

A woman is shown in a meditative lotus position, her eyes closed and hands resting on her knees in a mudra. She is surrounded by a bright, glowing aura of light particles, creating a sense of energy and focus. The background is a gradient of blue and purple, with a dense field of white and blue particles that resemble a digital or cosmic environment. The overall mood is serene and powerful.

UX & Business Model Innovation

Unleash your hidden potential



Grab an object

“ It is UX !”



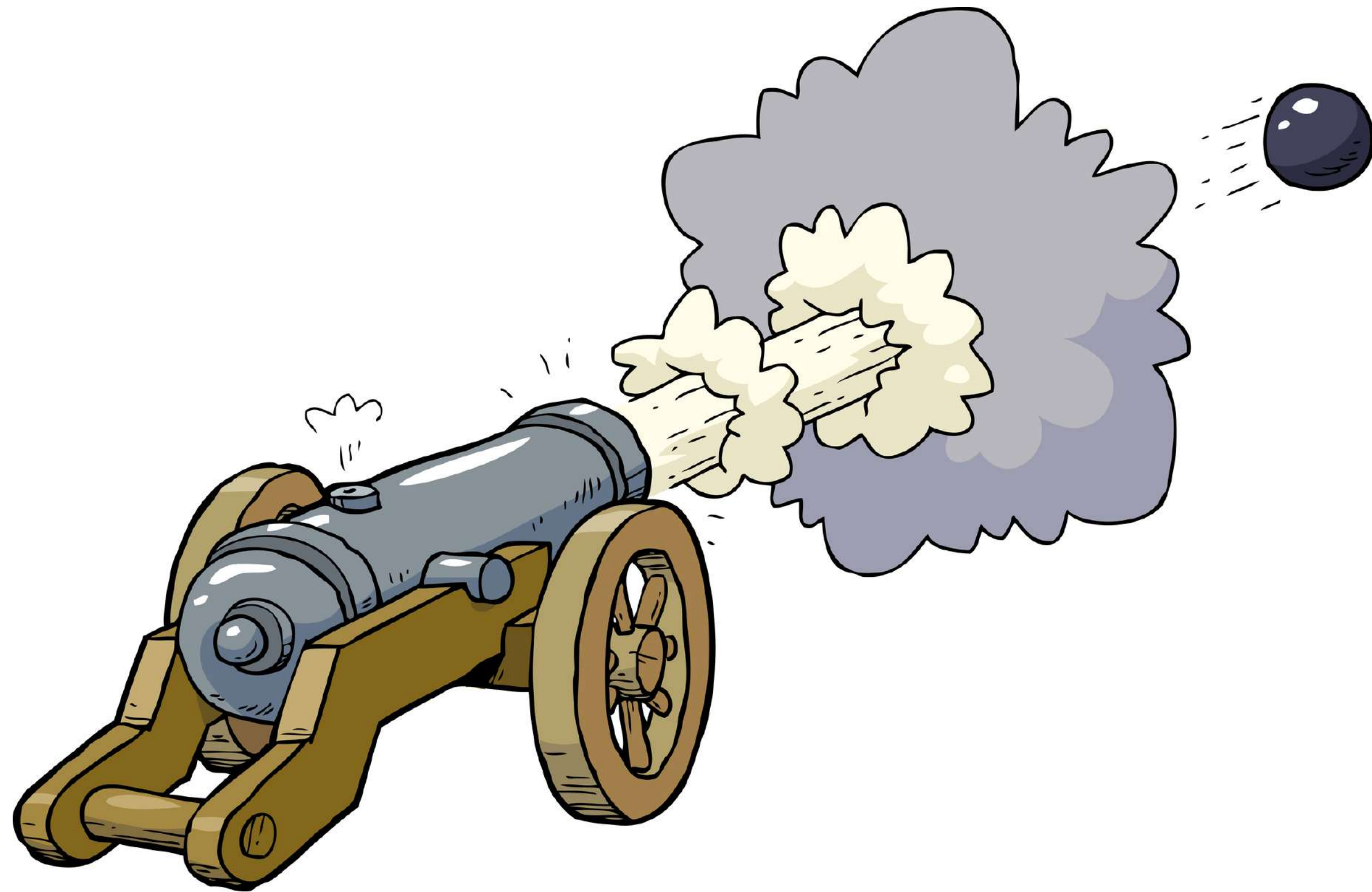
Invention / Creation = Innovation



Innovation is Problem Solving

創新 就是去解決問題

**How do you shoot a cannon
to its further distant ?**





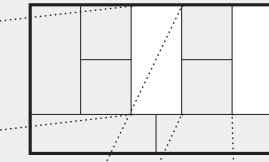
Idea / Products

Business model

Research / Understandings

Part 1

The Value Proposition Canvas

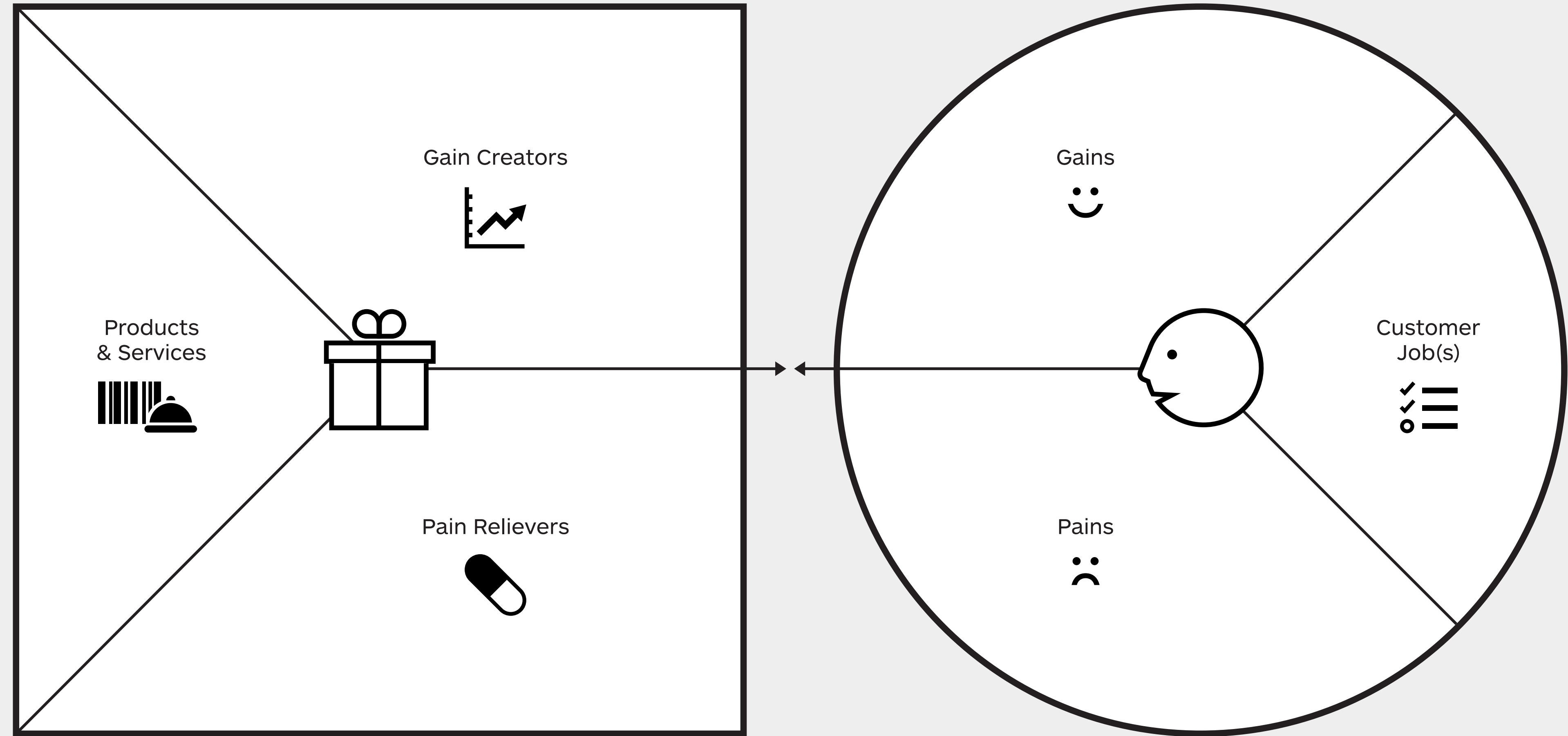


Value Proposition

Customer Segment

**Value
Proposition**

Canvas



Customer Jobs

Ask : Can you describe your _____ routine ?

Ask : Can you tell me your last time _____ experience ?

Ask : How do you _____ ? Tell me more

CUSTOMER JOBS

Call restaurants for
take away

Wait at the door to
pickup

Takes a walk or ride
to the restaurants

Takes a walk or ride
to the restaurants

Looks for cash. Collect
payme from colleague

Customer pains

Ask : What makes you hates _____ most ?

Ask : Tell me the challenges you have with _____ ?

Ask : Any bad experiences you ever had with _____ ?

