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UX THEME

INNOVATIVE APP CONCEPT DEVELOPE- MENT

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INTRODUCTION

Denmark has never garnered much attention or notoriety in the media and worldwide stage. It is a relatively small country with a population of 5.7 million located just above Germany and south of Norway and Sweden. Recently, governments and people around the world have begun to recognize the country for being one of the “happiest countries of the world” due to high social mobility, universal healthcare, and low rates of crime and unemployment. It’s capital and seventh largest city, Frederiksberg and Copenhagen, have seen a major increase in migration in the past ten years. It’s no surprise that people would want to move to Copenhagen because of its high living standards but the city stands out for other reasons as well. It’s casual atmosphere and local shops make for a charming and relaxing city to live in. The increase in migration and popularity however has meant an increase in the cost of living.

Copenhagen is among one of the most expensive cities to live in due to high transportation cost, recreation, and personal care costs. Everything is more expensive. The cost of a single bus ride is 24 DKK or four U.S.D. A pair of jeans cost X DKK, roughly X USD. Making food at home is incredibly popular because eating out is so expensive. While tasty, hot dogs and shawarma stand out as one of the only options for affordable take out meals.

Recreational activities such as eating out, going to the movies, and drinking are on average higher than many European cities. Going to the movies or a concert for low income earners is a luxury and rare occasion. While these issues are not life threatening, it does make it difficult for low income populations to enjoy the cities vocational activities. Struggling to afford taking your partner on a date or exploring the city with friends may leave people feeling isolated or make it anxiety provoking to go out.

When researching who our target audience would be we found that people ages 18 to 30 were most suited for our app because they are less likely to work but do receive government subsidies. People in this age group are more likely to be students. Students from Denmark and the European Union receive subsidies from the Danish government while they are studying. This means they have a stable income but have significantly less to spend on recreational activities. They have the highest levels of unemployment due to the fact that they are more likely to be studying part time or full time.

PROBLEM AREA

Based on the market research we can conclude, that Copenhagen is a city providing great student experience with intense day and night life. However, our research shows that it is very difficult to enjoy what city has to offer due to high costs of living. Thereby, we would like to focus on a target group having most unstable financial situation of all, which are students in between 18 and 30 years old. Chosen target group is struggling to combine high living expenses with active social life. Young people continuously need to make choices and compromises on the decision whether they should or should not go out and enjoy what city has to offer.

Dinning in the restaurants or drinking in the bars comes almost as an exclusive treat that they cannot fully take advantage of due to budget limitations. Places like that should be easily accessible for young people, who especially like to go out and socialize and would be willing to spend money on such services, if only were they less expensive. Changing the cost strategy within Copenhagen area could rapidly increase traffic for those places and generate revenue.

Our team wanted to address these issues. We wanted to created an app that could provide people with a means of exploring and participating in what the city has to offer at a more reasonable price. Before we could create the app we needed to determine if an application that provided discount meals and recreational activities was something that could garner interest and usage.

PROBLEM FORMULATION

HOW BY CREATING MOBILE APP CAN WE PROVIDE THE DEALS MAKING COPENHAGEN PUBLIC ENTERTAINMENT PLACES MORE AFFORDABLE FOR YOUNG ADULTS?

SUB QUESTIONS

- which companies are our direct competitors?
- who is our primary target group and what possibilities and boundries is giving us market we're going to operate in?
- how do we structure our business in order to acheive set up goals?
- how are we going to communicate with our audience?

METHODOLOGY

CHAPTER

PRIMARY DATA

First of all, in order to ensure that our assumptions regarding chosen target group have cover in reality, we have decided to gather primary information straight from the source by creting an online survey. We also conducted a few interviews among danish students to get a better understanding of their personal needs and wishes in regards to the the app features and functionality.

SECONDARY DATA

Secondly, we have decided to collect secondary data using avaiable online sources. We started out with market reaearch in order to find out how big is the market for our app. Afterwards we focused on our main target group in order to ensure wether our assumprotios regarding they financial situation and living standards are correct.

QUALITATIVE DATA

Qualitative data is kind of data which we cannot count or measure, for example observations or experience. We collected our qualitative data during our interviews with fellow students as well as asking open questions in our onlne questionnaire.

QUANTITATIVE DATA

Quantitative data is kind of data which is countable or measurable, for example statistics. In that case, quantitative data is this part of both questionnaires that can provide us with concrete answer (e.g. Yes or No) or which has some other additional answer options that we can turn into statistic data later on. These type of data are also general statistics we garhered from different online sources.

