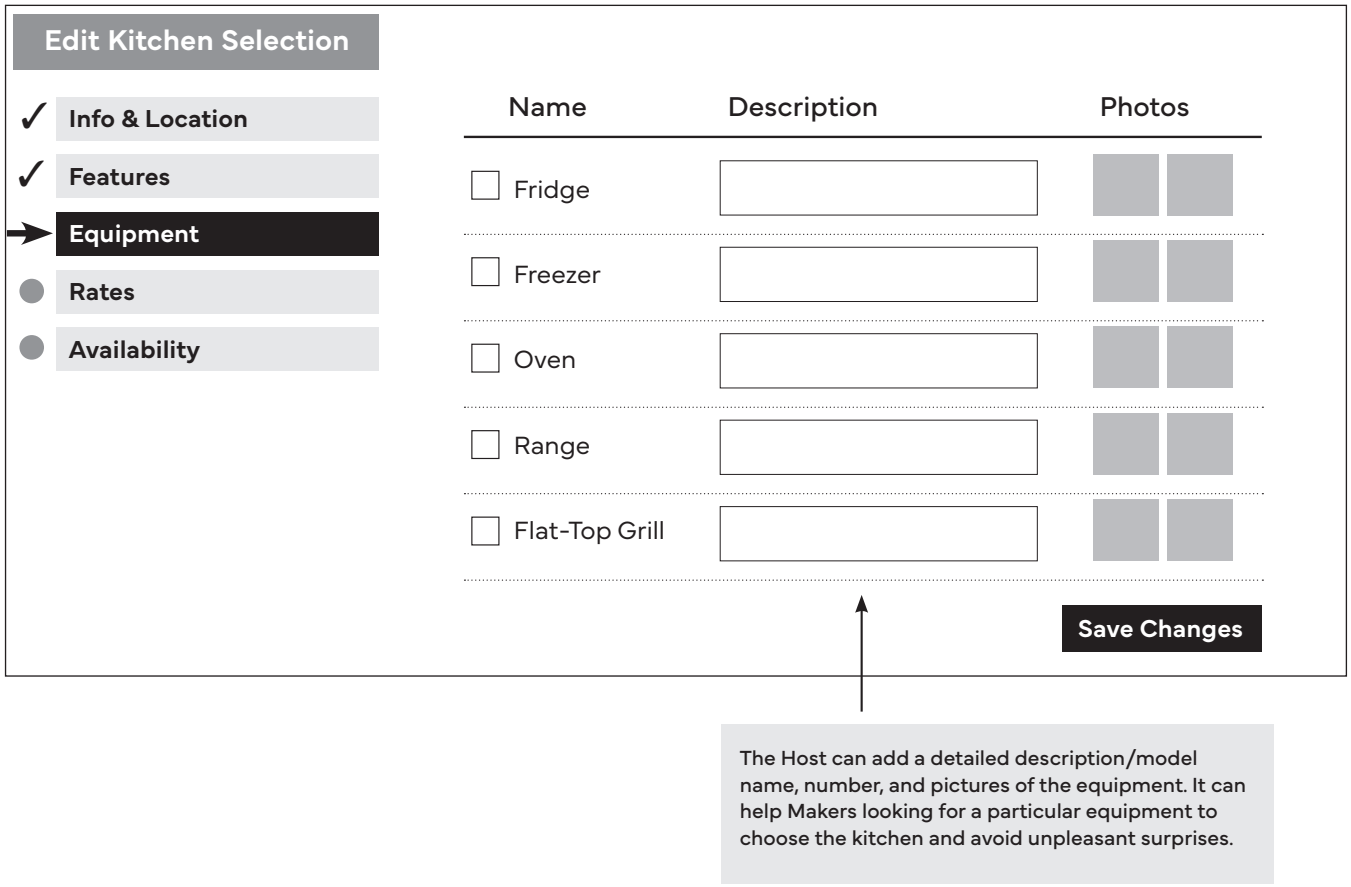


INITIAL CONCEPTS

DESIGNED BY: **Anna Genis**

NEW LISTING STRUCTURE

Low-Fidelity Wireframe

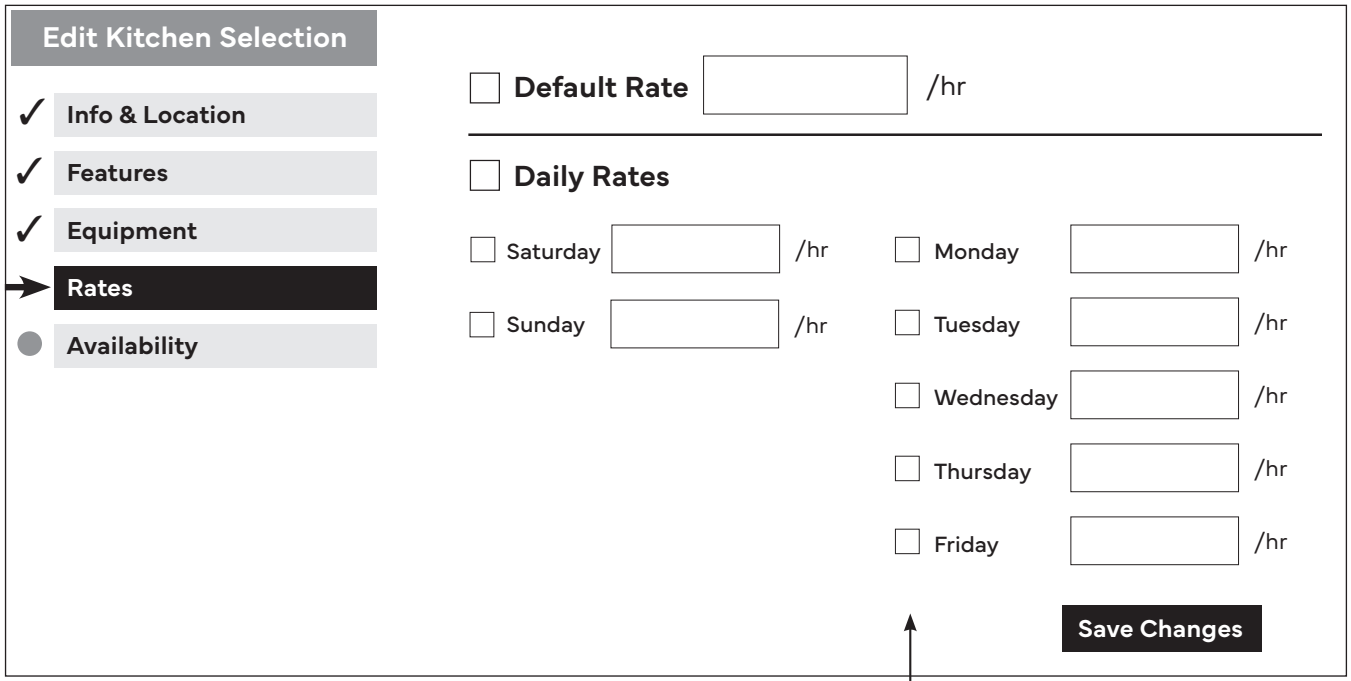


INITIAL CONCEPTS

DESIGNED BY: **Anna Genis**

NEW LISTING STRUCTURE