CUSTOMER Pains

Restaurant doesn't pick up at rush hour

Time wasting to wait in front of the door

Take a long walk to the restaurant back and forth

Dont have hands to carry so many lunchbox

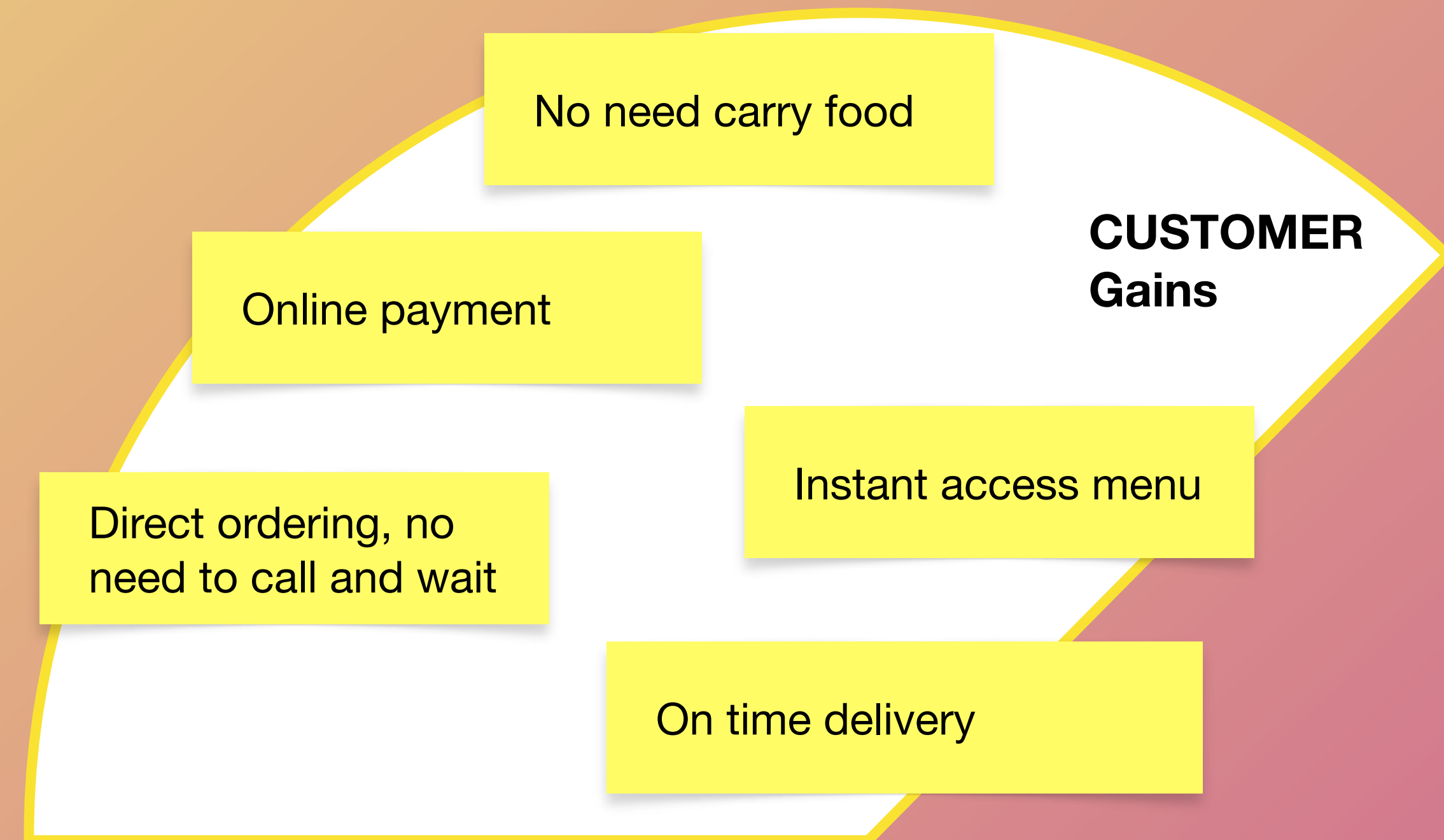
Getting lots of pennies for changes

Customer Gains

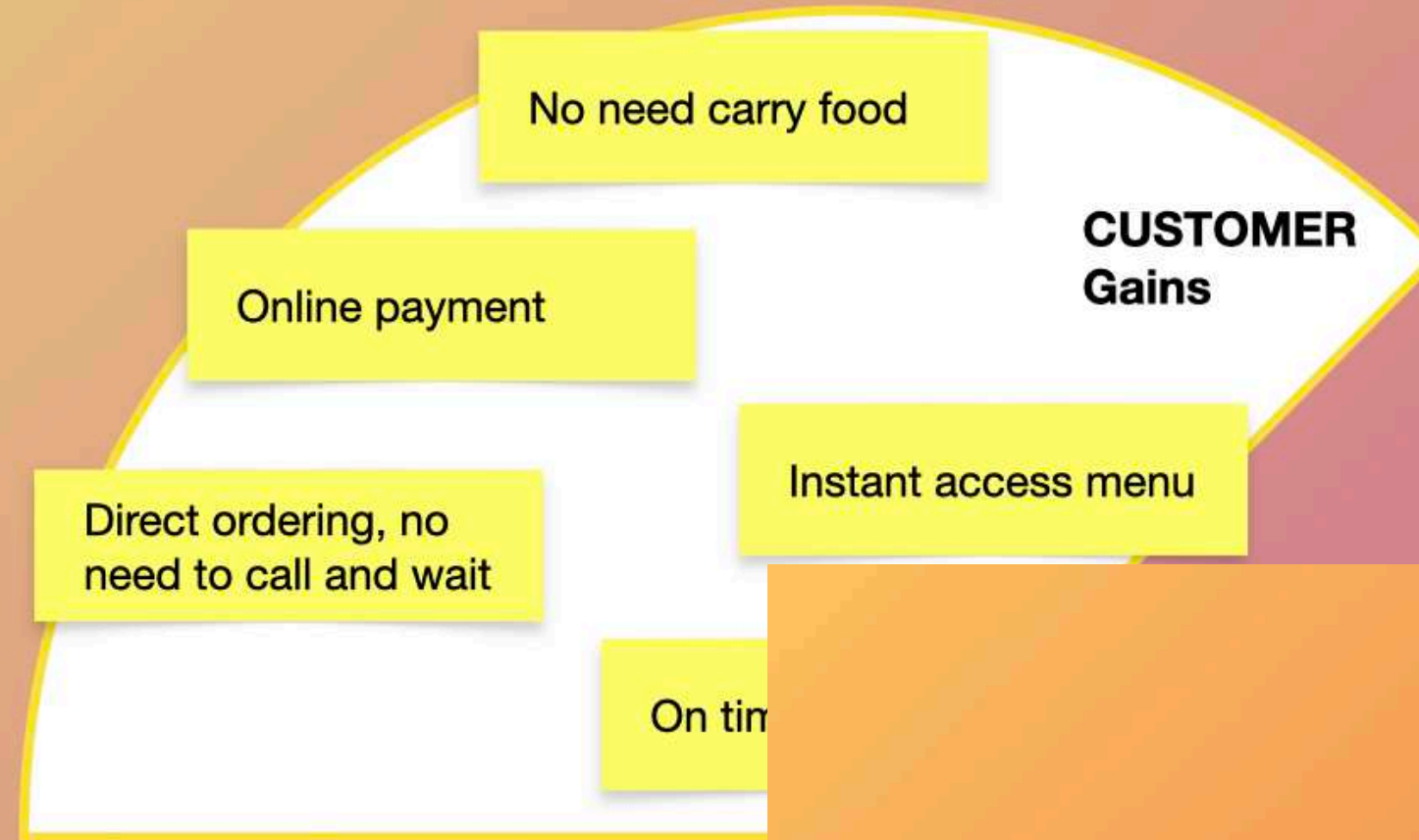
Ask : What can makes better in _____ experience ?

Ask : What is lacking in _____ ?

Ask : What is the most important for you in _____ ?