VALIDITY AND RELIABILITY OF DATA

While gathering the dat a necessary for our project we used big databases and only sources websides with provide us with both the collected primary data and secondary data we have used for we believe to be valid and reliable for our problem formulation and answering of our sub questions. In order to gather reliable data for the project we need to use the most accurate sources we can reach. To make the questionnaire reliable, there must be two core requirements fulfilled – it needs to consist of accurate questionnaires and secondly, have many participants.

ANALYSIS

COMPETITOR ANALYSIS

BOWNTY¹

Free

Bownty is an app that allows users to purchase discounts on establishments in Denmark and Europe. Users can find deals by categories, a search bar or a map. Categories range from food, travel, concerts, and well being. Users select the deal of their choice and are brought to a page where they can read more information and purchase the deal if they would like.

The app seems to still be in the development process. Some categories have only two options so there are very few choices. I have never purchased anything from the website so i don't know how reliable it is. In comparison to our app it is somewhat different. Our potential app would be a database for people to see sales, discounts in their area. However, they would not be able to purchase anything from the app.

STUDIZ

Studiz is an app that allows students to find discounts. By using their status as a student. The app lists different brands and companies with discounts. In order to access the discounts students must make an account.

¹ Appendix 2

TARGET GROUP ANALYSIS

We have identified Vetur's target audience - youths between 18 and 29. Now, it is necessary to outline and define the users of the app. We anticipate a large proportion of our target audience will be students. In Denmark, students that live away from their parent's or guardian's home receive approximately 5,571 DKK per month after tax, to support them throughout the duration of their higher education. EU citizens are also entitled to the same government subsidy called SU, providing they work a minimum of 10-12 hours a week and a total of 43 hours a month. There is no official minimum wage in Denmark, those students who are employed often have low-skilled jobs paying a minimum of 110 DKK per hour. SU, in addition to one month's salary after tax would equate to an estimate of 8598 DKK. A room in an apartment in Denmark's capital costs around 4500 DKK per month including electricity and water. Under these circumstances, a student would be left with 4098 DKK for transportation, basic personal care and recreational activities.¹

In comparison to the rest of the employed population, students naturally don't have as much money to facilitate the lifestyle they would like to lead. Youths have a significant social presence in Copenhagen, though many of the activities they partake in do cost money. There is proof that a good proportion of this population enjoy spending the limited but substantial disposable income they have. With the correct strategy and business plan, Venture could be the go-to digital entertainment tool, linking young customers to businesses all over the city.

¹ <https://www.numbeo.com/cost-of-living/in/Copenhagen> (NUMBEO - Data input by users)

RESEARCH ON THE COSTS ON LIVING IN COPENHAGEN

Average cost for a pint of domestic beer - 45.00 DKK

Average cost for a coffee in Cappuccino (regular) - 34.62 DKK

Average cost for a meal out at an inexpensive restaurant in Copenhagen - 122.50 DKK

Average cost for a meal out at an inexpensive restaurant in Copenhagen - 575.00 DKK¹

¹ OECD Publishing. Jobs for Youth, Denmark 2010. Paris: Organisation for Economic Co-operation and Development, 2010. Ebook Library. Web. 4 Oct. 2013

Summary:

From this quick gathering of secondary research concerning average prices of going out in Copenhagen, we can conclude that type of establishments and social events featured on our app, should aim to be cheaper than these prices in order for them to be appealing to our target group.

EXPERT INTERVIEW METHODOLOGY

In the early stages of this project we were granted the opportunity to run some expert tests with the Danish Multimedia Design line. We used this opportunity to gather quantitative data in order to clarify and define our initial ideas.

The test was carried out in an informal setting and moderated by 3 of the group members, a relaxed setting which allowed all parties to speak honestly and openly. We presented our initial ideas casually.

“An entertainment platform, that would provide information about existing and regularly occurring offers in bars, clubs, restaurants, clubs and music venues in Copenhagen. The user would be able to get inspiration for social activities and there also be a function for find out about deals in advance. The app would not just show random offers on things you could save money on, but instead the user could see savings in relation to your location. Offers would be tailor made for the user too”

In addition to this, we also showed competitor that already exists on the market, namely ‘Bownty’. This app encompasses offers for basically anything across the entirety of Denmark, the app’s design is quite messy and generally overwhelming. As a group we asked for comments on our initial idea, its mentioned features and the competing app.

