

ViewFinder



**Your Copenhagen
experience perfectly in focus.**

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Introduction

This report aims to present a business plan for a startup company ViewFinder. The company offers a tourist guiding and photography service to visitors of Copenhagen.

Research showed tourism is an important industry in Copenhagen which significantly contributes to Danish economy. Denmark's tourism revenue in 2014 was 94.7 billion DKK. And not only that it is also a growing sector. For our business this is a big advantage and indicator that our niche market has a healthy environment for growth in its own sector.

Why do tourists choose Denmark?

In Denmark, the tourists can get close to Danes, and get first hand experiences of the Danish culture. A research showed that tourists think that holiday in Denmark gives inspiration, memorable experiences and new energy to the tourist. Tourists on city breaks are traveling primarily for the local life experience, exciting sightseeing as well as historic and cultural experiences.¹

Results of the survey and focus group test² revealed that many amateur photographers would like to join the platform and offer their service as a tour guide and photographer to the tourists. Most of them are also willing to offer additional service to correct the photos using professional photo editing Software.

Market research and interviewing tourists indicated that visitors of Copenhagen are interested in a service which would simplify their travel planning, leave them with good quality photos, nice memories, and international friendships.

How are we different from other photo tours in Copenhagen?

We connect local upcoming photographers that provide travelers with an authentic experience. Groups are personal and small sized, consisting of maximum 5 friends. We care about individuals and we are not like other tour guide companies where many tourists can join the same tour. Moreover, we give our clients an option to create their own tour by using our interactive map of Copenhagen. Tourist are given a choice to decide on what attractions they would like to see and how long their personalized tour should be.

¹ **Source:** VisitDenmark, tourist survey 2014. City tourism includes: Copenhagen, Aarhus, Aalborg and Odense.

² Refer to appendix 3 and 4 for surveys data.

Mission, Vision, Values, and Goals

We focused on using the strategy of strategic thinking to help us discover our purpose. We divided the process into 4 parts and developed business mission, vision, values, and goals.

Mission = Current purpose

Clear, concise and enduring statement of the reasons for the organization's existence today.

Strong mission statement was formulated by first answering 5 key questions which were latter combined into one strong and clear mission statement that defines our purpose.

1. What function is performed? What do we do?

- We give amateur photo enthusiasts a chance to earn money and improve their skills;
- We provide personal tour guides and photographer service;
- users can use interactive map of the city to help them plan and navigate the tour

2. How is the function performed?

- It is performed in the city of Copenhagen either on foot, bike, foot and bus
- Build your own tour – give the customer choice to decide what kind of tour they would prefer
- Bike tour – tourists have to find the bike themselves
- Book a photographer to come take professional photos at your preferred spot

3. For whom is the function performed? Who is benefiting?

- What is in for us? We earn commission, make good photographs more affordable, improve quality of photographs from Copenhagen on social media.
- What is in for photographers? They can earn extra money, gain work experience and recognition for their talent, and build rewarding international friendships and connections.
- What is in for travelers? Visitors of Copenhagen get a local tour guide experience, chance to see the city through local's eyes and receive high quality photographs. They can use interactive map to easily navigate around the city during their stay in Copenhagen.

4. Why is the function performed? Why do we do what we do?

- We want to help people get a great experience, memories, and high-quality photos from Copenhagen. We also want to give tourist first hand insight on the Danish culture and life style.
- Simplify travelers sight seeing planning with interactive map.

- We want to help novice/freelance photographers earn money, improve photography skills and build stronger portfolio

5. Does it convey company's uniqueness?

- We offer private tour of the city for either one person or up to small groups of maximum 5 people with a local photographer, we provide a personal experience.
- An app that helps you navigate the city of Copenhagen through the interactive map, while giving you access to affordable photographers and personalized photo tours. We are targeting tourists desire of not just exploring the city but getting closer to the danish cultures and the Danes.
- We offer good quality photos, user can have a look at photographers' online portfolios in our database and choose a style of photography he/she likes.
- Photographers get the unique chance to work as part-time photographers, to get exposure and experience that could potentially lead to an actual photography job.

Our Mission statement:

We help visitors of Copenhagen to get a great experience of the city and capture ever lasting memories of their trip while giving the upper coming photography enthusiasts and local tour guides an opportunity to sharpen their photography skills, earn a few extra crowns, and build rewarding international friendships.

Vision = Future purpose

Mental picture of what the purpose of organization will look like in the future.

Some of our ideas for vision:

- Our idea is simple. We want to create a platform of trust between local photographers and tourists who will spend good time together while exploring the beauties of the city of Copenhagen and capturing those everlasting happy moments on tape.
- Change forever the way how people experience and remember Copenhagen.
- Reshape tourists' photo perspective from plain and boring to artistic and creative.
- Improve the quality of photos, experiences, and memories that people associate with visiting Copenhagen.
- Disrupt the world of social media photography. Swap selfies for affordable, artistic, professional looking photos.

Our chosen vision statement:

Become the Airbnb of photography tours.

Values

Our ideals, principles and core beliefs that will guide our actions and decision making.

- **Trust** – communicates a sense of trust between the users and photographers and our brand.
- **Passion** – passionate photographers get a chance to express themselves and help create a social media community filled with better quality photos.
- **Friendship** – build international friendships between peers. Create long lasting relationships between locals and travelers.
- **Simplicity** – our service is simple and informal; users and photographers feel relaxed and at ease using our services.
- **Flexibility** – the service is flexible, taking in account photographers schedule and users' needs.

Goals

Realistic concrete goals that needs to be achieved in order to perpetrate our vision and values.