Customer Gains

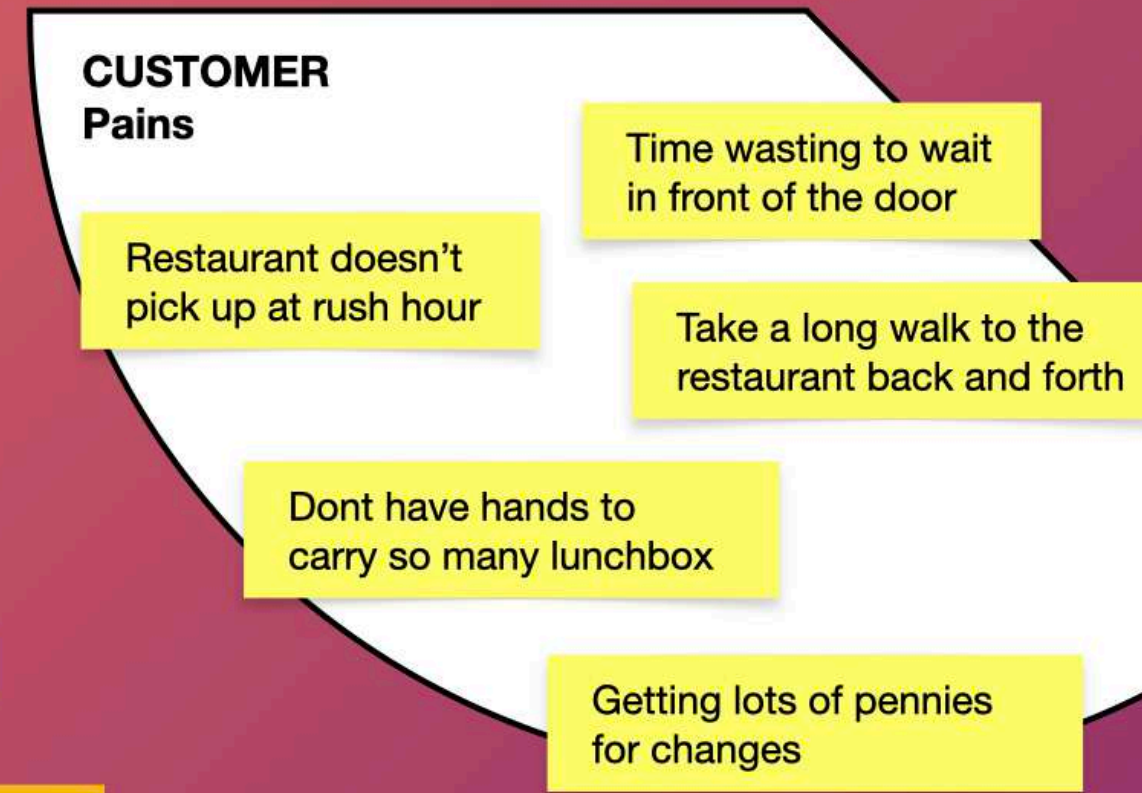


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Customer pains

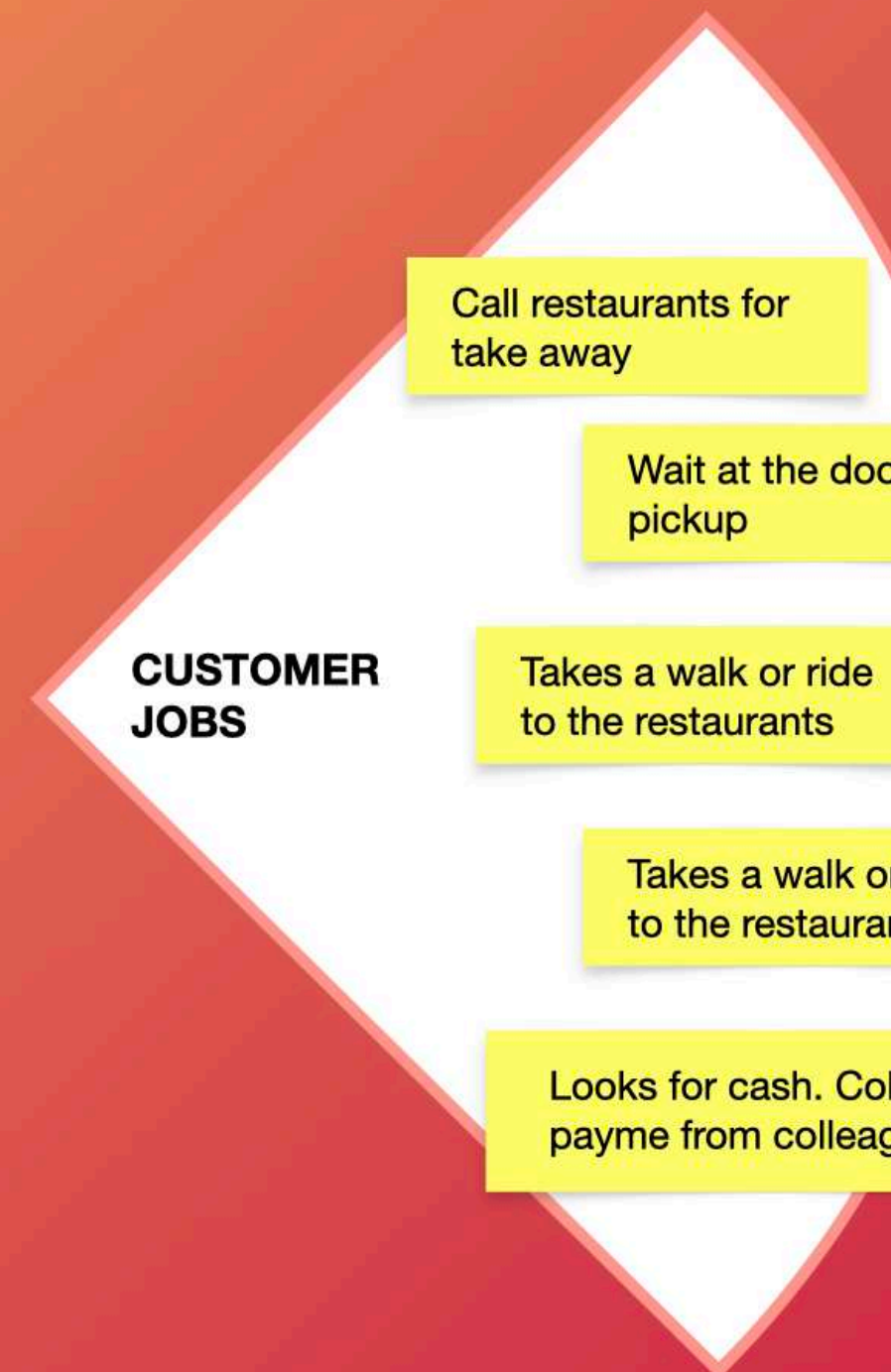


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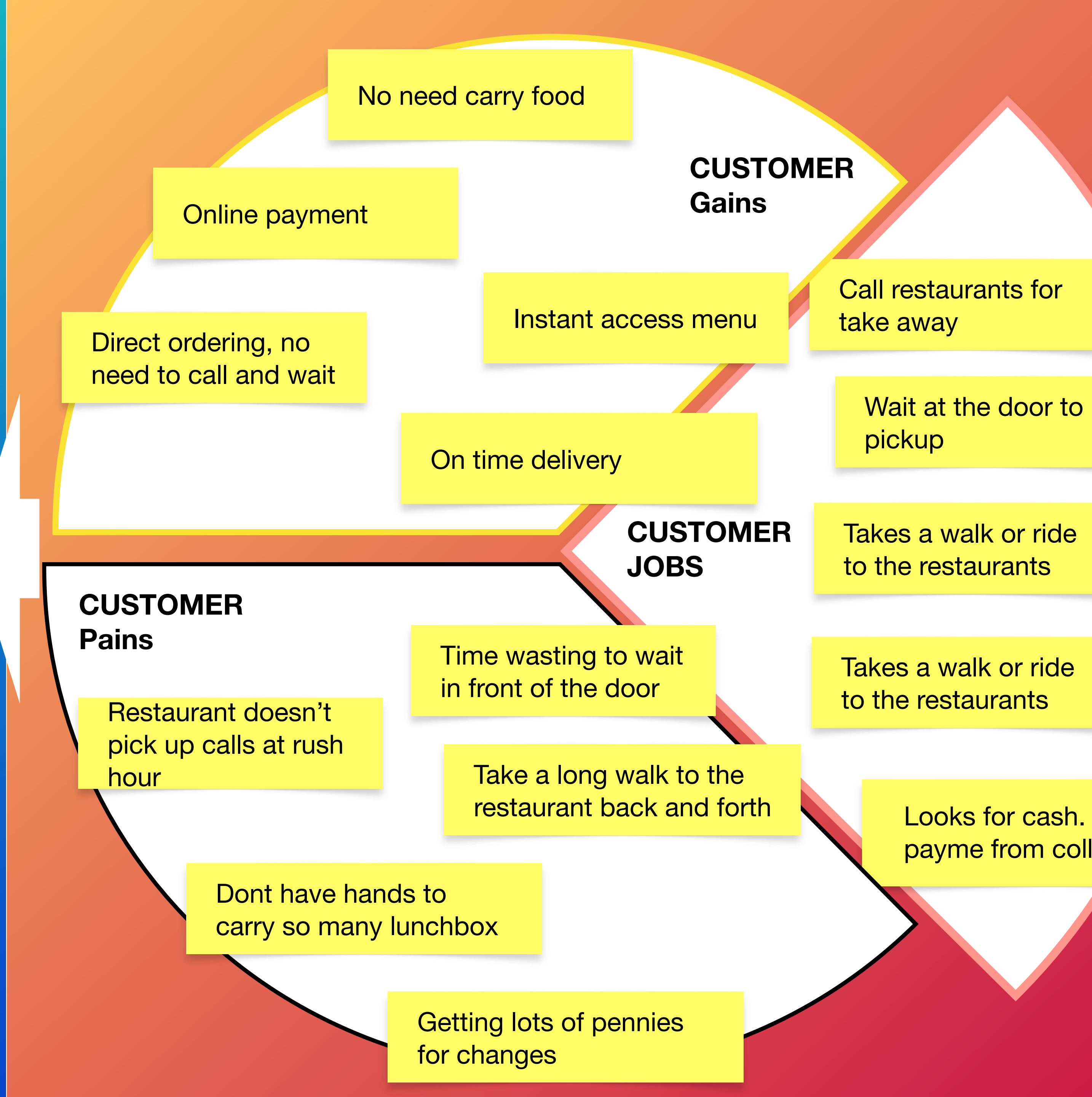
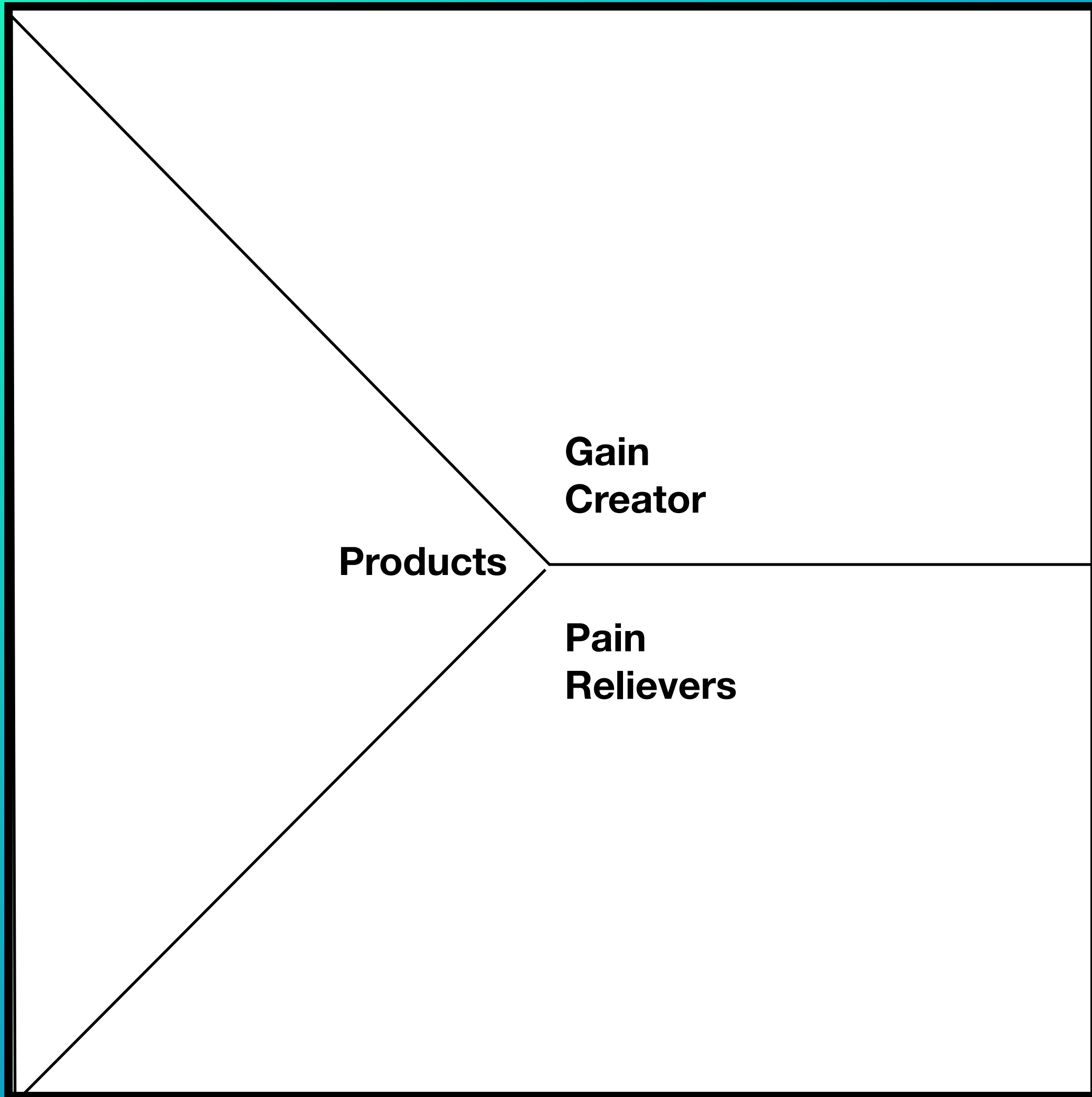
Customer Jobs