Summary:

The most remarkable response we received from one the Danish MMD students, were the words, *“I need an app like this!”*, other interviewees present nodded in agreeance. The conversation continued in a positive light, particular attention was paid to the ‘savings near me” and ‘plan’ function, allowing a user to see money saving options in close by and in advance. From this experience we drew that students were likely to benefit from our app. A useful criticism we received - *“Your app is still trying to do too much, if you want to differentiate your app from the competitors you should hone in on a smaller portion of the market”*.

ONLINE SURVEY ANALYSIS

In order to ensure that our suspicions regarding chosen target group have been covered in reality, we have decided to gather primary research straight from the source by creating an informal online questionnaire.¹ The questionnaire was distributed on Facebook. The data results were not used in a statistical or quantitative analysis. The feedback provided insight into how respondents felt about affordability and difficulty in terms of participating in recreational activities in Copenhagen. Each respondent was asked two background questions about their age and gender identity. Respondents were then asked to answer the following questions about how difficult it is to find affordable venues:

- Are you having a hard time finding an affordable place to go out (bars, restaurants, cafes etc) in Copenhagen?
- If yes: Why do you find it hard ?
- Are you missing out on information regarding affordable social activities in Copenhagen?
- Which places do you find most expensive?
- Would you benefit from an app that informs you of discounts and offers in proximity to you?
- If yes, what offers would you like to receive?

A total of 14 people responded to the survey. We had a range of ages from 19 to 37. We did not ask respondents about their occupation or any other background questions. Even though we had low survey participation rates, we were able to gather good feedback from participants. This feedback was the first step in creating our app.

Summary:

The purpose of our research is to give us a source of solid data to utilize when making decisions for what our app would be. We are using this data as a starting point to make the app. Much of the data and suggestions point to an issue but it does not provide us with a solution.

The data was gathered from one primary source: a questionnaire form sent out via social media. Our user survey showed that 64.3% of respondents had a hard time finding affordable places to go out in Copenhagen. 99% of our respondents said it was difficult to find a place because all venues were too expensive. 71.4% of users said they were missing out on information regarding affordable social activities in Copenhagen.

Our survey could have asked participants more detailed questions about income, what they do in their free time, and how much money they allocate for recreational activities. We also could have had a larger sample size for accuracy.

APP DESCRIPTION

Ventures 'MODE' functions provides you with an atlas of options catered to your daily interest and 'modes'.

We all know living in Copenhagen is most definitely not one of the cheapest cities in the world. We all love to go out and socialise but doing it on a budget is difficult here. Log on to VENTURE and discover the most hyggelige cafes, bars and restaurants that have offers and discounts nearest you. Using your location services, VENTURE will uncover the best options in your neighbourhood and a little further afar. Choose between our 'mode' functions such as date night, party animal, adventurous and chill out to find the right place out there for you and your companions. The offers you receive will be self catered to how you feel. Venture's filters allow you to select the area, your budget, time and date so you can even plan in advance and never miss out on the fun

Let's play! (On a budget, of course).

Save money. Earn in-app exclusive offers by rating places you visit.

Our App

Low Key
Playful
Good spirited
Cheap and cheerful
Unpretentious

MISSION, VISION AND VALUES

MISSION

WE AIM TO BE COPENHAGEN'S GO-TO DIGITAL ENTERTAINMENT GUIDE. WITH VENTURE, BUSINESSES BENEFIT AND SO WILL OUR CUSTOMERS. EXPLORE PLACES YOU MIGHT ALREADY KNOW, DISCOVER DEALS YOU DIDN'T. VENTURE WITH US.

VISION

QUALITY, AFFORDABILITY AND UNIQUE COLLABORATIONS ARE INTEGRAL TO OUR VISION. WE BELIEVE THERE COULD BE A COPENHAGEN FOR ALL, A PLACE THAT EVERYONE CAN ENJOY EVEN ON A BUDGET. VENTURE WILL LEAD THE WAY; YOUR GUIDE TO COPENHAGEN TRUE POTENTIAL.

VALUES

One Step Ahead

Venture will always strive to be one step ahead, offering you the best deals.

Curious & Adventurous

Our sense of adventure and endless curiosity is what drives us at Venture. We know there's always something new to be found.

Sharing is Caring

There's plenty of fun to be had in Copenhagen and by joining forces with our partners everyone can reap the rewards.

Affordability & Quality

Though we seek to provide affordable options for social activities in Copenhagen, Venture never compromises on quality.