- Design goals: Our design communicates professionalism and high-quality service. Design is simple, clear, and fun. Design documentation is finalized in one week, before the development process starts.
- Business goals: In 3 months we are planing to establish a trustworthy platform for travelers that they find simple, fun and useful.
- Developer goals: Provide an efficient, fast and user-friendly webpage and app.
- Sales Goals: Generate profit.
- Present on top of google search.
- In next month launch the app and gain our first paying customers. In one year period we plan to expand to other Scandinavian countries and latter expand globally.

Target Audience

Travelers, visitors of Copenhagen, young and middle age, traveling on budget, who want good quality photographs. Main target are solo travelers, but

- We focused on young people because our research showed that younger people are more active and more likely to share photos on social media³
- Young single adults, couples and middle age people with kids are more likely to travel on a tighter travel budget.
- Females have more interest in posting travel photos on social media or showing them to their friends and family. They are more keen to create memories and feel the desire to documenting them
- Surveys revealed that females are more likely to be looking and booking this kind of service online

Personas

Aimee

Works at public marketing agency

Personal trainer experience

Degree in Business and Marketing

Demographics

- Age 40 – 45
- Caucasian female
- \$90,000/yr
- Urban location
- Married with kids (3 kids)
- USA



Goals and Challenges

- Social Media
- Travel and adventure
- Sport and fitness
- Beauty and fashion
- Social life
- Networking for her company

How we can help

³ In the bigger cities in Denmark, most of the visiting tourists consist of couples or friends.

Source: VisitDenmark, tourist survey 2014. City tourism includes: Copenhagen, Aarhus, Aalborg and Odense. .

- Give her travel to Copenhagen a more interesting, local point of view
- Let her and her family get amazing, good quality pictures
- Allow her children to experience Copenhagen as a local and leave a lasting memory that could lead them to revisit the city in their adulthood

Roxana and Luca

College students

Demographics

- early-twenties
- Scandinavian
- Suburbs
- On a budget
- Young Couple, no kids, have a pet
- Southern Europe

Goals and Challenges

- Social Media personality
- Getting their degree
- Travel on a budget to fairly close destinations
- Show off their relationship status to friends



How we can help

- Provide a local experience in their travel with access to romantic and beautiful unknown spots
- Provide romantic sunset pictures of high quality for them to remember their Copenhagen time
- Give them the chance to create international contacts with photographers their age

Eliška

College graduate

- Late twenties
- European single girl who just broke up with her high school sweetheart
- Doesn't have a clear view of what she wants from life
- She has an artistic side and an appreciation for beauty
- Eastern Europe



Goals and Challenges

- She wants to find out herself through travel
- She wants to explore Europe by herself
- She has a low/middle budget (her parents sponsor part of her trip)
- She wants to make new friends and contacts
- She is into sustainability

How we can help her

- We can provide contacts and information for her Copenhagen experience to be more personalized and focused on her interests
- We can show her Copenhagen lifestyle and artistic and hipster hang out spots

Maya, Sorina and Odette

- Students of Economics, Computer Science, Business and technology
- Age 19– 26
- European
- Medium budget
- Single/ In a relationship/Married
- 2 of them don't have any kids and one has a little girl



Goals and Challenges

- Travel and adventure
- Sport and fitness
- Cooking
- Beauty and fashion
- Healthy life
- Social life
- Extreme life
- Selfie
- Happiness

How we can help

- Make their journey to Copenhagen more interesting, local knowledge of the city
- Let few friends to get amazing, good quality pictures for a low price

- Give them the chance to create international contacts with photographers their age

Thomas - photographer

Photo enthusiast, student of design,
multimedia designer

Demographics:

- Age 20-30
- Caucasian male
- 15.000\$ per year
- Urban location
- Mostly single
- All over Europe

Goals and Challenges

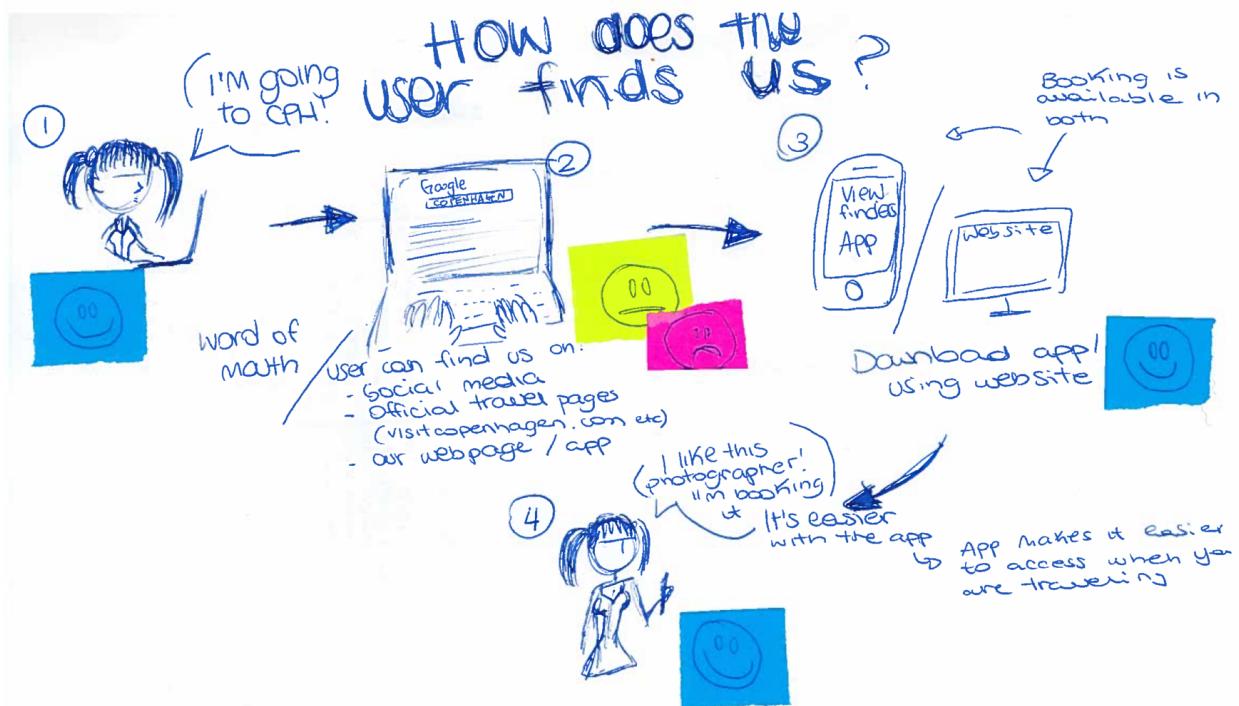
- Documenting own travels
- Active on social media
- Parties
- Design
- Technology savvy
- Positive personality
- Broad network



