

Design Innovation Methods

Individual assignment

JIMMY'S

Daniël de Goederen | 1847775

08.04.2025

Introduction

Jimmy's B.V. has enlisted consultant Daniël de Goederen to support its strategic expansion into new markets.

This report begins by analyzing and evaluating Jimmy's existing business model, laying the foundation for the development of an expanded value proposition.

To assess the current position, the User Segmentation method and Value Proposition Canvas are applied, providing insights into customer needs and preferences. This is followed by an evaluation of external and operational factors using the PESTEL Framework and Problem-Solution Fit Canvas, identifying areas for improvement and potential growth.

Building on these insights, a new strategic addition is proposed and embedded into a Sustainable Business Model Canvas. To validate this addition, a Minimum Viable Product Experiment Canvas outlines a method for testing its market fit. Through these structured innovation tools, Jimmy's aims to expand into new markets while staying true to its core values of health, convenience, and affordability.



BUSINESS MODEL CANVAS

JIMMY'S

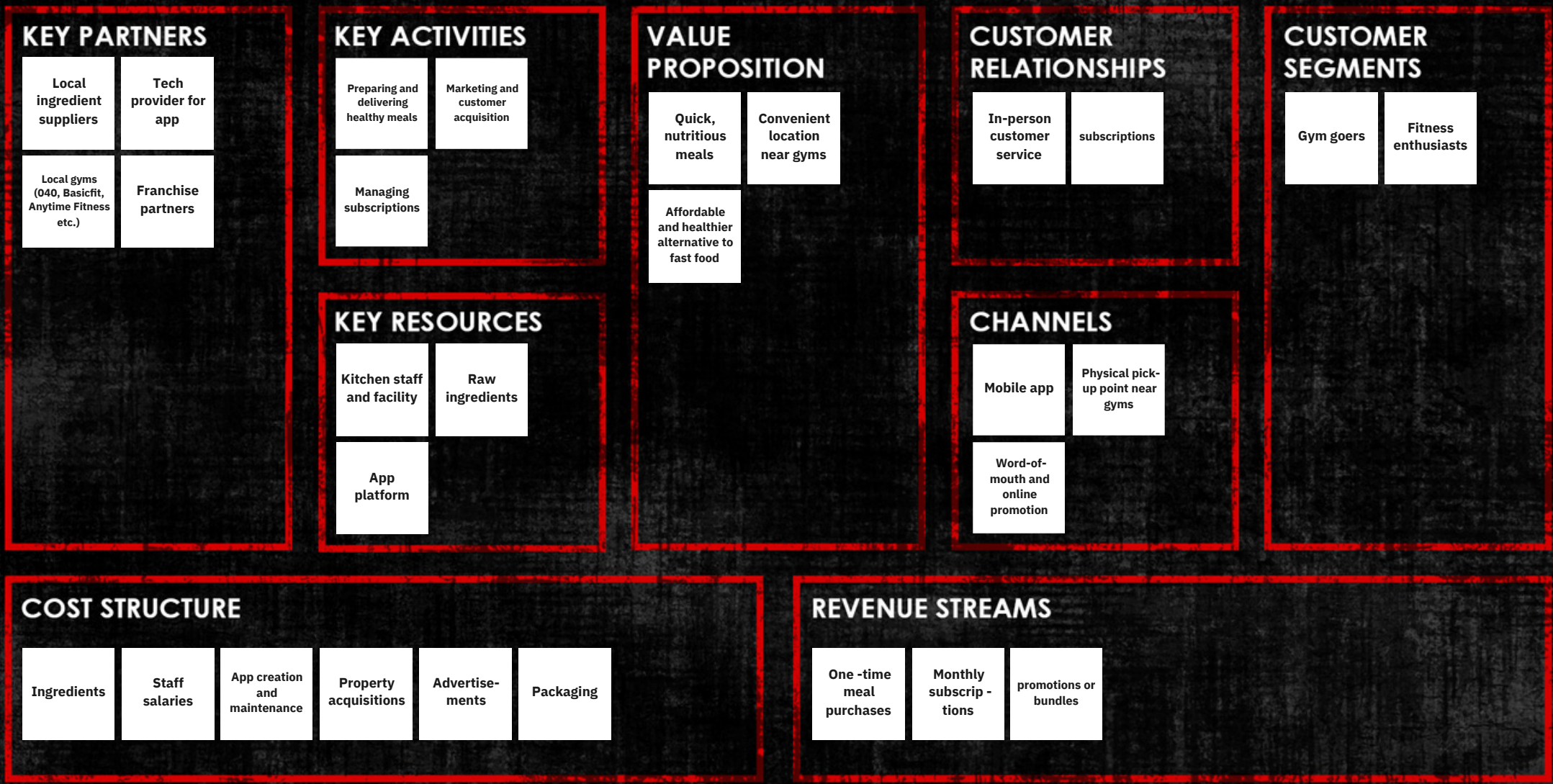


Figure 1. Business Model Canvas of current situation of Jimmy's

Analysis

Current situation

Jimmy's (figure 1) is a fictional fast-food chain committed to providing a healthier alternative to traditional junk food. Catering to gym-goers, fitness enthusiasts, and health-conscious individuals, Jimmy's focuses on delivering quick, affordable, and nutritious meals that support active gym goers. As consumer demand for convenient and healthy options grows (Steven Zbikowski, 2024), Jimmy's seeks to expand beyond its current audience.