Keep it simple

No fuss - down to our design, user experience and ...

Good Spirited

The best customer service experience is very important to us. Venture is hassle free, generous and accommodating.

PERSONAS



JONAS NIELSEN AND NANNA JENSEN



JONAS

AGE: 26

GENDER: MALE

OCCUPATION: PART-TIME

Jonas is a part time barista. Since moving to Copenhagen he started to feel like socialising in the city can get really expensive. He wants to live a Copenhagen lifestyle at bars and cafes but unfortunately he does not always have the finances, he feels like he is missing out.



NANNA

AGE: 20

GENDER: FEMALE

OCCUPATION: STUDENT

Nanna is a fashion student who has recently moved to Copenhagen. She loves hanging out with her friends at bars and drinking responsibly but on her student allowance alongside Copenhagen rent prices she can't always afford the rate a drink goes for. Her favourite bar is not always open every weekend and thus sometimes she needs to find other options. But with so many bars out there and having only moved to the city it's hard to pick the most affordable bar which matches her taste in decor.

BUSINESS CANVAS MODEL

THE BUSINESS MODEL CANVAS IS A TOOL THAT HELPS ORGANIZATIONS TO HAVE A CLEAR OVERVIEW OF THEIR BUSINESS PLAN. THE CANVAS CONTAINS OF 9 BUILDING BLOCKS, WHICH ARE:

Customer segment

The customer segments where the organization figures out if they're focusing on a niche market, a mass market or diversified. A niche market is where the organization based their business on one specific and specialised group customer segments and is tailored towards that group.

The mass market focuses on a large group of customer segments. The large group of customer segments would overall have similar needs and problems.

The diversified is where the organization serve their business for two groups of customer segments, which have two very different needs and problems.

Value proposition

Value propositions are where an organization tries to figure out what their customer needs and problems are, and how they can solve them and satisfy people's needs.

Value propositions can simply be why a customer chooses one company over another.

Channels

Channels are where the organization is delivering the value propositions to the customers, whether it is through communication, digital or sales channels.

It helps the organization to make the customers aware of the organization's product and services, and it also helps the customers to evaluate the organization's value proposition.

Customer relationships

Customer relationships are the relations the organizations are maintaining and establishing with the customer. There are different ways for organizations to do that.

When an organization offer a self-service, are there no direct relationship with the customers, it is where the organization will provide the information needed so the customers can help themselves.

A personal assistance is where the organization is basing their relationship on human interaction.

The customer will be able to get help and communicate with a real representative of the organization; it can either be through e-mail or calling the customer service.

BUSINESS CANVAS MODEL

Revenue Streams

The revenue is how the organization can earn money within the business, for example, if it's an organization who is making a free service app how will they earn from it. The company can have several revenue streams, based on how many channels they provide.

Key Resources

Key resources are needed to make a business model work. They allow an organization to create and make value proposition, which will maintain the relationships with their customer, and reach the market but also make the organization earn on their product or digital service.

Key resources come in different forms, it can be Physical which can be building, vehicles, machines, systems etc.

The intellectual key resource is when an organization focus primarily on the brand or their brand.

Key activities

Key activities are the most important things, an organization will need to make the business run successfully.

It can be with their product, the design of their product, does it fulfil their customer's needs for an aesthetic look. Or it can come in the form of solving their customer's problems. Another key activity can also be the organization's platform or network. For example, if their platform either on social media or website isn't up to date, and doesn't match the organizations brand, then they most likely won't succeed, on a longer term.

Key partnerships

Organizations use partnerships for different purposes, there are mainly four different types of partnerships. The strategic alliance, which is between non-competitors.

The cooperation is the strategic partnerships between competitors.

The joint venture is when an organization develop new a business.

The buyer-supplier is a partnership that makes the cost lower for organizations to produce supplies.

Key partnerships can help small start-ups organizations with reducing the risk of not succeeding if the organization are in a highly competitive environment.