How can we help?

We are giving opportunity to explore his talent;
Chance to make extra money while studying;
Developing his portfolio to get a professional job in photography;
Spreading his network to an international level.

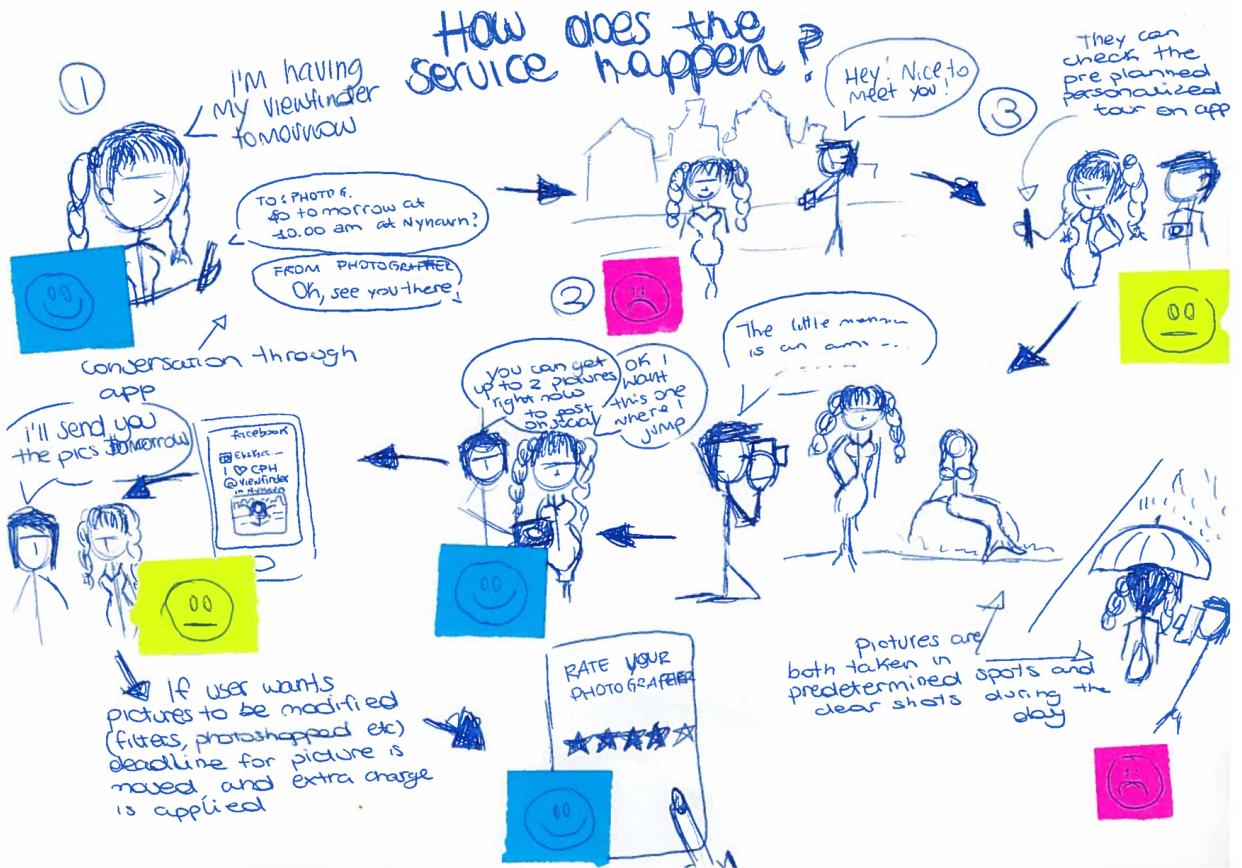
Customer journey



How does the user find us?

Users are able to find ViewFinder app through various channels. From word of mouth, social media and through browsing online. The survey and interview results showed we should appear on social media platforms and on platforms such as TripAdvisor, Lonely Planet, visitcopenhagen.com in order for our target to be able to easily learn about us. User can also find us and book our service at ViewFinder webpage and through the app.

On the webpage user can learn more about the service, learn how to use the app, look through different tour offers and photographer's portfolios. User is encouraged to download the app where they can plan their personalized trip, read and write photographers' reviews, and book the services.



How does the service happen?

After user has booked the service user can use the map in the app to navigate to the arranged meeting location.

User meets up with the photographer and they start the tour around the city. Photographer takes photos of the customers and provides relevant information about the attractions, the city, and the life in Copenhagen. Per costumer's request photographer can provide up to 3 photos on the spot so the customer can share them instantly with friends and family. Customers are encouraged to tag our company when they share photos taken by ViewFinder's photographers.

