The Value Proposition Canvas

Value Proposition: HannaH Project

Customer Segment: 55+ person who has less social engagement

Products & Services

A smart speaker that operates as social network coordinator with existing healthcare ecosystems

Gain Creators

How the product creates customer gains and how it offers added value to customer:

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- Easy installation as it is self-explanatory
- Meeting more like-minded people through the AI algorithm.
- Can create the opportunity to meetups in real life
- Fits in your daily life, user friendly as you can use the device when you want to, saying yes and no
- Money and time…. (need to elaborate)

Pain Relievers

A description of how the product alleviates customer pains:

- Access to new social contacts by more random meetings through AI matchmaking algorithm.

Gains

- Multiplies your social contacts
- Getting access to more social contacts by single channel/device
- Spend less money and time
- Easy to use, super user friendly
- Better mental and physical health

Pains

- Diminished social contacts, because of loss of social structure at an older age, caused by external factors
- Pandemics and other risk factors / chronic diseases
- Socio-economic welfare situation
- Spend money
- Unused social skills

Customer Job(s)

- Interacting with a device or platform to find new friends
- Research on devices, clubs and channels
- Installing the device, joining clubs and channels
- Meet people: virtually, real life and through the clubs.

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