To help Jimmy's reach this new target market, the current situation will be analysed using User Segmentation and the Value Proposition Canvas.

User Segmentation

This method is essential to understanding Jimmy's customer base. As can be seen in figure 3, Jimmy's primarily targets fitness enthusiasts, including gym-goers, athletes, and health-conscious individuals seeking quick, nutritious meals. However, this segmentation also revealed that individuals with less time are currently

targeted as well, which might indicate that Jimmy's can attract a broader audience by expanding into other target markets. These groups also seek healthy and convenient meal options but may not have access to affordable, nutritious fast food.

Value Proposition Canvas

The Value Proposition Canvas (figure 2) helps identify how well Jimmy's current offerings align with the needs and desires of its target customers. It provides a structured overview of the customer segment by breaking down what customers are trying to achieve (customer jobs), what frustrates them (pains), and what they value (gains). For Jimmy's, this includes busy, health-conscious individuals seeking quick, nutritious meals after workouts. Their main pains may involve long wait times, limited customization, and a complicated subscription model, while their desired gains include convenience, personalized meals, and clear nutritional benefits.

The canvash ighlighted key customer jobs and pains, like saving time, maintaining a healthy diet with minimal effort, and the lack of quick, nutritious, and affordable meals, which revealed a broader demand for convenient health-focused food options beyond gym-goer.