Photographer sends photos in next 24 to 72 and receives payment which we withhold until the customer confirmed received photos by writing the review for the photographer through the app. Customers are offered discount if they refer us to a friend, purchase a gift package, or return. To maintain a good customer relationship and enhance the word of mouth marketing we send a printed photo of the customer to her personal address with a thank you note and one time discount code to share with their friends.

Communication plan

Purpose, effects, sender, receiver, target group, user profile, and user scenarios have already been explained in the upper part of the report. Therefore; in the communication plan, we will focus on explaining the slogan, and the challenges we are facing in the communication environment.

Our Slogan/ Message

Your Copenhagen experience perfectly in focus.

We would like our users when they read our slogan to picture professional looking photographs and their personalized local experience of the city of Copenhagen.

Communication Environment and Media Elements

Main communication channels are Webpage and App. The communication noise between us and the customer could reflect in users not having fast internet connection, limited amount of mobile data, and battery usage on the phone. Therefore, our webpage and app has to have a practical size and have to load fast. Convey quality over quantity. Photographer's portfolio can include maximum of 10 photos respecting predefined limited amount of file size.

The graphical elements such us video, audio, text and photos on the webpage and in the app, should convey the message of our company. They all reflect our business values and beliefs and help build an even stronger identity and connection between ViewFinders and the target audience.

Unique Selling Point (USP) and Emotional Selling Point (ESP)

Our Unique Selling Proposition focuses on fulfilling tourists needs for a local experience. For the first time tourists have the chance to feel at home far away from home and to detach from the touristy perspective that doesn't allow them to fully understand and experience the real Copenhagen.

It also consists of giving amateur photographers a chance to prove their skills and improve their technique on the field, giving them the experience and the chance of learning more and more through trial and error, while earning real money and adding experience to their portfolio and cv.

By doing this we also add the invaluable EPS that is linked to the feeling of self satisfaction and complacency that customers get from knowing that through booking our app they are actively helping a photographer to improve and build a career in photography.

Another key factor in our Emotional Selling Proposition is aiming at the tourists desire of feeling a sense of belonging when visiting Copenhagen. Targeting their wish to get closer to Danish culture and Danes we can give them a chance of feeling that Copenhagen is a safe place, a city where they can feel like locals while still getting the rush of being in a brand new place.

Works Cited

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- Bodi, Zsuzsanna. www.ucviden.dk. 08 11 2016. 16 11 2017. <<https://www.ucviden.dk/student-portal/files/36842501/BA10082016.pdf>>.
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Appendices

