

Product Discovery Canvas

Product Name: Card SafeZone

Iteration #: 1

Date: Nov 16, 2015

Vision Statement

What are you building?

Card SafeZone is a mobile app for credit card and debit card, on premises, fraud detection.

What value does it provide?

It informs users if it is safe for credit card and debit card purchases within an establishment.

Card SafeZone is a mobile app for credit card and debit card perimeter fraud detection that informs users if it is safe to use their card for purchases.

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Know your Users & Customers

Who

Value

Consumers concerned about credit card and debit card safety.

Consumers make point-of-sale decisions that can prevent the inconveniences that accompany card fraud.

Retailers wanting to promote credit card and debit card protection.

Retailers can attract customers purchasing with credit and debit, thereby increasing revenues.

Card issuers wanting to promote credit card and debit card protection.

Card can increase card use and subsequent business revenues. Also it promotes the company as safety and security minded.

Admin controlling the system.

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Define Goals

1. Business goals?
2. Technology goals?
3. Process Improvement goals?

Discuss the frequently occurring problem(s) that the product solves.

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Define Success Measures

1. How will you know the product is a success?
2. What will change for the targeted user community?

What are the outcomes (immediate benefit) of having the product?

What are the impacts (long-term benefit) of having this product?

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Timeframe for Discovery

How much time will you invest in validating the product idea?

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Tell Stories about the Product

Tell stories about users and customers using the product. Talk in descriptive sentences: who is using, what they are doing and why. Gain product understanding by having discussions to include the following:

1. Examples of users realizing the goals.
2. How realizing the goals impact a specific user (Persona)
3. Play "What if", taking different routes on the same goal.
4. Discuss what happens in the event of invalid scenarios?

Construct a User Story Map using the story information that was collected; it is a visual narrative of product functionality that includes:

1. Goals
2. Personas
3. Activities performed by users

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Validate if it is the right Product to build

Make sure - as quickly and as cheaply as you can - that you are building the right "it".

Conduct prototyping experiments to answer these questions:

1. Do customers want it?
2. Will customers buy it?

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Fake Door, Pinocchio, Mechanical Turk, One Night Stand, Impersonator, Re-label, and more at www.pretotyping.org

Learn from the Product: Build - Measure - Learn

Build a slice of the product (limited features and functionality), measure how customers respond and then learn whether to pivot or persevere.

Examine the User Story Map and build a slice (MVP - Minimum Viable Product) from which to conduct validated learning .

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