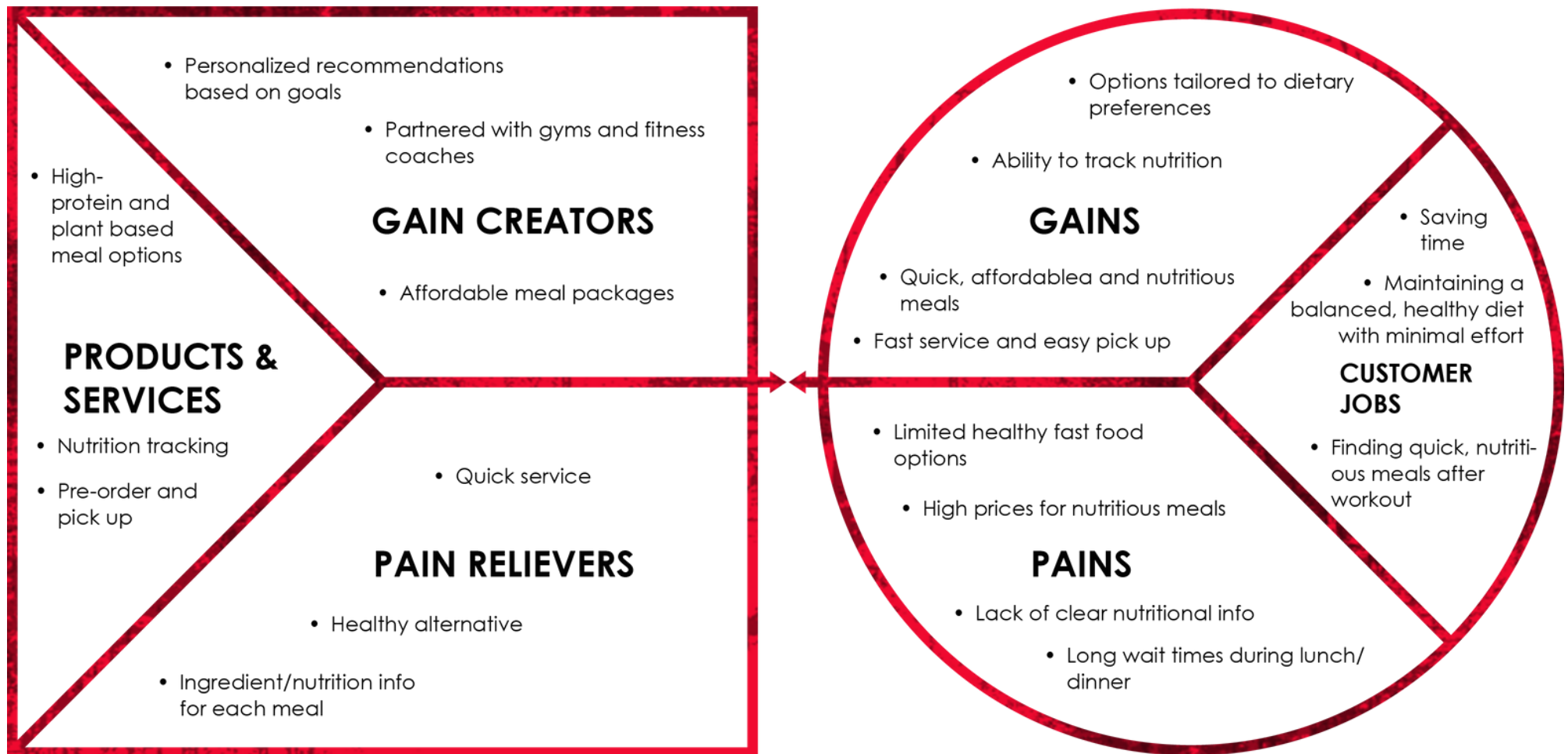


Figure 2. Value Proposition of current situation of Jimmy's

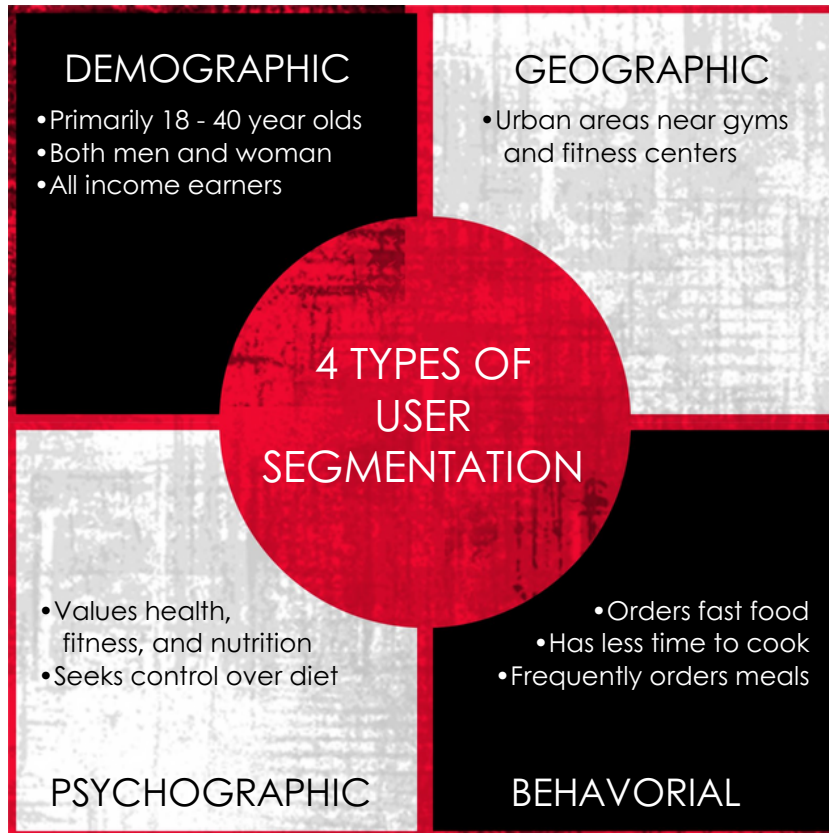


Figure 3. User Segmentation of current situation of Jimmy's

Evaluation

To assess the feasibility of these improvements and take the external environment into account, the PESTEL Framework will be employed. After this, a Problem Solution Fit Canvas will be used to see how the uncovered problems can be translated into solutions.