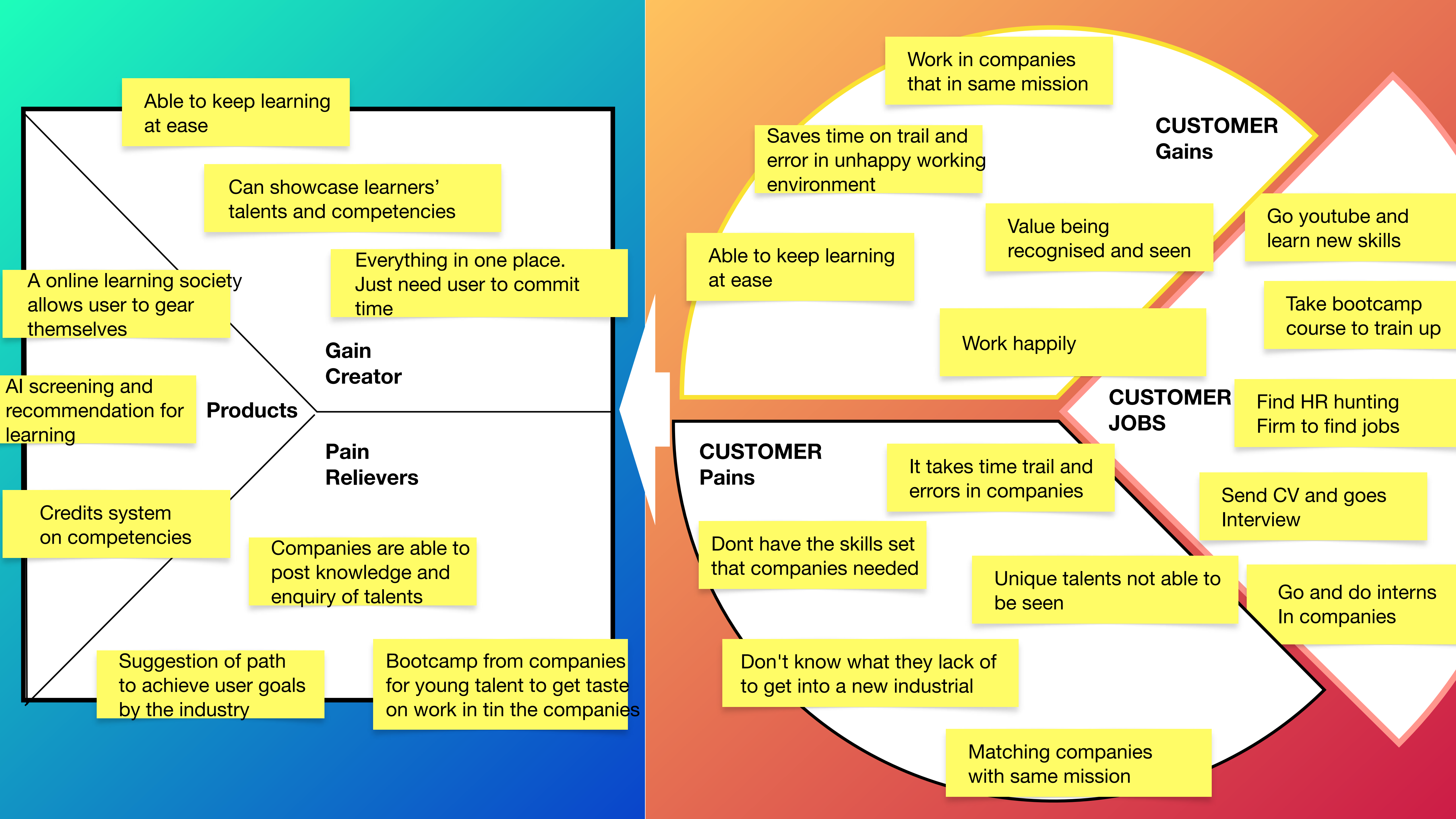


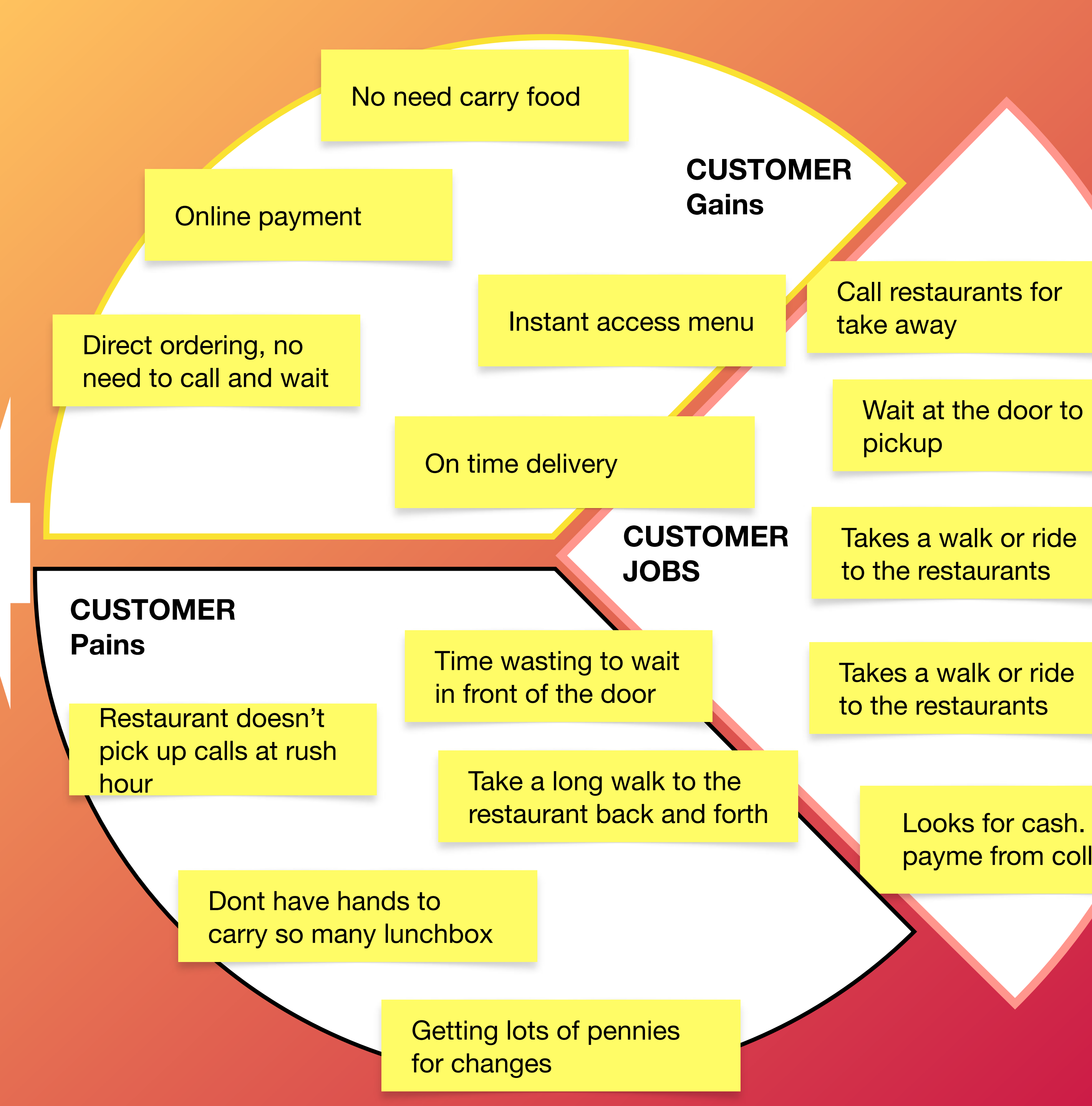
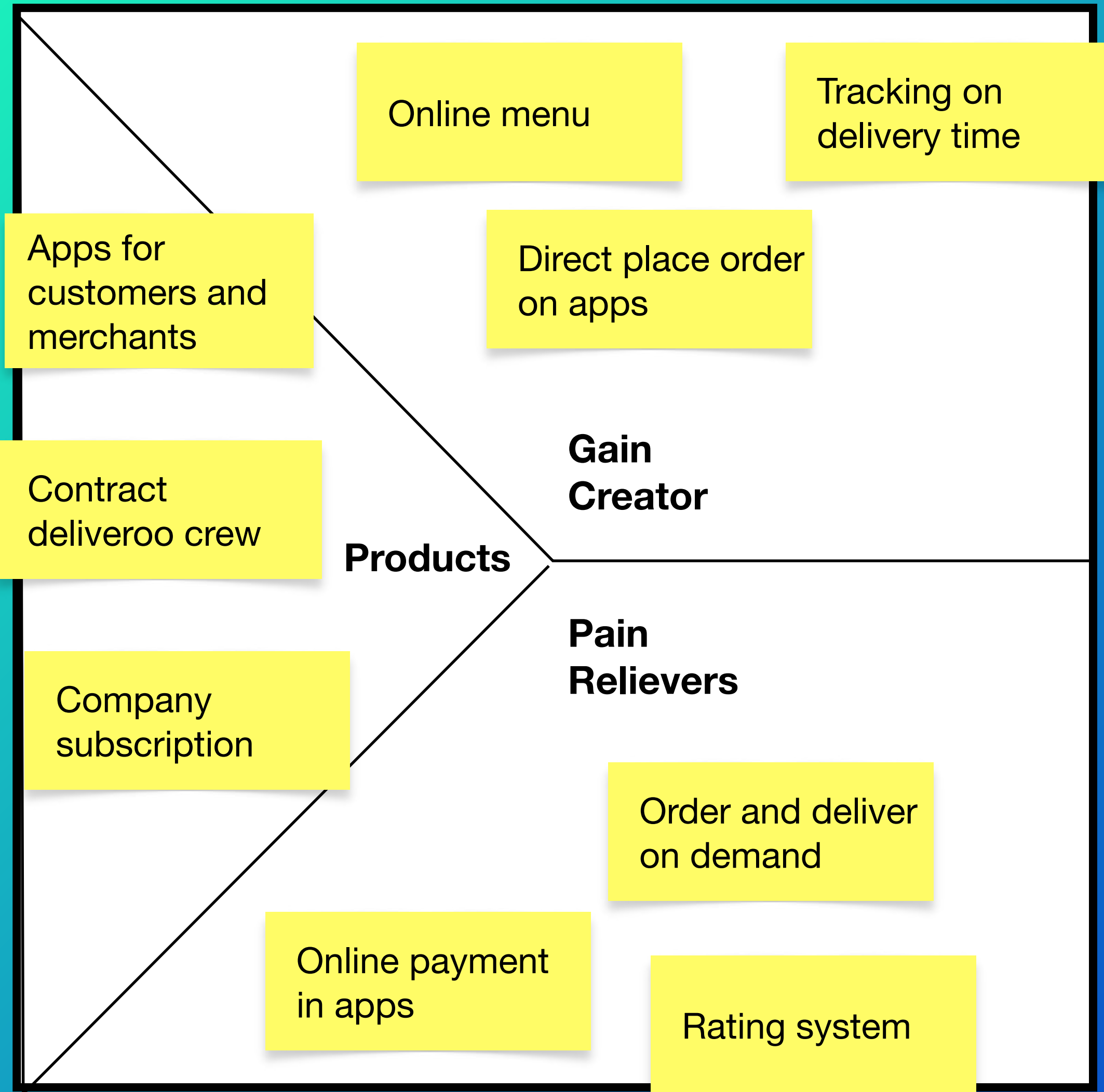
Ask : Can you describe your _____ routine ?

