EXPERIENCE DEVELOPMENT CANVAS

The Experience Development Canvas is inspired by the Lean Canvas created by Ash Maurya, author of *Running Lean* and founder of LEANSTACK. It's an easy way for you to begin developing your visitor experience. The Lean Canvas approach was designed to help entrepreneurs stay focused, create an actionable plan, and to be completed quickly – about 20 minutes or less! Start where you're comfortable and work through each block. Remember, this is meant to be your first draft. So be brief and use the questions as a guide – think of it as an experience brainstorm. More information on all topics can be found throughout the *Nova Scotia Experience Toolkit.*

Experience Overview

- What are the main activities?
- What makes this an authentic Nova Scotia experience?

Business Goals

- What results do you want from your experience (attract a new visitor segment, extend season, higher yield per guest)?

EQ Segment or Best Customer

- Who is your target EQ Segment?
- What motivates your best customer to travel?
- What elements of your experience are most compelling for your target traveller?

Differentiate

- What elements (mix of activities, attractions, icons, or potential partners) set you apart from competitors?
- What differentiates your experience? Regionally? Nationally? Globally?
- What's your WOW factor?

Five Senses

(sight, sound, taste, touch, smell)

- Which senses are you engaging through your experience?

Partners

- Who (people/businesses) will help deliver the experience? (transportation, local experts, food)

Outstanding Questions

- Land use permissions
- Permits
- Insurance

Cost: Fixed & Variable

- What are the most significant expenses in delivering your experience?

Path to Purchase

- How will travellers find out about your experience?
- How will travellers book/purchase your experience?

Revenue/Price

- What will you charge?