PESTEL Framework

The PESTEL framework (figure 4) was used to evaluate the external environment surrounding Jimmy's as it considers expanding into new markets. By analyzing political support for healthy eating, economic pressures like rising ingredient costs, and social shifts toward wellness and sustainability, the framework helped identify both risks and opportunities. It also highlighted the importance of staying compliant with legal regulations and leveraging technology to improve service.

Although the PESTEL Framework highlighted important external factors to consider such as health regulations, economic constraints, and sustainability trends, it did not uncover any entirely new market opportunities. Instead, it served as a valuable tool for validating and reinforcing existing strategic directions.

By confirming that trends like increased health awareness and the demand for sustainable practices align with the company's values and offerings, the framework ensured that the expansion is both relevant and timely in today's business environment.

Problem Solution fit Canvas

The Problem Solution Fit Canvas (figure 5) highlights that many companies are experiencing rising levels of health-related absenteeism and reduced productivity, often linked to poor employee nutrition. Office workers frequently rely on unhealthy convenience foods due to time constraints and lack of nearby healthy options. This creates an opportunity for Jimmy's to position itself as a partner in corporate wellbeing by offering nutritious, customizable meals through office catering services. By integrating into employee wellness programs, Jimmy's can support healthier eating habits at work. According to the World Health Organization (2003), proper nutrition can increase productivity by up to 20%, highlighting the value of food-based health interventions in professional environments.

PESTEL FRAMEWORK ANALYSIS

JIMMY'S

POLITICAL

Governments are increasingly implementing regulations around food labeling and promoting healthy eating

Jimmy's should adhere to food safety standards to ensure customer trust and legal compliance

ECONOMIC

The rising cost of fresh and organic ingredients can impact pricing strategies and profit margins

Increases in minimum wage and potential labor shortages can also affect operational costs and staffing

SOCIAL

There's a significant shift towards health-conscious eating, with consumers seeking nutritious and convenient meal options (Grimmelt et al., 2022)

Consumers are increasingly valuing sustainable food (Schneider, 2023)

TECHNOLOGICAL

The integration of mobile apps for ordering and delivery is becoming standard, enhancing customer convenience (*QSR Packaging Trends: What to Expect*, 2022)

LEGAL

Accurate labeling of nutritional information is mandated, so Jimmy's is transparent for consumers

ENVIRONMENTAL

There's a growing trend towards sustainable packaging solutions, with consumers favoring biodegradable and recyclable materials (Fenech et al., 2024)

Figure 4. PESTEL Analysis Framework of Jimmy's

PROBLEM SOLUTION FIT CANVAS

JIMMY'S

1. CUSTOMER SEGMENTS

Gym-goers

Health-conscious individuals

People with less time

Corporate environments

6. CUSTOMER LIMITATIONS

Time

Budget constraints

Lack of cooking motivation or skills

5. AVAILABLE SOLUTIONS

Traditional fast food

Meal-prep services

Cooking at home

2. PROBLEMS / PAINS

Lack of quick, healthy, and affordable meal options

Limited late-evening nutritious options

9. PROBLEM ROOT / CAUSE

Companies face rising health-related absenteeism and low productivity (World Health Organization, 2003)

Perception that healthy food = expensive or slow

Employees struggle to find quick, healthy lunch options near workplaces

7. BEHAVIOR

Searching for healthy food options on delivery apps

Relying on protein bars or shakes

3. TRIGGERS TO ACT

Post-workout hunger

Daily time constraints

Growing awareness of health and nutrition

10. SOLUTION

Healthy fast-food experience

Corporate catering subscriptions integrated with employee wellness programs

Bulk delivery of healthy, customizable meals to offices

8. CHANNELS OF BEHAVIOR

Food delivery apps

Super-markets

4. EMOTIONS

Frustration (from unhealthy or expensive options)