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Ask : How do you _____ ? Tell me more







Part 2



Idea / Products

Business model

Research / Understandings

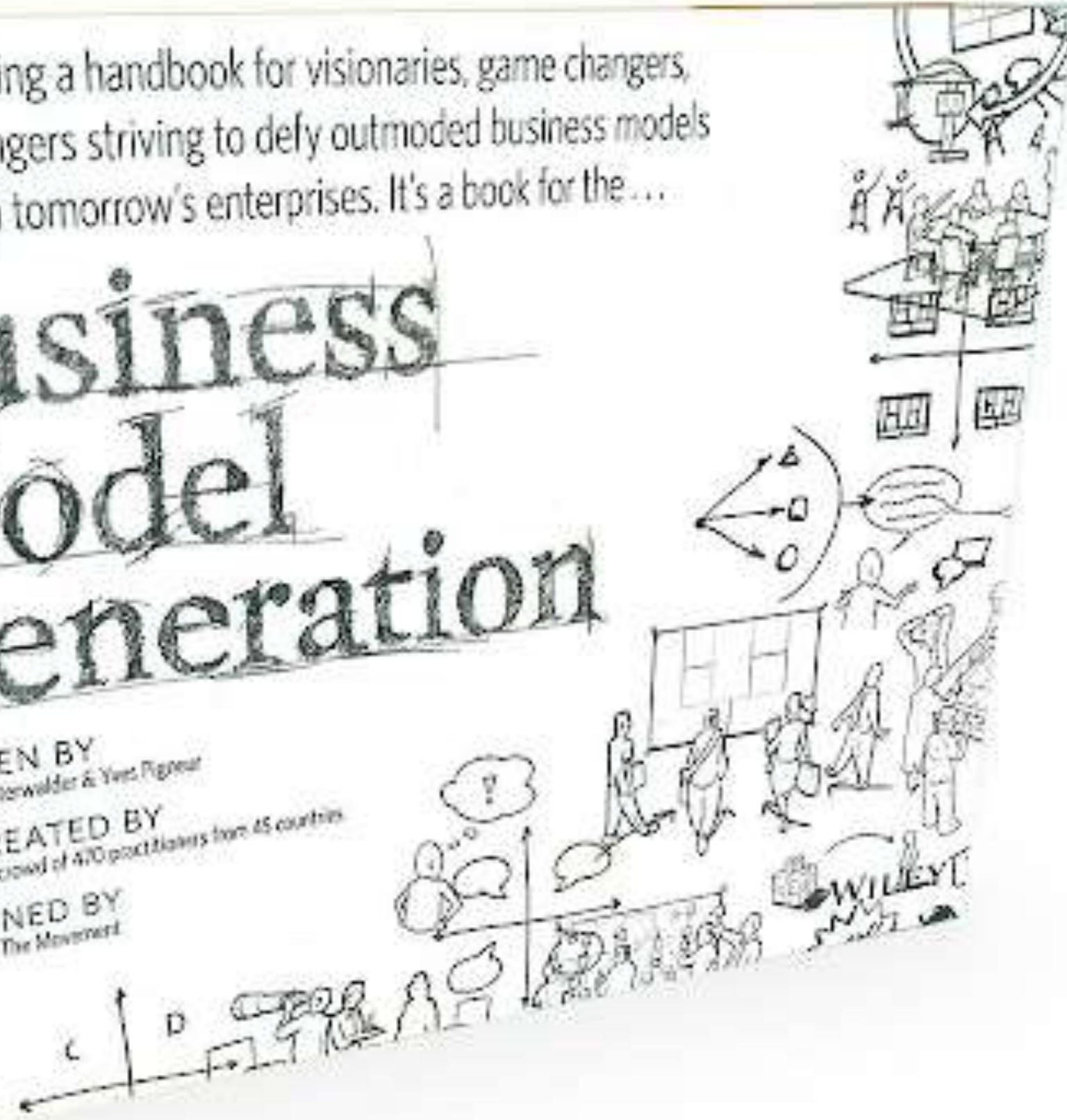
You're holding a handbook for visionaries, game changers,
and challengers striving to defy outmoded business models
and design tomorrow's enterprises. It's a book for the ...

Business Model Generation

WRITTEN BY
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY
An amazing crowd of 470 post-it notes from 45 countries

DESIGNED BY
Max Strub, The Movement



Business Model Generation Alexander Osterwalder

**I know !
I tried !
It didn't work !**





Locate at least 3 keys

“ Key success factors”



Business Model Canvas

KEY PARTNERS

KEY ACTIVITIES

UNIQUE VALUE
PROPOSITION

CUSTOMERS
RELATIONSHIPS

CUSTOMER
SEGMENTS

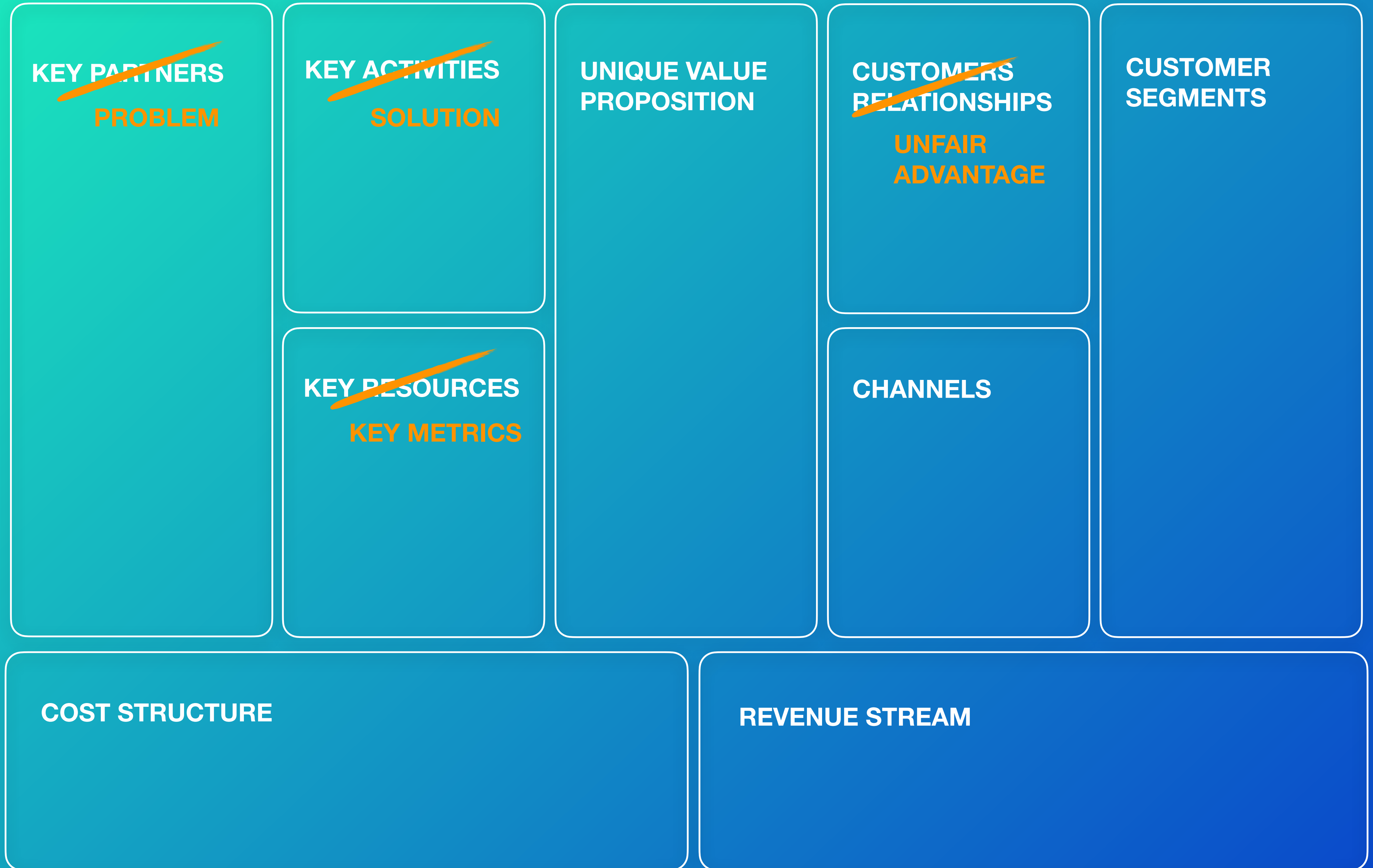
KEY RESOURCES

CHANNELS

COST STRUCTURE

REVENUE STREAM

Business Model Canvas



Lean Canvas

1. Order
2. Precise
3. Refine



PROBLEM

List your customers's top 3 problems

EXISTING ALTERNATIVES

List how these problems are solved



SOLUTION

Outline a possible solution for each problem



KEY METRICS

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



UNIQUE VALUE PROPOSITION

Single, clear, compelling message that turns on unaware visitor into an interested prospect

HIGH-LEVEL CONCEPT

List your X for Y analogy (eg. YouTube = Flickr for video)