Cost structure

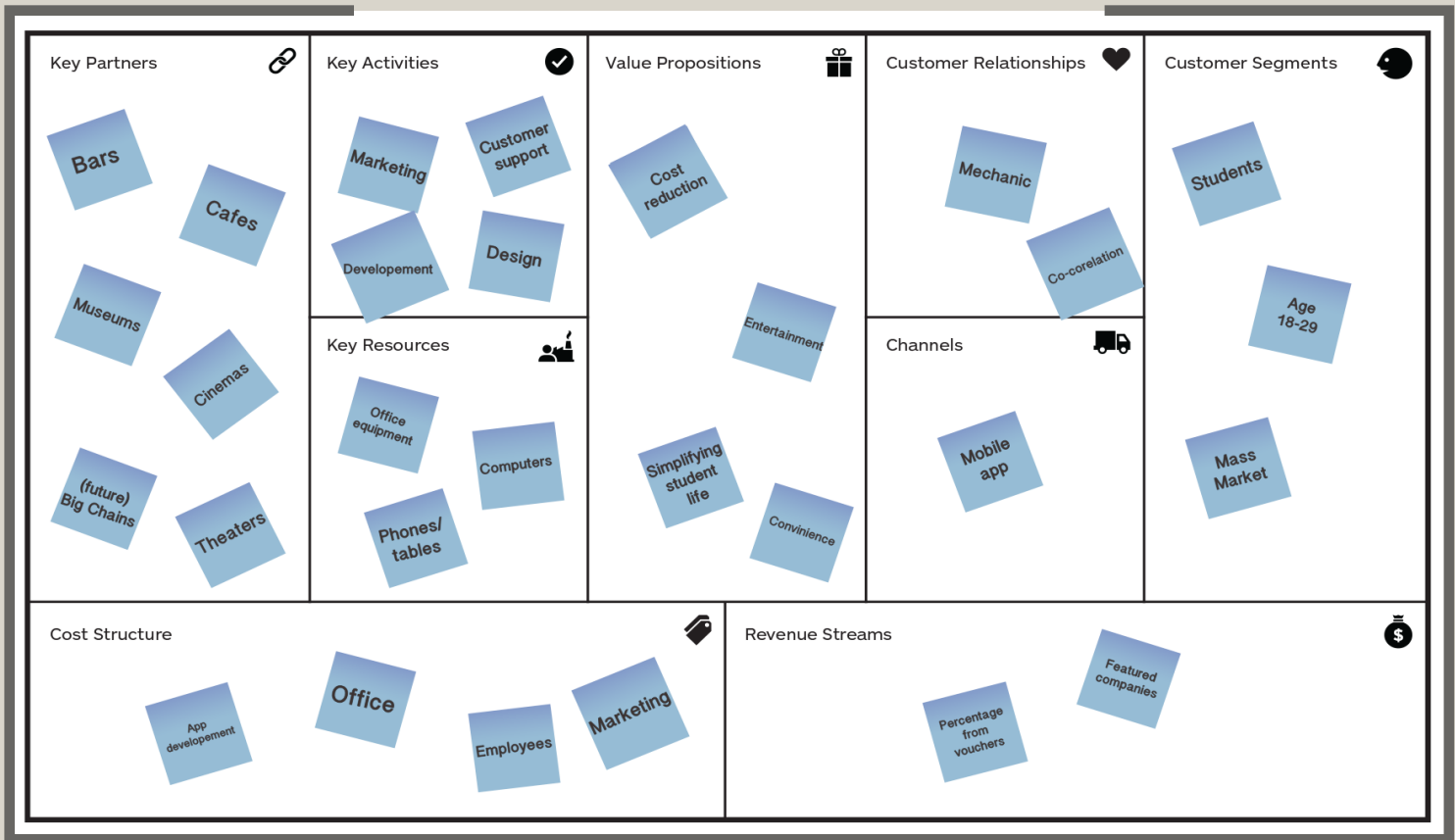
There are different ways to work around your business model, some organizations choose to have a more cost driven business model than others. Business models that are mainly focused on the cost driving, tries to minimize every cost in the business as much as possible.

Other organizations want to focus more on the value-driven business model, which is often seen at luxury hotels that offer a personalized service in the high end.

Fixed cost remains the same, no matter how many services are being produced.¹

VENTURE

BUSINESS MODEL CANVAS



Customer segment

While creating our mobile app, we decided to primarily focus on students living in Copenhagen area. We defined the average age of our target group from *18 to 29 years old*, which are mainly people who live on a tight budget and need to save money. We are focusing on *mass market*, which is large group of customers with “similar needs”.

Value proposition

The value proposition we want to offer for our customers is that the app will help the users to save money when they go out or that they can still go out and have fun even on a budget. The app will also provide the user's entertainment, not necessarily by using the app but the places the users can go to with a discount code or similar. We want to *simplify* student life,

by creating social places more accessible for them and thereby increase their living standards. Key points:

Convenience - find discounts locally and quickly.