Motivation (toward fitness and healthy habits)

OFFLINE

Local gyms

Food spots

Figure 5. Problem Solution Fit Canvas of Jimmy's

Creation

Now that a clear understanding of the underlying issues has been established along with potential solutions, the proposed corporate wellbeing addition will be presented using the Sustainable Business Model Canvas. Finally, the Minimum Viable Product Experiment Canvas will outline a practical approach to testing and refining this new concept before full implementation.

Sustainable Business Model Canvas

The new Sustainable Business Model Canvas (figure 6) for Jimmy's expands the business into the corporate wellbeing market by offering healthy, customizable meals for office workers through bulk delivery and corporate subscriptions. It emphasizes sustainability through locally sourced ingredients, biodegradable packaging, and reduced food waste via predictable demand. Key activities include corporate outreach, B2B portal development, and aligning with employee wellness programs. This model allows Jimmy's to maintain its core values of health and affordability while tapping into a growing B2B segment focused on employee health, productivity, and responsible sourcing.

Minimum Viable Product Experiment Canvas

The Minimum Viable Product Experiment Canvas (figure 7) can be used to test the viability of Jimmy's new corporate wellbeing concept before full-scale implementation. It outlines a low-risk, evidence-driven approach to validate whether companies are interested in subscribing to healthy catering services.

The MVP includes:

- A/B testing ad messages like "Healthy team, happy company" to attract HR teams.
- A landing page where businesses can sign up for early access or book a demo.
- Offering demo days and sample meals to gather feedback.
- Metrics such as click-through rates, sign-ups, and demo requests are tracked to measure interest.

If engagement is low, a follow-up survey identifies potential deal breakers. This structured testing helps Jimmy's decide to only invest further if there's real demand.

sustainable BUSINESS MODEL CANVAS

JIMMY'S

KEY PARTNERS

Local ingredient suppliers	Tech provider for app
Local gyms (040, Basicfit, Anytime Fitness etc.)	Franchise partners
Corporate partners	Meal delivery services

KEY ACTIVITIES

Preparing and delivering healthy meals	Marketing and customer acquisition
Managing subscriptions	Corporate client onboarding and support

KEY RESOURCES

Kitchen staff and facility	Raw ingredients
App platform	Sales team for corporate outreach

VALUE PROPOSITION

Quick, nutritious meals	Convenient location near gyms
Affordable and healthier alternative to fast food	
Corporate catering: improved employee health, reduced sick leave, and increased productivity	

CUSTOMER RELATIONSHIPS

In-person customer service	Corporate account management and relationship building
----------------------------	--

CHANNELS

Mobile app	Physical pick-up point near gyms
Word-of-mouth and online promotion	B2B portal for corporate clients

CUSTOMER SEGMENTS

Gym goers	Fitness enthusiasts
Fitness enthusiasts	
Companies aiming to boost employee wellbeing through food	

COST STRUCTURE

Ingredients	Staff salaries	App creation and maintenance	Property acquisitions	Advertisements	Packaging
-------------	----------------	------------------------------	-----------------------	----------------	-----------

REVENUE STREAMS

One-time meal purchases	Monthly subscriptions	Promotions or bundles	Corporate catering contracts and subscriptions
-------------------------	-----------------------	-----------------------	--

ECO-SOCIAL COSTS

Carbon emissions from delivery	Packaging and operational energy use
--------------------------------	--------------------------------------

ECO-SOCIAL BENEFITS

Bulk delivery to offices reduces trips and emissions	Predictable demand reduces food waste	Supports local farms	Encourages businesses to adopt sustainable practices
--	---------------------------------------	----------------------	--

Figure 6. Sustainable BMC of old AND new situation of Jimmy's

MVP EXPERIMENT CANVAS

JIMMY'S

4. CUSTOMER ENGAGEMENT

Social media DMs & polls	In-app feedback	Gamified loyalty perks	Personalized demo offers for HR teams
--------------------------	-----------------	------------------------	---------------------------------------