UNFAIR ADVANTAGE

Something that can not be easily copied or bought



CHANNELS

List your path to customers



CUSTOMER SEGMENTS

List your target customers and users

EARLY ADOPTERS

List the characteristics of your ideal customers



COST STRUCTURE

List your fixed and variable cost



REVENUE STREAM

List your source of revenue

Lean Canvas

1. Order
2. Precise
3. Refine



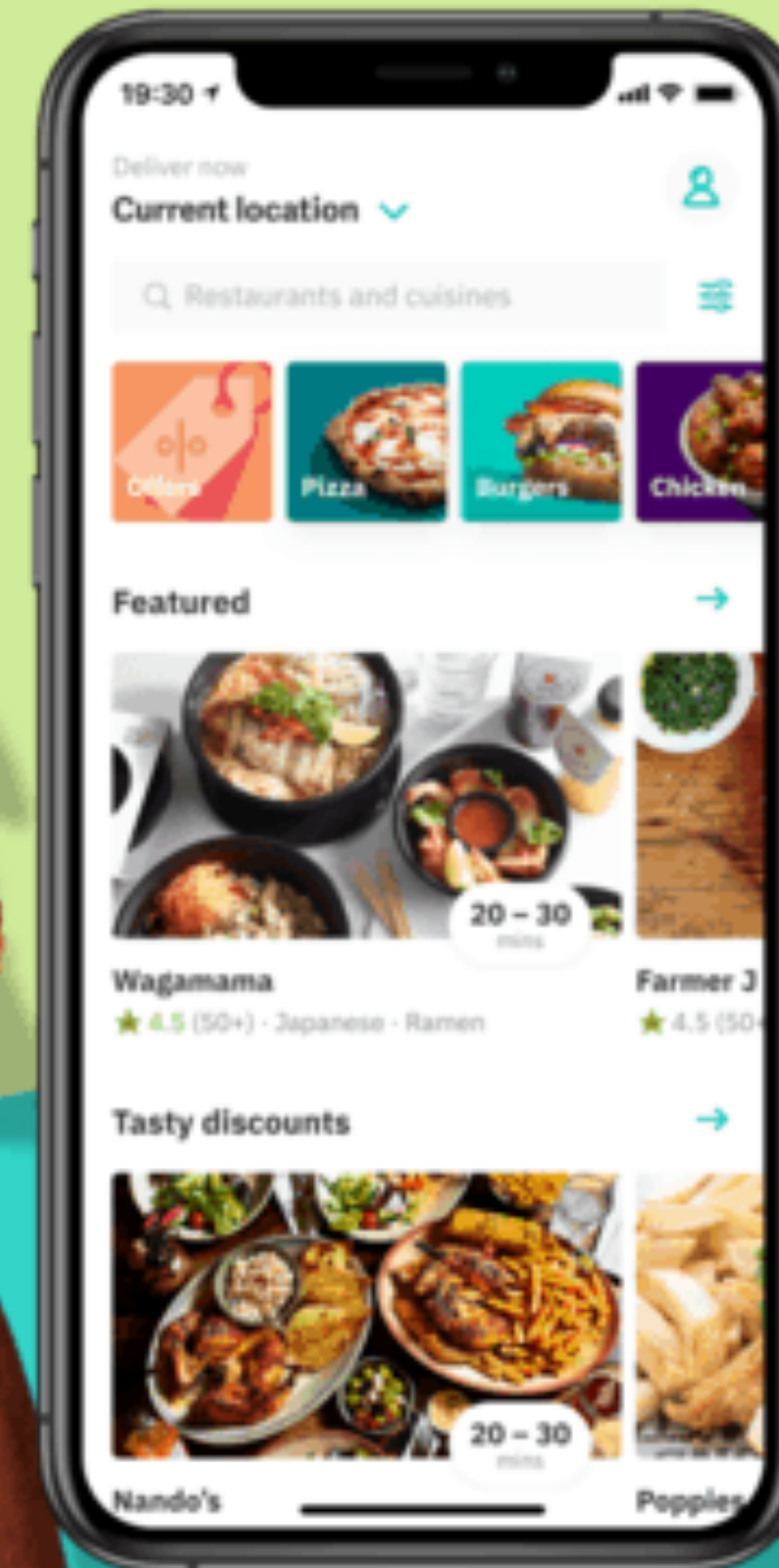
Deliverloo

A Case study

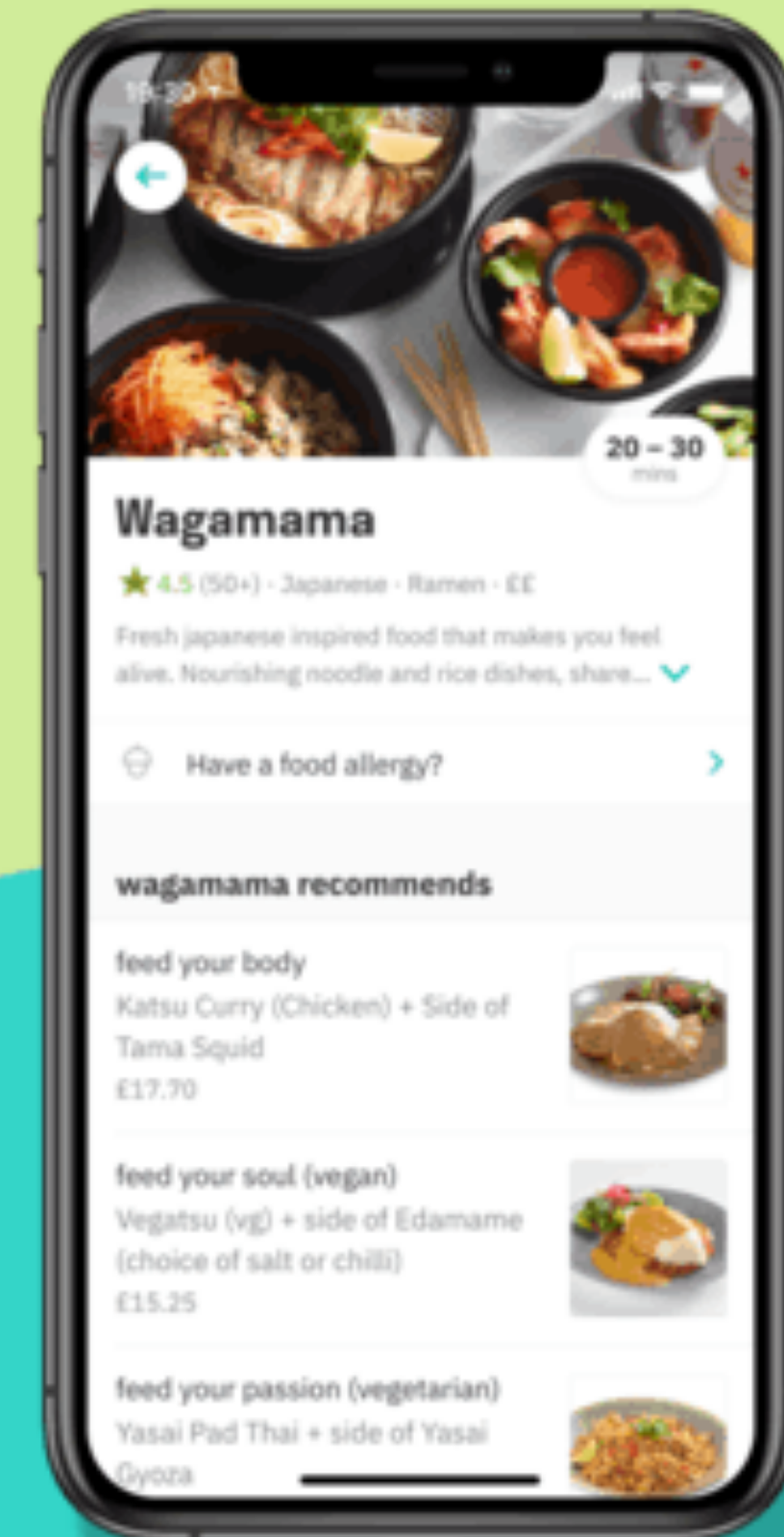
restaurant food,
delivered



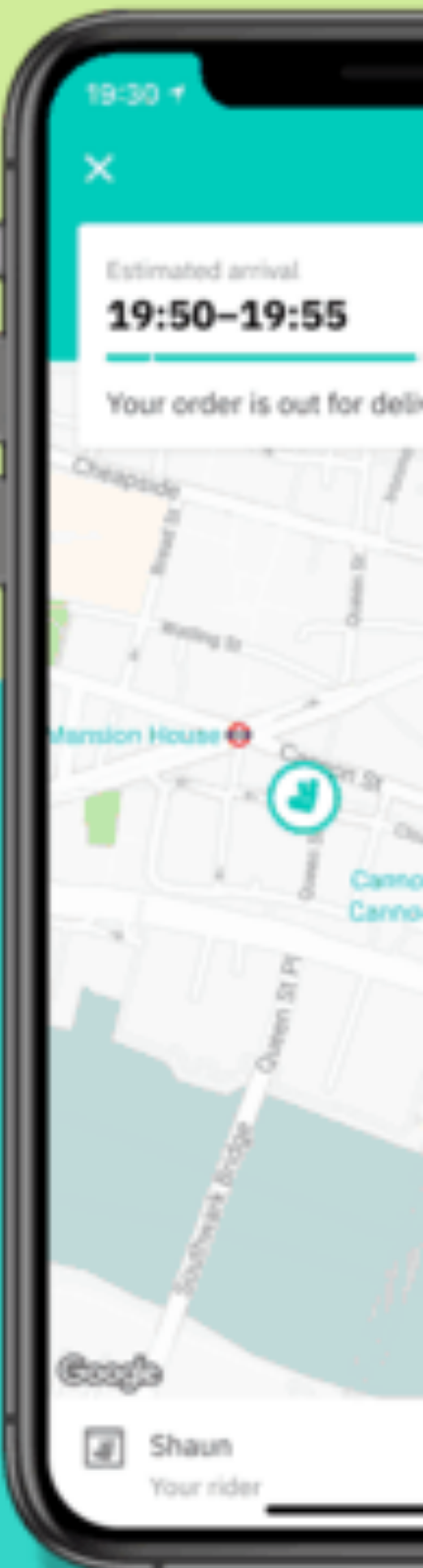
quickly browse great
restaurants near you



tap and add an item.
And another...



track your order
your door



1

CUSTOMER SEGMENTS

Generated from persona

User design research



CUSTOMER SEGMENTS

List your target customers and users

People like stay at home

Office workers

Company Teams

EARLY ADOPTERS

List the characteristics of your ideal customers

Drunk people at night



Deliveroo was founded in 2013 by American entrepreneurs William Shu and Greg Orlowski

2

PROBLEM

Nice to solve / Must solve

Pain in the ass

Can be tiny and smalls



PROBLEM

List your customers's top 3 problems

Ppl too busy to go out for dining

Booking and queue wait too long at restaurants

Difficulties to find seats for large group of people for dining

Small restaurant doesn't have resources of logistic deliver

EXISTING ALTERNATIVES

List how these problems are solved

Self-pick up at restaurants

Employ an assistant for help



3

REVENUE

REVENUE STREAM

List your source of revenue

Fix deliver cost from user

Subscription plan Deliveroo Plus

25-30% commission on every order

Deliveroo for business

Price model

How to generate recurring income

Where does income comes from ?