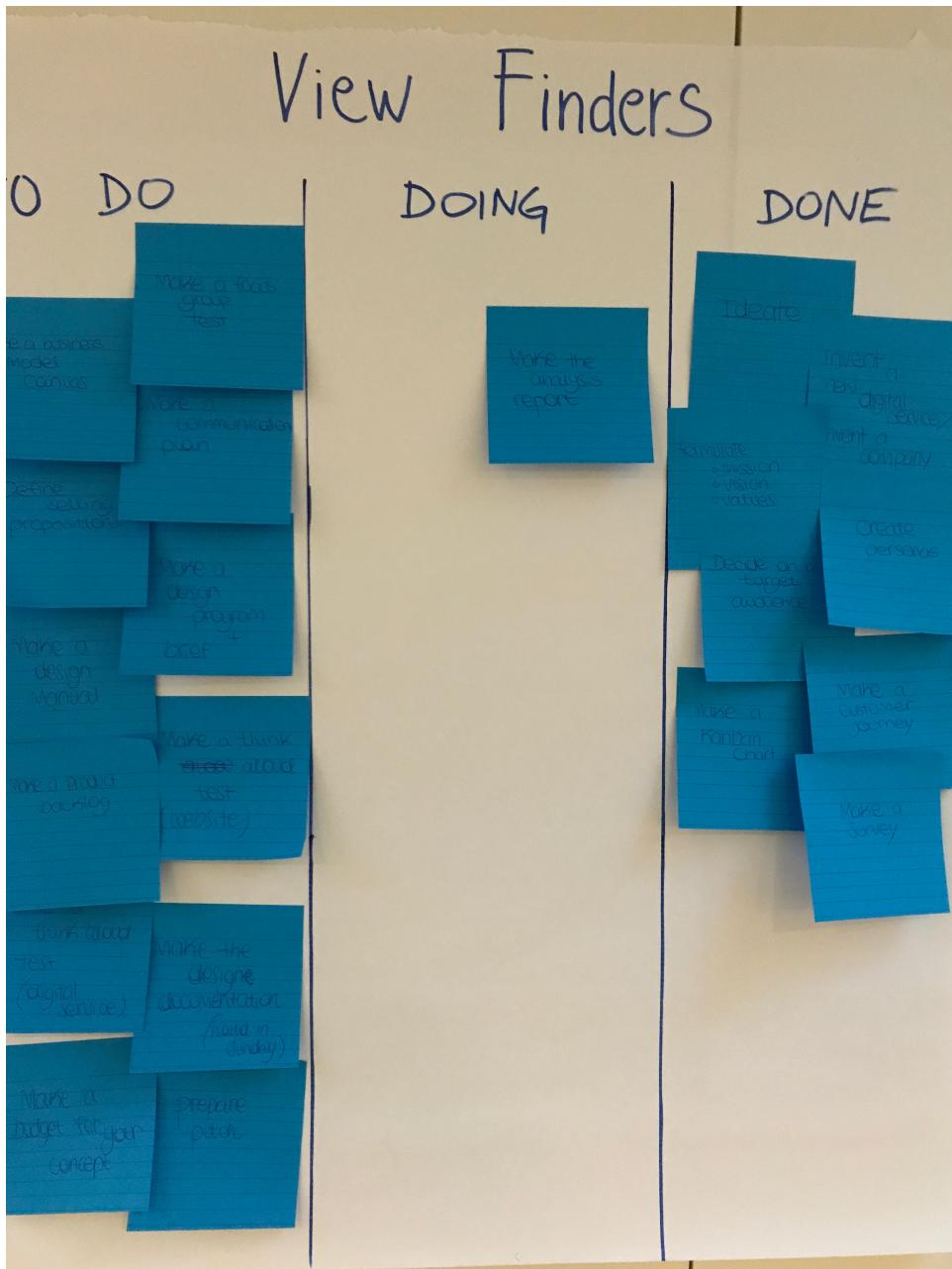
The Kanban Chart for the whole project

The Business Model Canvas

Photographers Survey Results

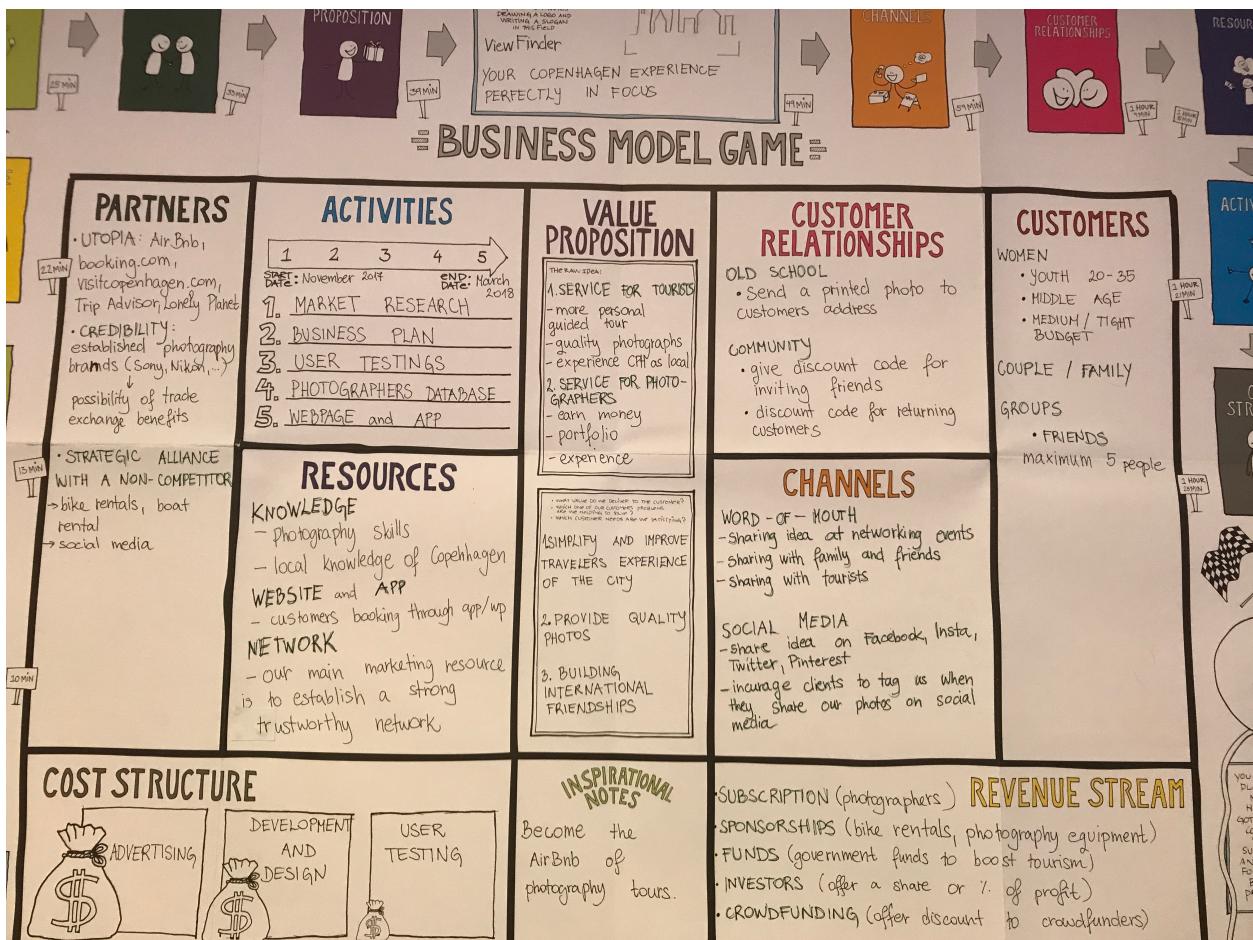
Target Audience Survey

Appendix 1



Appendix 2

Business Model Canvas

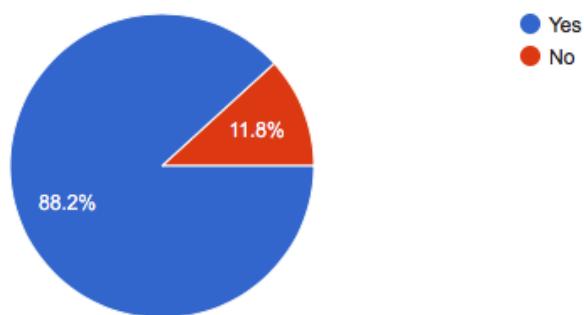


Appendix 3

Photographers Survey Results

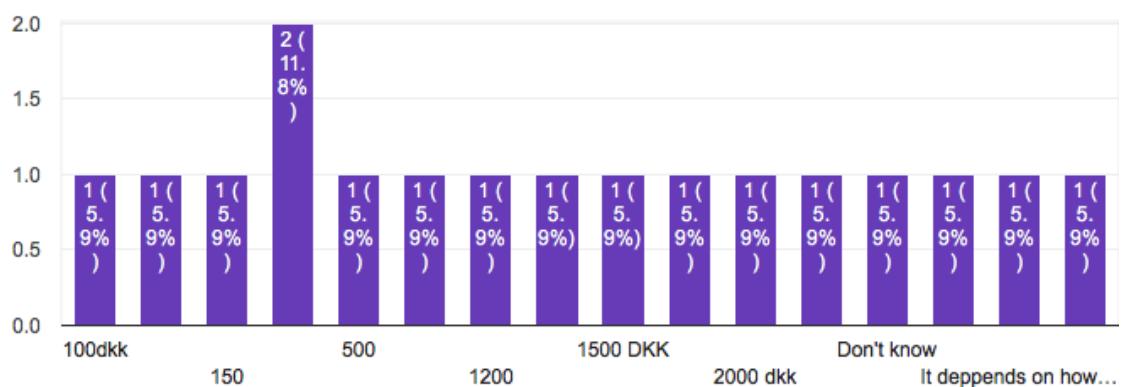
1. Would you want to join our online platform and offer your tour guide and photography service to the tourists?