Cost Reduction - offers and deals for you.

Entertainment - allowing users to discover social experiences.

Channels

The only channel we are going to use for our innovation is a *mobile app*. By that, we are providing an freely accessible source for anyone who owns a mobile phone/ tablet without any charge, which is crucial for our target due to their financial situation.

VENTURE

BUSINESS MODEL CANVAS

Customer relationship

We think it is very important to hold a good customer relationships. It's very important to be aware of different ways of communications towards specific target groups. In our case, with only having one broad target group we have chosen to follow:

Mechanic relationship: In our case it is provided through our customer service where people can contact us online with their problems while using our offers, deals and discount that our app is providing then, and get fast help from us.

Self-service: By having a FAQ section we can provide the information the customers need to be able to figure out problems by themselves.

Co-correlation: by leading our own social media sites, where everybody can give feedback, share information or opinion about certain topic and therefore, be a part of a community and contribute to company's growth and its further development

Revenue streams

In order to keep our customers happy, and follow our aim to keep our app free of charge, we decided not to create any entrance fee or premium feature. However, to be able to keep the company running we decided to earn from the deals by taking previously agreed amount of *percentage from each deal*. In that case for every voucher from our app used in our partnership places we are going to earn certain amount of money. The way it works, that the app user goes to a chosen place, with aim of purchasing a certain good. They go into the app, find a specific offer they would like to use, and show the code generated by us in order to receive a discount. The purchase is being registered in our system, which gives a base to take off the percentage from specific product and thereby earn money.

Key resources

In order to make our business running we need both physical and intellectual resources. First of all we need a group of ex-

perts within the IT and app development field, in order to create our app/ digital service. It is necessary to own devices allowing us to create and test on with includes *computers, tablets and*

Key activities

Our key activities are based on *marketing, advertising, designing* and *customer support*. We want to advertise our app on social medias, because we know that our target group spend there big amount of their time.¹ We think it is very important to have *develop* a good platform, a website and a design that makes our customers keep using the app and make them aesthetically pleasing. Our customer support are also one of our bigger key activities, because if our customers can't come in contact with us, they will stop using our product.

¹ <https://slks.dk/mediernes-udvikling-2017/kort-nyt/brug-af-sociale-medier-i-2017/>