Low-Fidelity Wireframe



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

INITIAL CONCEPTS

DESIGNED BY: **Anna Genis**

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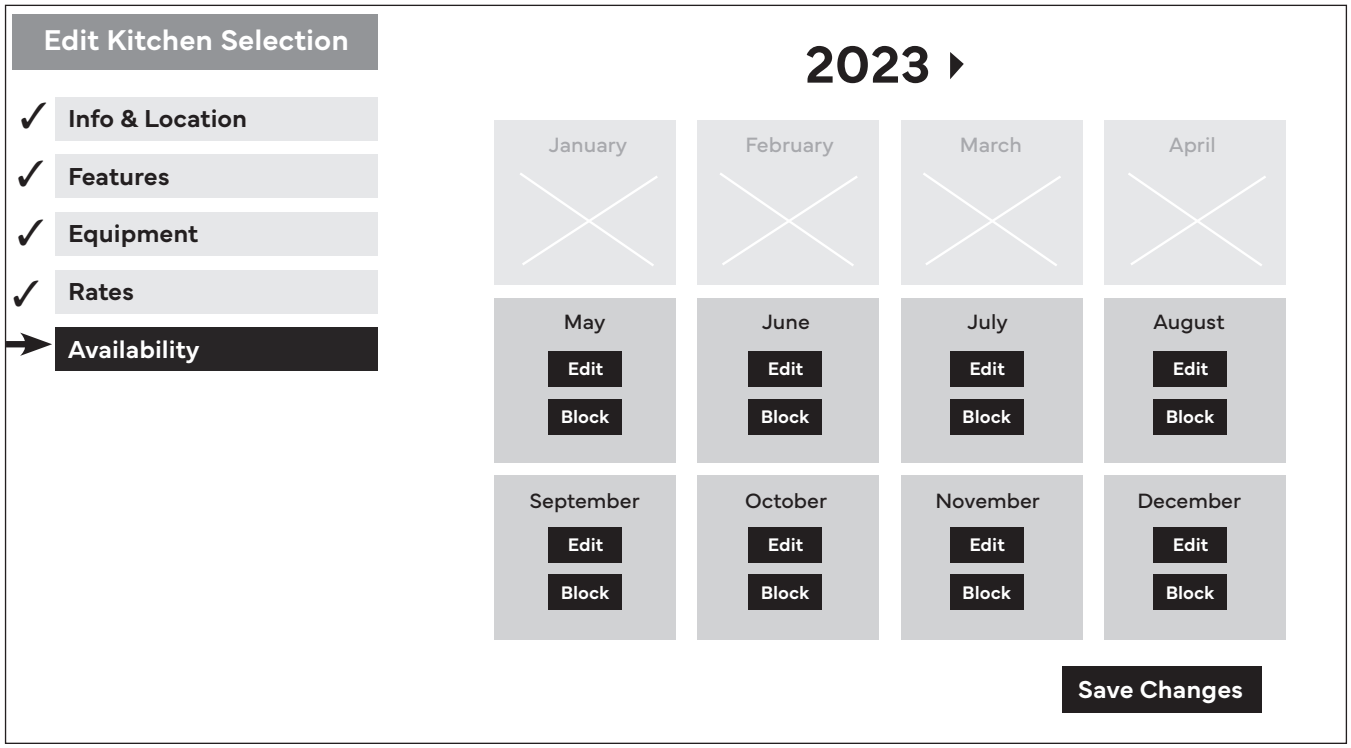
Low-Fidelity Wireframe