17 responses



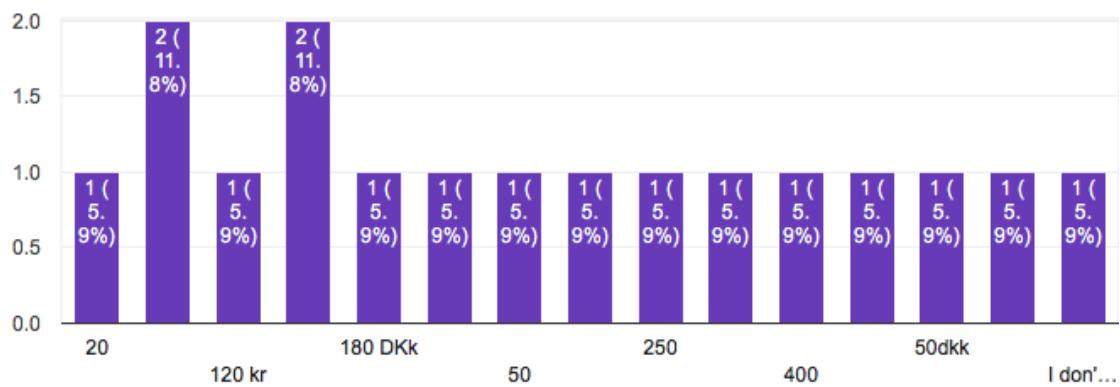
2. What is the minimum amount of money you would accept per tour?

17 responses



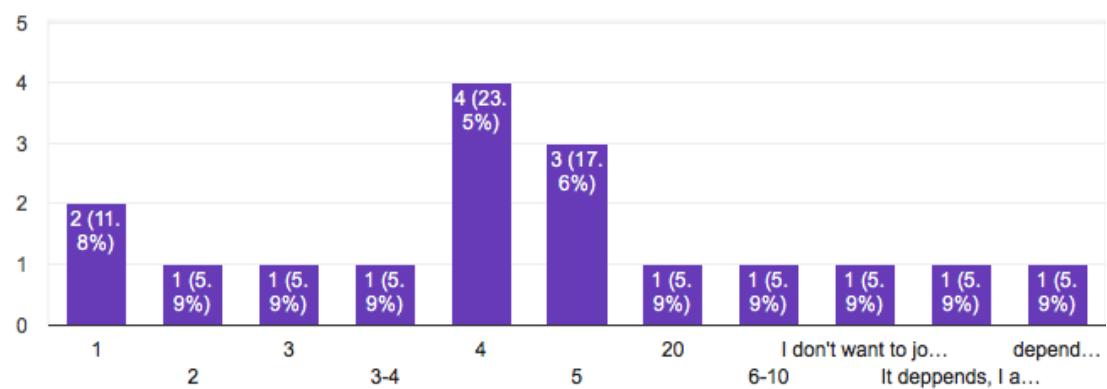
3. What is the minimum amount of money you would accept per hour?

17 responses



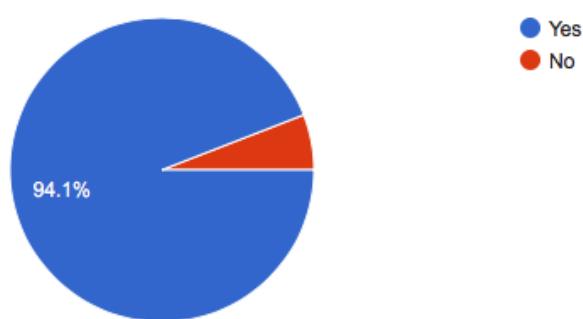
4. How many tours are you willing to do per week?

17 responses



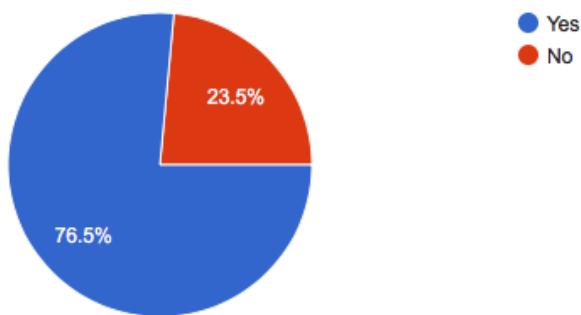
5. Would you want to provide a service to fix-up photos for costumers in Photoshop?

