

Product Discovery Canvas

Product Name: Card SafeZone

Iteration #: 1

Date: Nov 16, 2015

Vision Statement What are you building? <i>Card SafeZone is a mobile app for credit card and debit card, on premises, fraud detection.</i> What value does it provide? It informs users if it is safe for credit card and debit card purchases within an establishment. <i>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.</i>	Know your Users & Customers		Define Goals What are the business goals? Card Safe Zone is a branded app for banks and credit card companies to shows their security first mind-set. Additionally, revenue generation is a by-product of increased card usage. What are the technology goals? Technology goals of Card Safe Zone are: i) instantaneous feedback on the safety of using credit or debit cards at an establishment, ii) safe use of credit and debit cards, iii) reduction of identity theft. What are the process improvement goals? The Process Improvement goals of Card SafeZone are smart fraud prevention vs. costly fraud mitigation. Before, if you were victim of debit card fraud, the compromised funds would remain on hold until the impact was investigated and resolved. The frequently occurring problem(s) that Card Safe Zone solves are: promotes safe credit and debit card usage for on premises purchases; promotes a reduction in identity theft.	Define Success Measures How will you know the product is a success? <ul style="list-style-type: none"> Identity theft is reduced Customers are able to obtain instantaneous feedback on the safety of using credit or debit cards at an establishment The product has a high take-up rate (customer adoption) What will change for the targeted user community? <ul style="list-style-type: none"> Consumers, concerned about credit / debit card safety, will be capable of making point-of-sale decisions that can prevent or limit the impacts of card fraud. Retailers can advertise the safety of their establishment to attract new business and increase business revenues. Banks and card issuers will benefit from being viewed as safety and security minded. Increased card use will result in increased revenues. 	Outcomes, the immediate benefit, of having Card SafeZone are instantaneous consumer feedback on the safety of using credit or debit cards at an establishment; card fraud prevention. Impacts, the long-term benefit, of having Card SafeZone are measurable reduction in card fraud and identity theft.	
	Who Consumers concerned about credit card and debit card safety.	Value Consumers make point-of-sale decisions that can prevent the inconveniences that accompany card fraud.				3
	Retailers wanting to promote credit card and debit card protection.	Retailers can attract customers purchasing with credit and debit, thereby increasing revenues.				2
Card issuers wanting to promote credit card and debit card protection.	It promotes card issuers as safety and security minded. Also, increased card use will benefit business revenues.	1	4	5		

Timeframe for Discovery
 We desire plausible feedback about the viability of this product within one-month.

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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