Calendar:

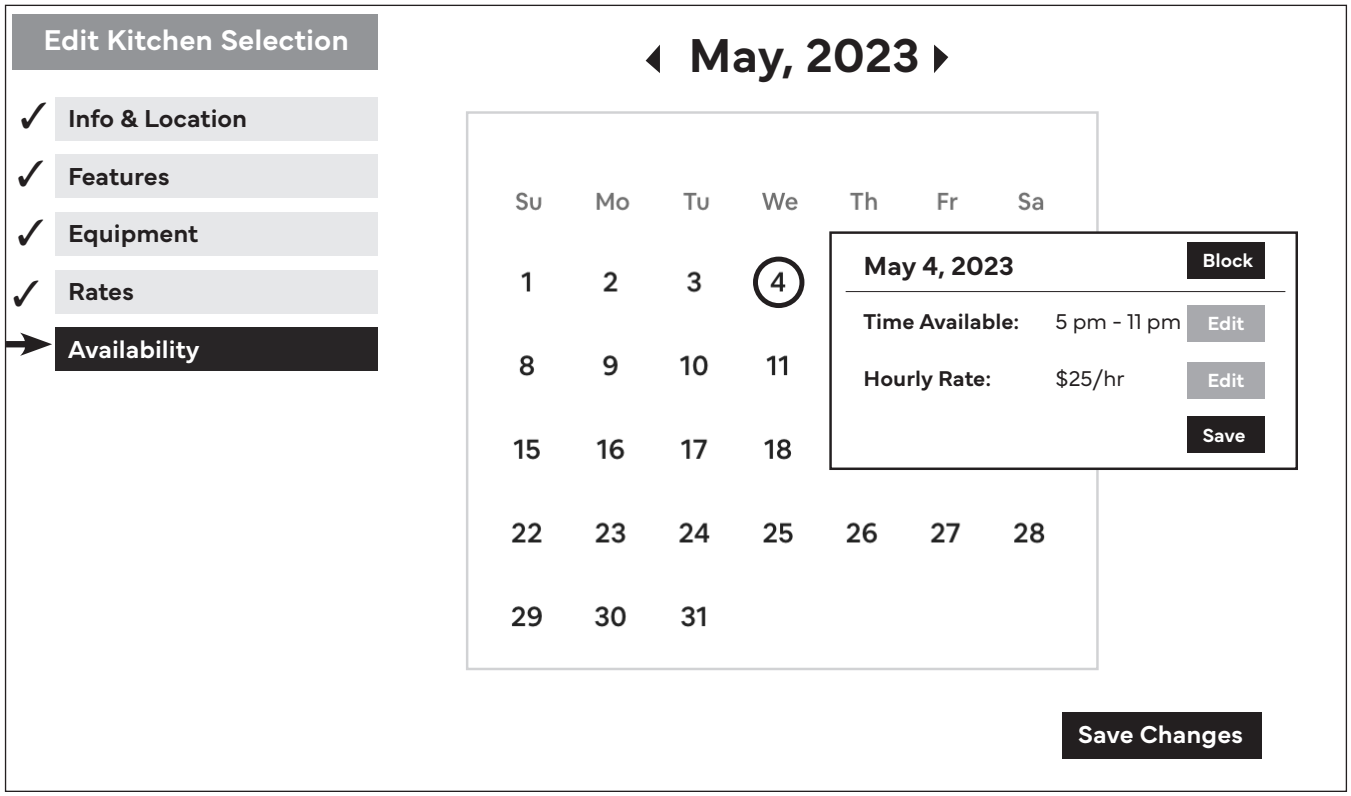
By default Syzl allows the Host to set availability for the remaining month of the current calendar year and the next one (in this case 2023 and 2024). When the Host starts the editing, all months are available by default. Seasonal businesses can block the whole month with 1 click.