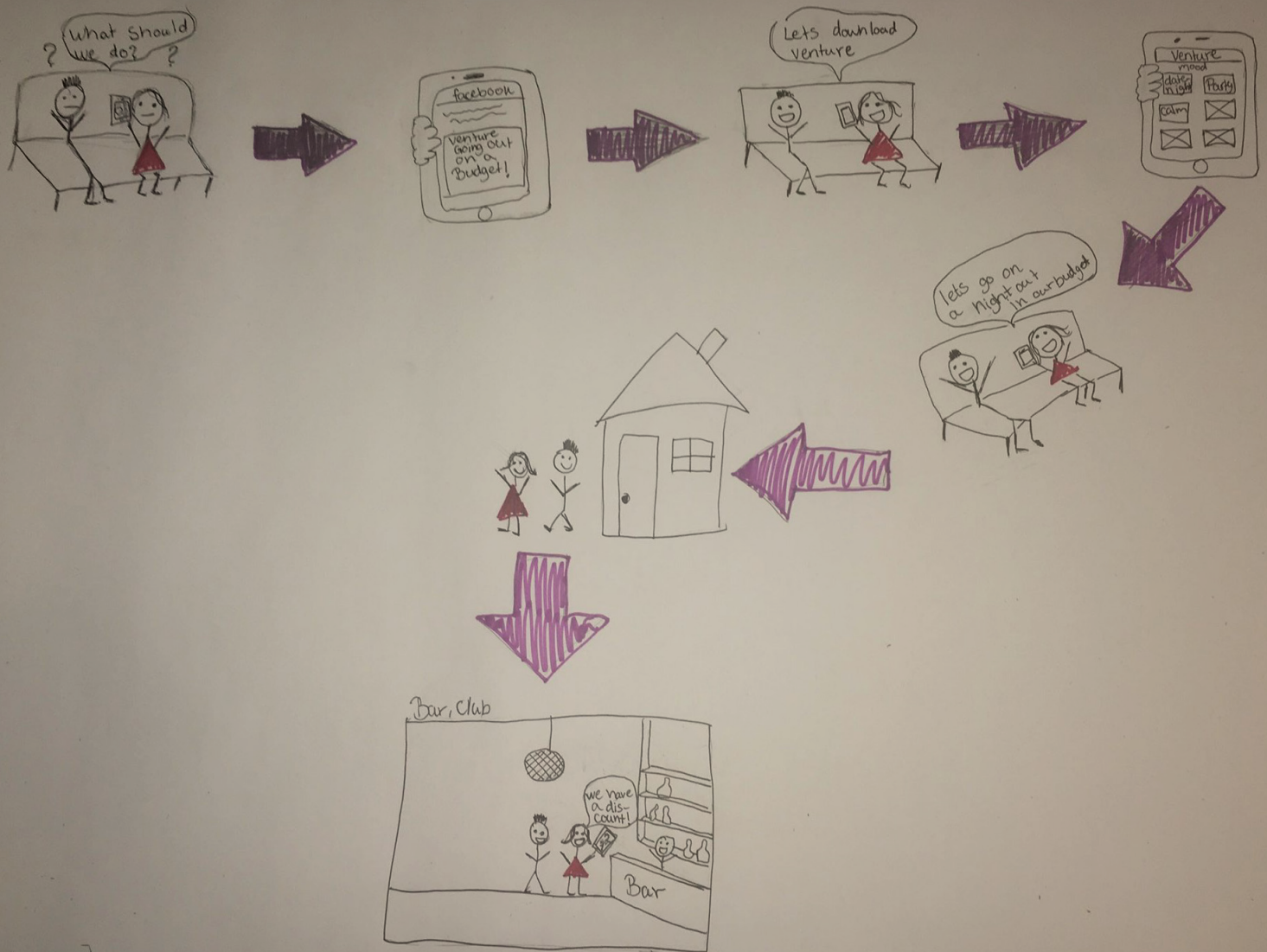
Key partnerships

We decided to base our concept on B2B partnerships with businesses around Copenhagen that creates profit both for our company and them. Our aim is to gain as many partners as possible and become a market leader within the field. Our partners are mainly *bars, cafes, cinemas, museum, theatres* and any similar entertainment places. We also decided to voluntarily advertise free places or cultural within Copenhagen commune in order to increase the traffic for them.

Cost structure

Fixed costs: We found it necessary to own an office to make our teamwork more efficient therefore we need to cover all the expenses that caring the office includes. We also need to provide monthly salaries for our employees considering their positions and working hours.

Variable costs: Any kinds of marketing activities we are going to perform. These are also all the costs of app development.