1. YOUR CUSTOMER SEGMENT

Health-conscious individuals	Gym-goers	Companies aiming to boost employee wellbeing through food
------------------------------	-----------	---

2. VALUE PROPOSITION

Quick, nutritious meals	Convenient location near gyms	Affordable and healthier alternative to fast food
Corporate catering: improved employee health, reduced sick leave, and increased productivity		

3. CHANNELS

Mobile app	Physical pick-up point near gyms	Word-of-mouth and online promotion	B2B portal for corporate clients
------------	----------------------------------	------------------------------------	----------------------------------

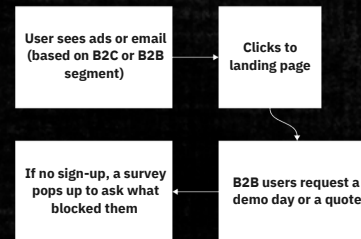
5. RISKIEST ASSUMPTIONS

HRs will see value in meal perks	Companies have budget & approval flow for this service
Individuals won't be scared away after adding B2B focus	

6. EXPERIMENT FORMAT

Create a landing page that explains new B2B addition and allows companies to sign up for early access	Demo day trial for companies
A/B testing different messages such as "Healthy team, happy company" vs. "Sustainable & smart catering"	Survey for companies who don't subscribe

7. EXPERIMENT SCENARIO / WORKFLOW



10. RESULTS

To be filled in after pilot

11. LEARNING & INSIGHTS

To be filled in after pilot

8. METRICS

CTR from ads to landing page	Number of demo/sample requests	Conversion rate: visitors who sign up or book a meeting
------------------------------	--------------------------------	---

9. SUCCESS CRITERIA

At least 3 HR teams book a demo in 2 weeks	CTR above 3%	Interest from at least one company for a paid pilot
--	--------------	---

12. NEXT STEPS

Refine B2B offer tiers based on company size	Expand kitchen capacity for larger catering
Integrate with employee benefit platforms	Maintain personalized experience for both B2C and B2B

Figure 7. MVP Experiment Canvas to test new value proposition

Conclusion

As a consultant, my final recommendation is for Jimmy's to pursue the corporate wellbeing opportunity as a strategic next step in its growth journey. The analysis has demonstrated that Jimmy's core strengths, being affordable, nutritious, and convenient meals, align closely with the evolving needs of both individuals and companies seeking to support employee health. External trends identified through the PESTEL Framework validate the timing and relevance of this expansion, while the Sustainable Business Model Canvas ensures alignment with environmental and social responsibility. I advise Jimmy's to move forward by piloting the concept using the MVP Experiment Canvas to gather real-world insights and refine the offering before full-scale rollout. This approach balances innovation with practicality and positions Jimmy's as a leader in health-focused, sustainable food solutions for both consumers and the workplace.

Yours sincerely,

Daniël de Goederen

A handwritten signature in black ink, appearing to read 'DdG', with a long, sweeping horizontal line extending to the right.

References

Fenech, C., Walton, D. B., & Majury, A. (2024). The Sustainable Consumer. Deloitte United Kingdom; Deloitte. <https://www.deloitte.com/uk/en/Industries/consumer/perspectives/the-sustainable-consumer.html>

Grimmelt, A., Moulton, J., Pandya, C., & Nadya Snezhkova. (2022, October 5). Hungry and confused: The winding road to conscious eating. McKinsey & Company. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/hungry-and-confused-the-winding-road-to-conscious-eating>

QSR Packaging Trends: What to Expect. (2022, October 4). Servous. <https://www.atyourservous.com/qsr-packaging-trends/>

Schneider, M. (2023, January 16). Consumers want sustainable options. What food producers, suppliers, and retailers can do now. World Economic Forum. <https://www.weforum.org/stories/2023/01/consumer-power-net-zero-food-producer-retailer-davos23/>

World Health Organization. (2003). Diet, Nutrition and the Prevention of Chronic Diseases (WHO Technical Report Series No. 916). Geneva: World Health Organization.

Zbikowski, S. (2024, October 2). Pet Food Digital Summit 2025. Food Industry Executive. <https://foodindustryexecutive.com/2024/10/delivering-on-consumer-demand-for-convenience/>