INITIAL CONCEPTS

DESIGNED BY: **Anna Genis**

NEW LISTING STRUCTURE

Low-Fidelity Wireframe



Monthly Editing:

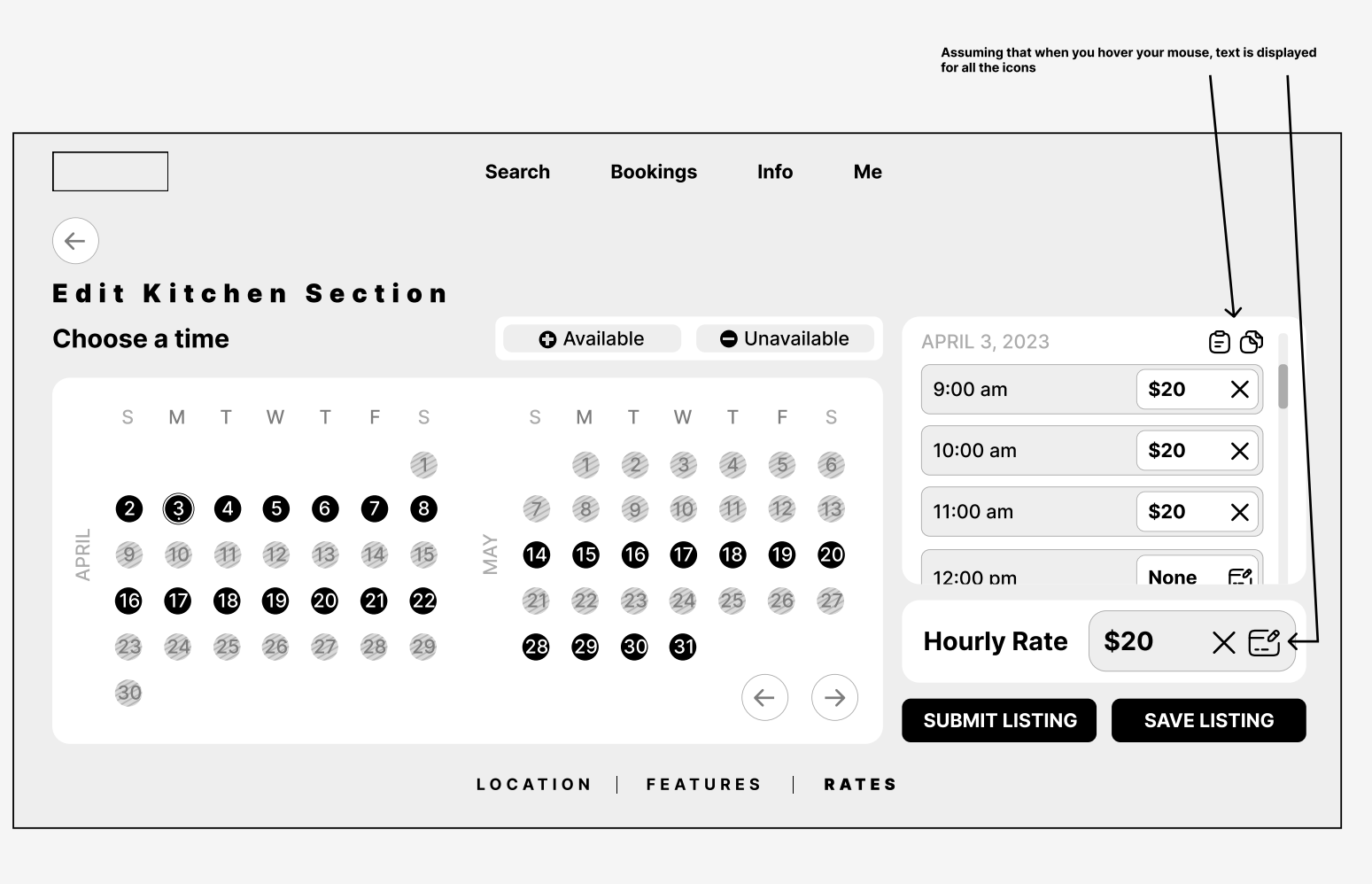
By default, Syzl will block all days outside specified in Hours of Operations.

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