4

SOLUTIONS

That solves the problem

Can be easy or simple fixes

Good ones overcome challenges

SOLUTION

Outline a possible solution for each problem

Online ordering with deliver service

Door to door order on demand services

Flexible contractor for delivery

Bulk purchase for company delivery

~~Online listing market place for food order~~

~~Online queening for ppl to wait for restaurants~~



5

UNIQUE VALUE PROPOSITION

What value generated for users & partners ?

Uniqueness of your products

Different between alternatives

UNIQUE VALUE PROPOSITION

Singe, clear, compelling message that turns on unaware visitor into an interested prospect

All in one app ordering

Order tracking

Online credit card payment

Very low cost on maintaining logistic staff

HIGH-LEVEL CONCEPT

Deliveroo is like hiring your personal clerk for food catering service, but it is in a much cheaper cost, more reliable and always on demand

6

CHANNELS

What value generated for users & partners ?

Uniqueness of your products

Different between alternatives



CHANNELS

List your path to customers

Deliveroo apps

Business apps

Social Media

Partners stores

Email marketing



7

KEY METRICS

Measurable success

Along with time

What you want to achieve ?



KEY METRICS

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

No. Users signed up

no. restaurant on list

no. of active couriers

Orders completed daily

Revenue growth monthly

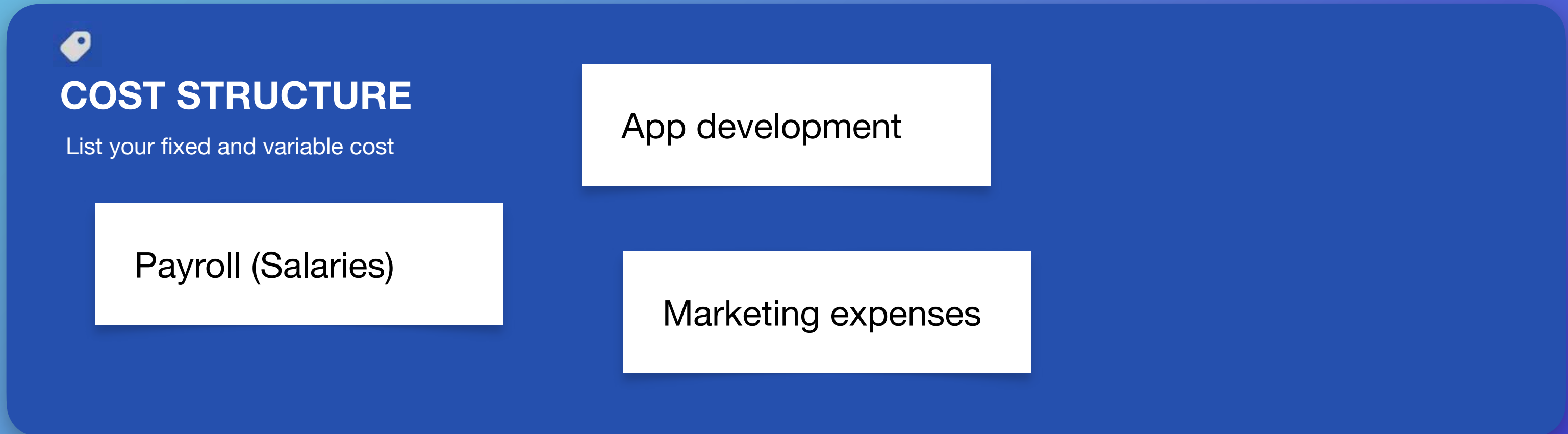
8

COST STRUCTURE

Fix and variable cost

Asset

+ / - and scale



	Product ID	Images	Product Name	Type	Price	Colors	Style	Location	Barcode
1	1000001	Attachment	The High Street	Bag	\$120.00	Burgundy, Sundown Ash, Navy Blue	Women	Zone A - Shelf 1	00921138
2	1000002		The Church Road	Bag	\$200.00	Sundown Ash, Dessert Brown, Burgundy	Women	Zone A - Shelf 3	0096619474318
3	1000003		The London Road	Bag	\$250.00	Navy Blue, Forest Green, Indigo	Women	Zone A - Shelf 2	0096619723829
4	1000004		The Manor Road	Scarf	\$60.00	Wool White	Women	Zone B - Shelf 2	0096376182637
5	1000005		The Church Lane	Scarf	\$60.00	Burgundy, Dessert Brown	Women	Zone B - Shelf 1	00961251739563
6	1000006		The Park Avenue	Head Accessory	\$80.00	Dessert Brown, Sundown Ash	Unisex	Zone C - Shelf 2	00956382
7	1000007		The Station Road	Bag	\$100.00	Dessert Brown, Burgundy, Navy Blue	Men	Zone A - Shelf 2	00973618395
8	1000008		The Victoria Road	Bag	\$230.00	Dessert Brown, Navy Blue, Forest Green	Men	Zone A - Shelf 3	0097626124
9	1000009		The Queens Road	Scarf	\$60.00	Burgundy	Men	Zone B - Shelf 2	009475384
10	1000010		The Grange Road	Head Accessory	\$85.00	Sundown Ash	Men	Zone C - Shelf 1	0096236432747232
11	1000011		The Main Street	Bag	\$85.00	Burgundy, Dessert Brown, Navy Blue	Children	Zone A - Shelf 2	0097626534
12	1000012		The Oxford Street	Bag	\$115.00	Forest Green, Indigo, Sundown Ash	Children	Zone A - Shelf 3	0097734854385443
13	1000013		The Park Road	Blanket	\$65.00	Burgundy, Forest Green, Dessert Brown	Dogs	Zone D - Shelf 1	00972364632

9

UNFAIR ADVANTAGE

What makes you wins ?

Your barriers / Hills have overcome

Competitor not able to copy or obtain



UNFAIR ADVANTAGE

Something that can not be
easily copied or bought

Restaurant networks

Existing deliver crews

The Business Model Canvas

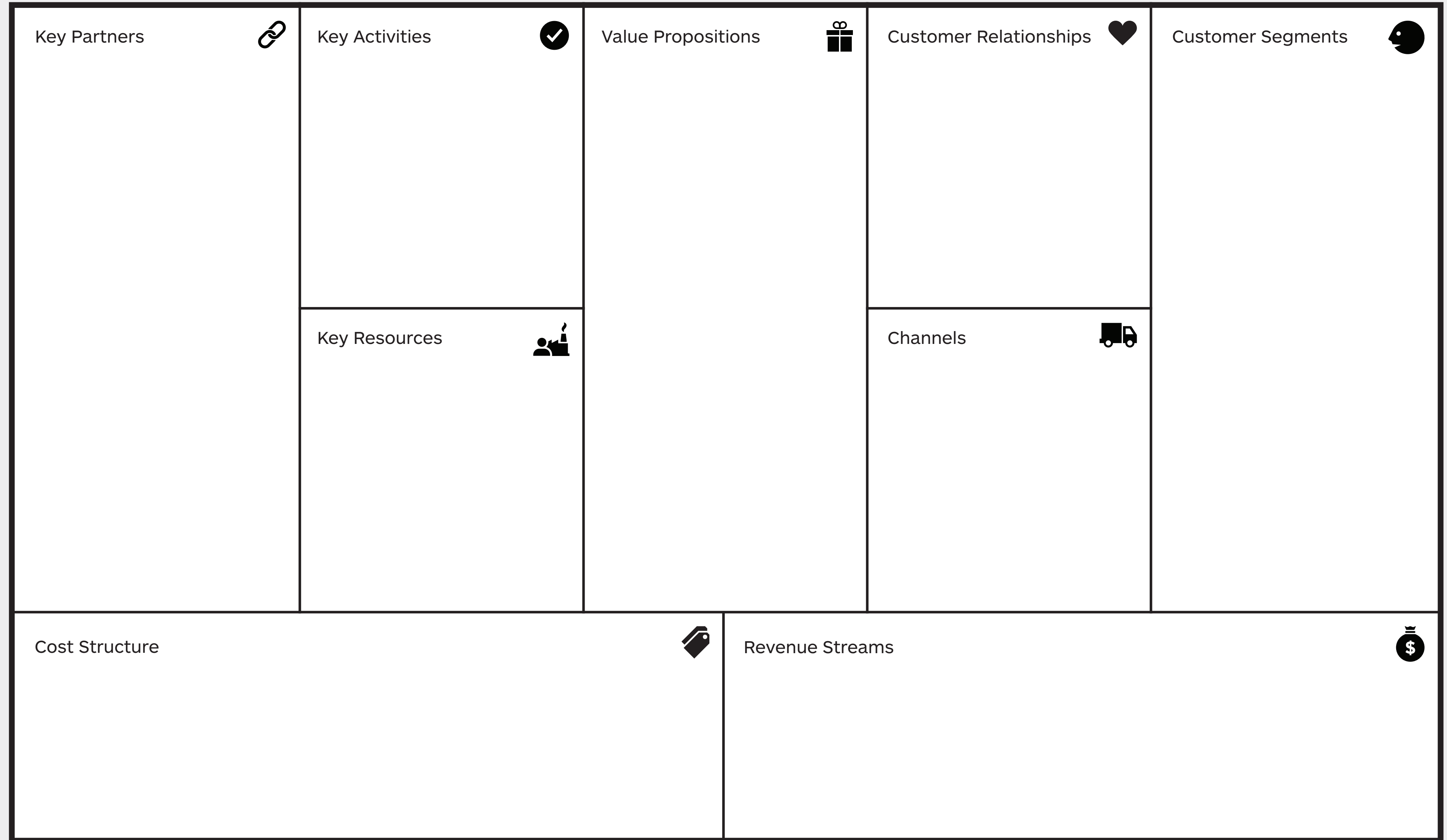
Designed for:

Designed by:

Date:

Version:

Your
Canvas



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DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