17 responses



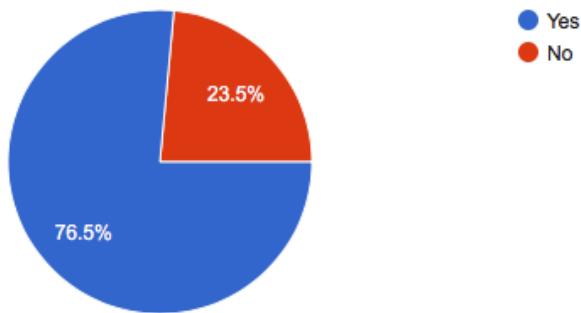
6. Would you mention your work experience with our photo tour app and mention good reviews from our app at your job interview?

17 responses



7. Would you want to use photos taken during the tour for your portfolio?

17 responses



Appendix 4

Target Audience Survey

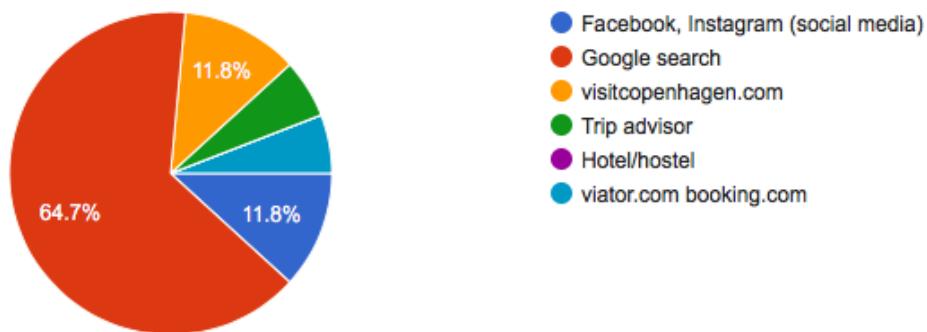
1. What pops into your mind when you hear View Finder?

- Camera
- My tiny and dark camera viewfinder.
- nice view location
- hmm, i guess some app for school documents?
- views in Copenhagen
- kukatko
- show me the best spots in the city!
- A finder (search) that you can see
- Search tool for finding specific things (such as word on a page)
- Tourist website
- A camera
- Photographer

Beautiful spetaculare view
Search engine for the view (eg landscape)
Navigation. Finding things you like. Museums restaurants.
to find a view
On a Camera. If it's an app or program, I've never heard of it.

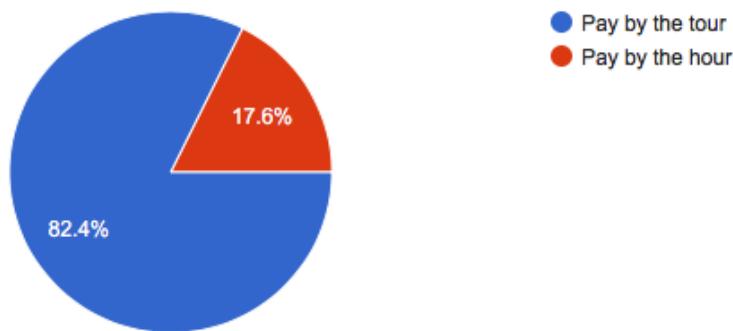
Imagine you are planning a trip to visit Copenhagen. When you are searching online and looking at things t...uld you look for this kind of service?

17 responses



3. Would you prefer to pay by the tour or by the hour?

17 responses



4. What is the maximum amount of money you would pay for this kind of service?

100dkk

2500

200dkk

maybe 10% of total price

200kr

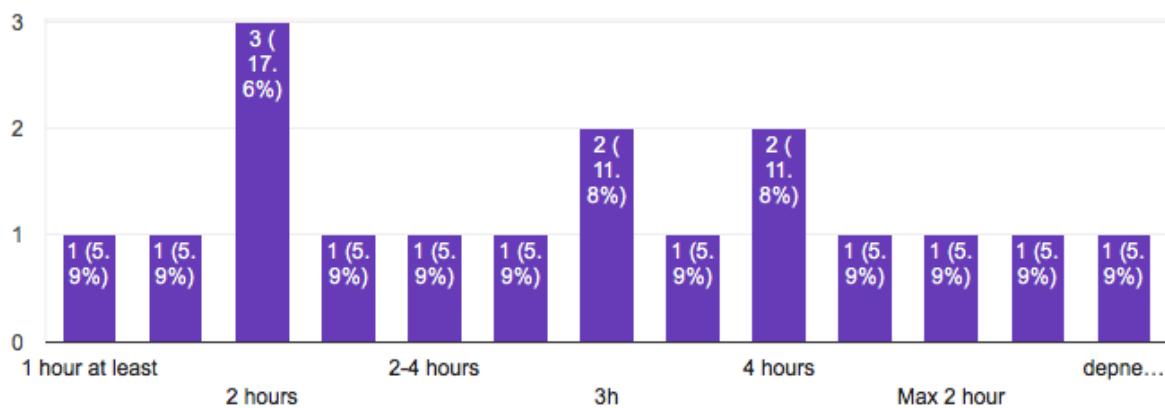
500kr

100kr

200€
50eur
Maybe the equivalent of 15-20USD per hour
300dkk
100 EUR
15€
100,00 EUR
15 per person per hour to 20 euro. if we are a group we are willing to pay more
30 eur per hour
150 Euro

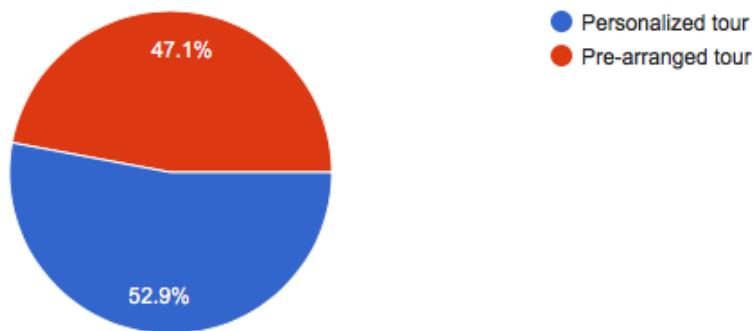
5. How long would you like the tour to be?

