Exercise 1. PROPOSAL OF THE PROJECT

Or Exposition of the Problem

You must explain clearly the particular case to fix with its well known aspects of conflict, involved people, geographical place, moment, etc., trying to solve an existing problem, introducing improvements or manufacturing new products, as well as to establish reasonable temporary horizon of validity for the solution. You must, also, to expose the criteria of valuation for the solution from the user point of view.

In order to solve the exercise you must answer the following questions:

1. Exposition of the conflict of the particular case, presenting/displaying it in natural language, defining the present situation, the most desirable situation, the implied people (main user), geographic area (place) and at which time (moment) as well as the temporary interval of validity of the solution (temporary horizon).

2. If we imagined the project like the construction of a black box into which the inputs (conflict) are transformed in outputs (resolution of the conflict), which variables and subsystems we can find into the black box to be able to apply to our system?

3. Talking about the triangle, quality-cost-time, what will be able to define the quality of the solution, the cost of the same one (can be given an initial value of reference?) and which could be the implementation time of the project, until prototype development, from its beginning. (from Project developer side)

4. The exhibition of the problem in natural language will be necessary to turn it on technical language. For it will be necessary to use, variables, measures, amounts… Which are those of the particular case to study?

5. Which criteria will value the resolution of our technical problem and its success for the users point of view? (from User side)

6. List real companies, organizations…potentially involved as costumers, competitors, suppliers, in your project.

7.   Develop LEAN CANVAS of your project following the order that you can see in the image below

LEAN CANVAS

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
Top 3 problems	Top 3 features	Single, clear, compelling message that states why you are different and worth buying	Can't be easily copied or bought	Target customers
1	4	3	5	2
	KEY METRICS		CHANNELS	
	Key activities you measure		Path to customers	
	8		9	

COST STRUCTURE	REVENUE STREAMS
Customer Acquisition Costs	Revenue Model
Distributing Costs	Lifetime Value
Hosting	Revenue
People, etc.	Gross Margin
7	6

Lean Canvas is adapted from The Business Model Canvas (http://www.businessmodelgeneration.com) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.