Lean Canvas

1. Order
2. Precise
3. Refine



Part 4

Present your idea

Presentation pitch

Business summary

Business 1-liner

Presentation pitch

Business summary

Business 1-liner

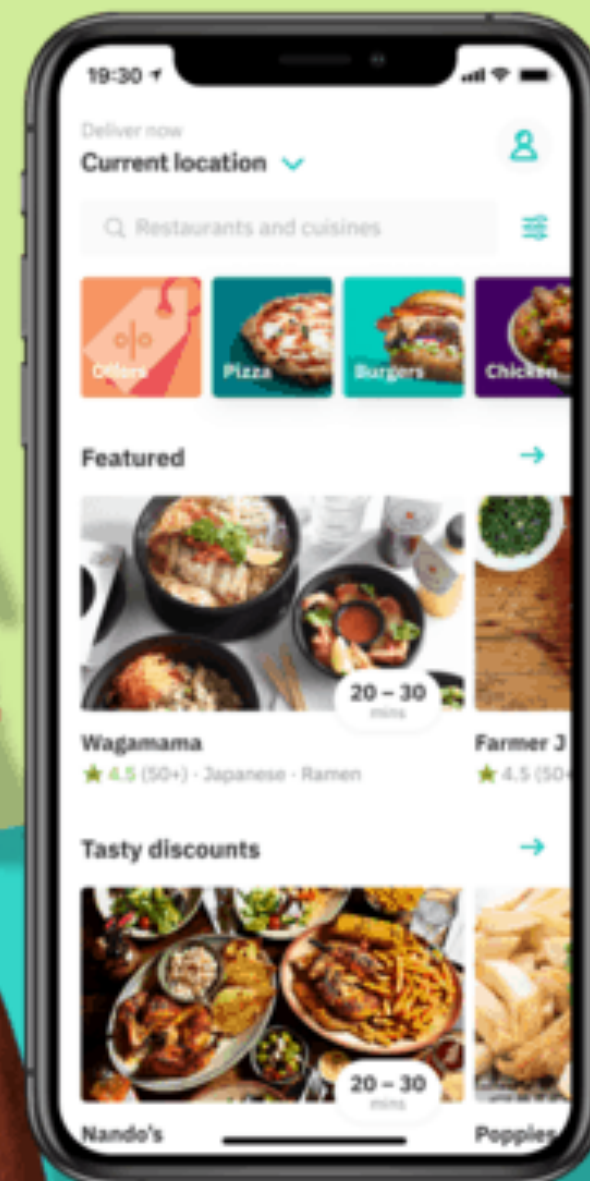
Deliveroo

Deliveroo is an online food delivery service that partners up with other restaurants to deliver food to customers on demand.

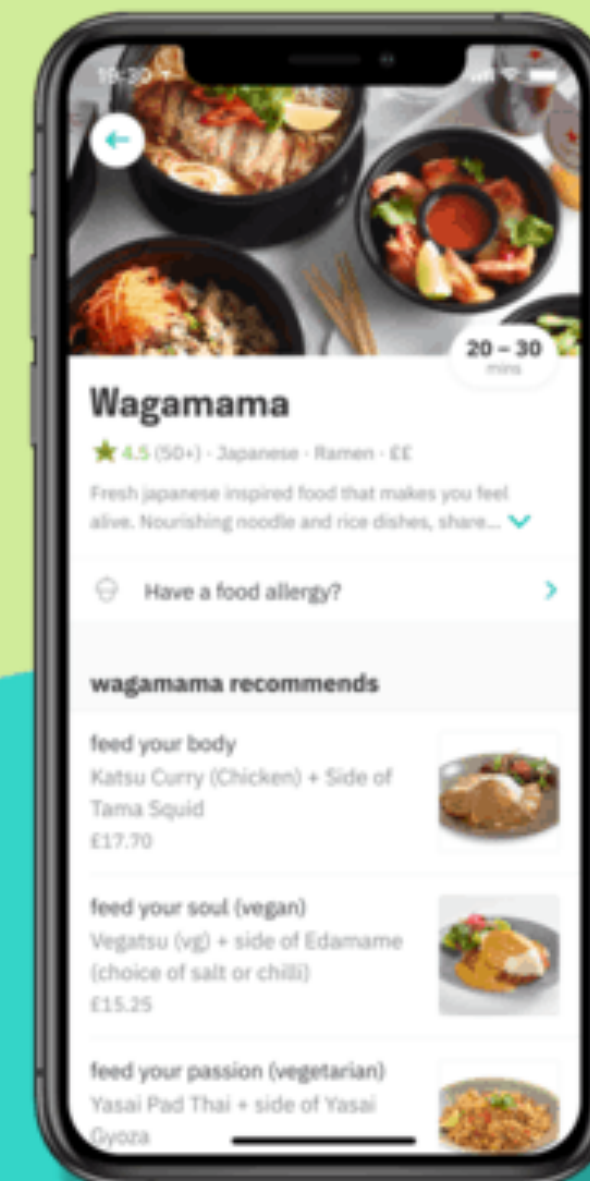
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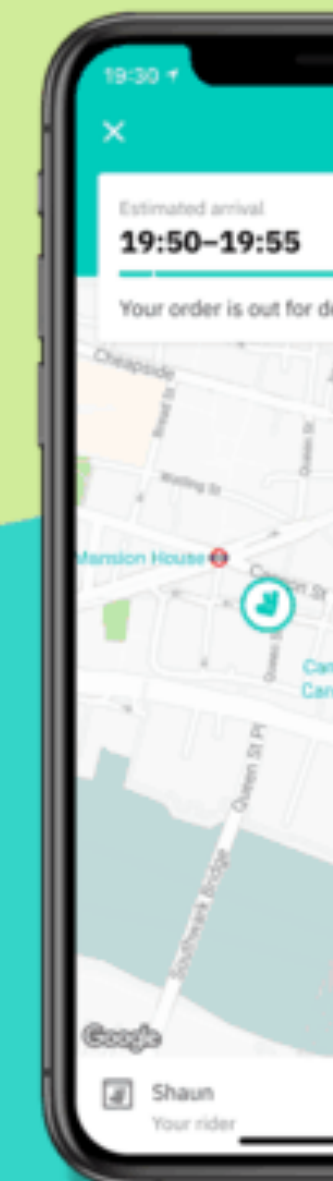
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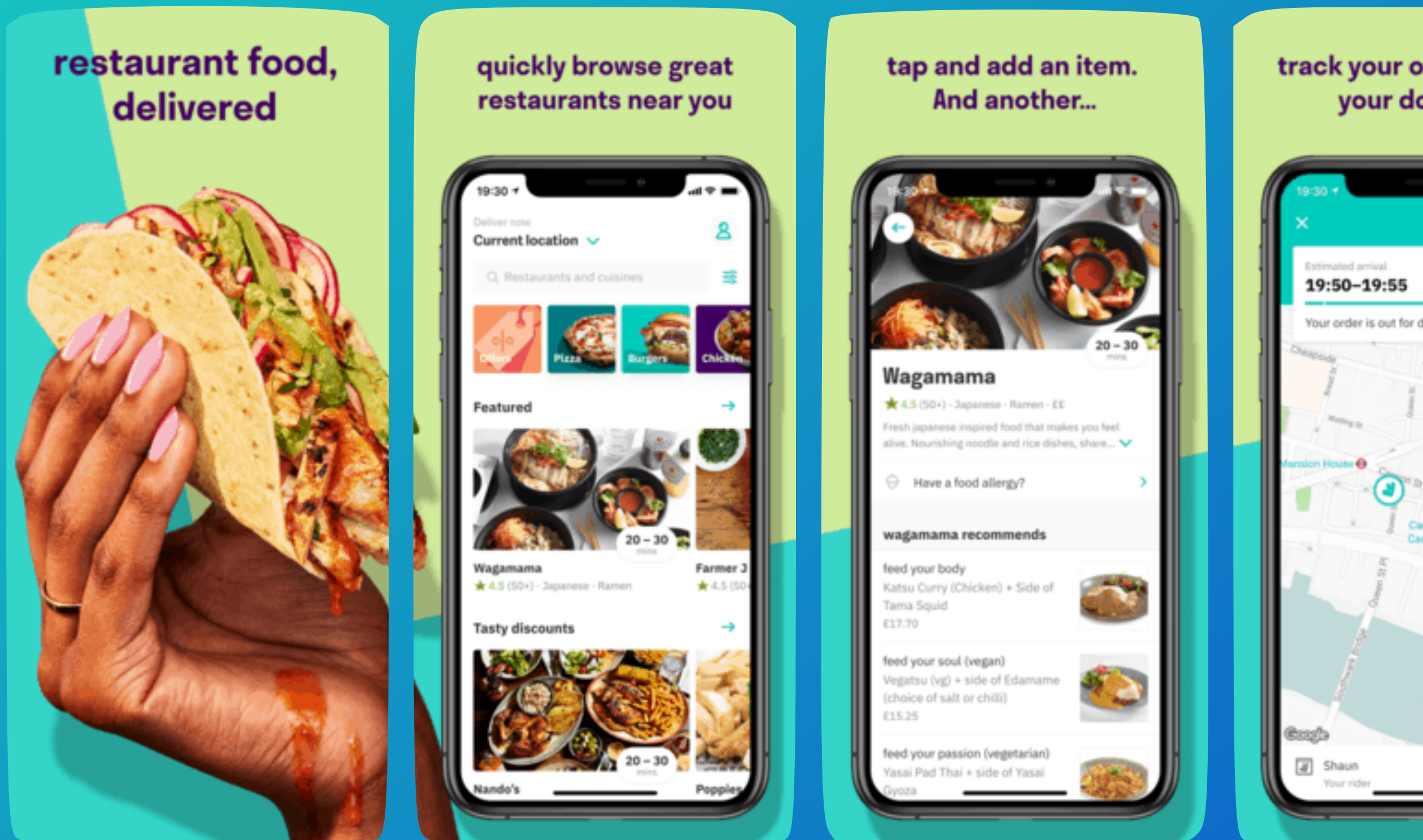
(what)

Deliverloo

(how)

Deliveroo is an online food delivery service that partners up with other restaurants to deliver food to customers on demand.

(benefits)



Sink or Swim.

SHARK TANK



Summary of learnings

What is Innovation & UX ?

- Innovation and UX is all about problems solving of what users/customers perceived
- Is a thinking process and doing process
- A belief of "There are better solutions !"

Business model canvas

- Tools - The way of using the tools (How)
- Methodologies - Co-designing , Value proposition canvas
- Order . Precise . Refine

Why some innovations work better ?

- Present and collect feedbacks
- Iterates and improve
- Research and validation ... ask the right questions