17 responses



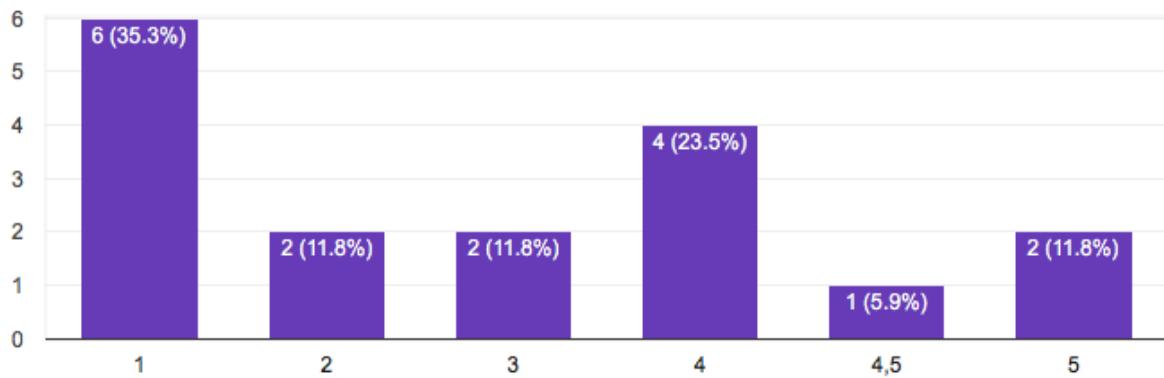
6. Would you prefer to have an option to book a personalized tour or would you rather choose between given tours? (the same price per hour)

17 responses



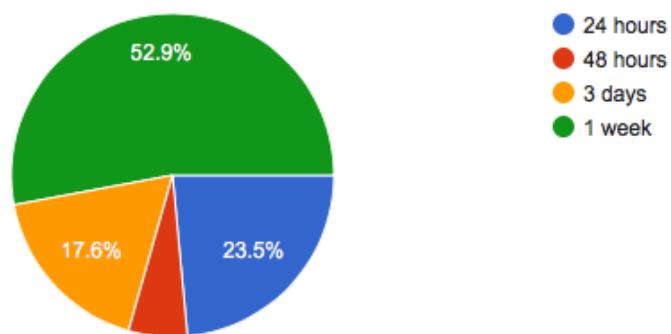
7. How important is it for you to receive photos on the spot? (rate from 1 – 5 where 5 is the most and 1 is the least important).

17 responses



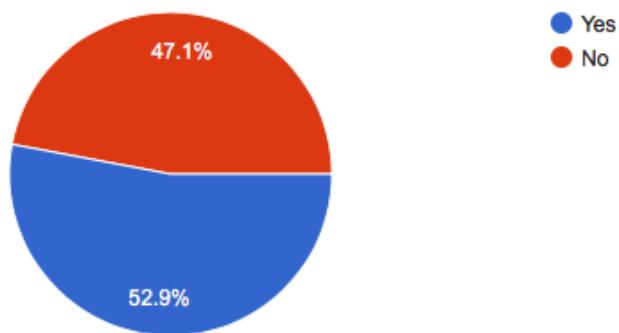
8. What is the latest you would want to receive the photos?

17 responses



9. If the photographer offers you to Photoshop the photos for some extra money. Would you book this service?

17 responses



10. How much would you pay for Photoshopped photos?

100dkk per hour

3000

50dkk

zero

-

service should contain some with option of paid extra features

50kr

50€

20eur

5USD

Not sure, would prefer to see price options

20 EUR

5€

50,00 EUR (how many photos?)

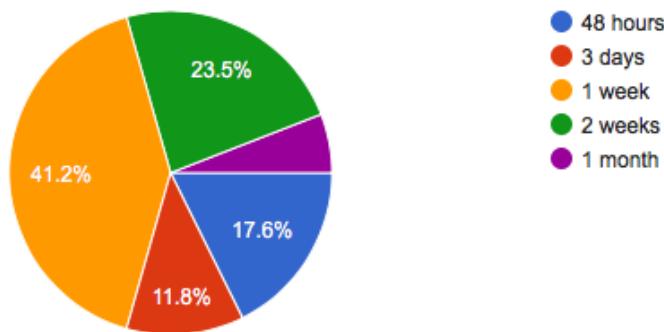
I would like this to be part of the package.

I would like it to be included in the tour package price

200 Euro

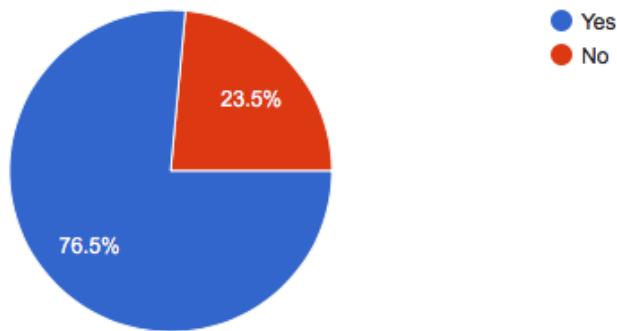
11. How long would you want to wait for Photoshopped photos?

17 responses



12. Would you be ok if our photographer uses your photo for his personal portfolio, which will improve his chance of getting a job?

17 responses



* For last question: add some discount to people who decide to give photographer the chance to put photo on portfolio.