CUSTOMER JOURNEY

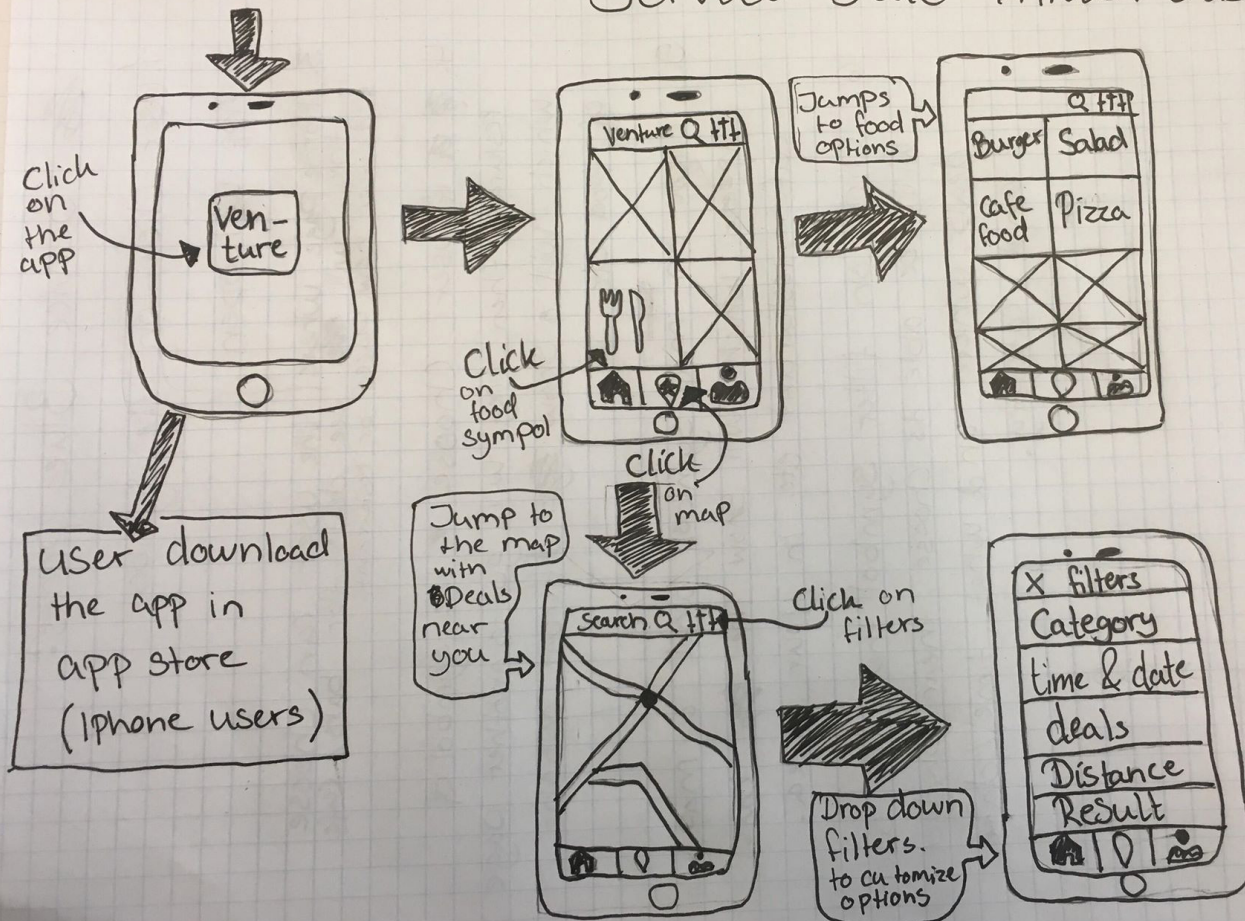


We would like to provide a good experience for our user when using the app, we don't want them to be left confused while going through the app. And this is how we see a two of our user customer journey would look like.

The first drawing is of two people that want to do something, go out to eat or dance, but their budget is really tight so they don't really know where to go.

They open up Facebook to get ideas but then an advert for our app pops up, and they start reading about the app, after that they decide to download it to see what if they can really use it. They discover that the app is showing them bars, clubs, restaurant and cafes with different discount offers or a venue that is in their budget. They chose to go on a night out to one of the bars that have a certain offer that night, it could be a two drink for one drinks price. We see them leave their house very happy, and going to the bar showing their discount code to the bartender that will happily provide them with two drinks for one drinks price.

Service Blue Prints / Customer Journey



SERVICE BLUEPRINTS/ CUSTOMER JOURNEY ON OUR APP

We made another customer journey. It shows how the app is build and what would happen when clicking on the different elements. The user will download our app Venture in the app store. When they click on the app symbol it will open the homepage that shows different categories, it could be food, drinks, adventure and discovery. When the user clicks on the food category, will the app jump to another page on the app, where there are options for deals on different food/ restaurants/ cafes etc.

If you then click on the map symbol, a map will show up with deals from restaurant, cafes, bars etc. near you. With the filter option, the user can add in what their budget is, what time and the date they want to go, how far away and if they want to go out to eat, drink etc. When they click on the result the deals that suit their budget will show up. The customer journey helps us to figure out where it can go wrong and if the user will get a good experience when using our app.

One of our competitors is an app called Bownty.¹ Bownty is an app that offers a big amount of different deals. The content Bownty show on their app is quite overwhelming and also messy. They show deals after deals after deals., and it seems like they have deals for almost everyone.

Our app is a lot simpler compared to the Bownty app, the first page our user will see is a page with about 4 different categories that they can choose from.

It could be food, drinks, adventure and discovery. Where Bowntys first page of their app is just one page with all the different deals they offer.

UNIQUE SELLING POINT

Venture will provide specific deals in Copenhagen to appeal to our target group. Deal finding features in proximity to our user and planning tools make our app unique. The design will be in sync with our target group, communicating a youthful, trendy feel that young Copenhageners align with.

EMOTIONAL SELLING POINT

Young people in copenhagen expect a lifestyle that in reality cost more than they can often afford. Being that Copenhagen is such an expensive place to live , missing out on social events can become a regular

1

Appendix 2

COMMUNICATION PLAN

PURPOSE:

Our purpose is to provide a platform for young people to save money when out socialising through in app deals.

EFFECT:

We would like to hone in on a emotional vulnerability where by we aid people to financially sustain a outgoing social life.

MESSAGE:

With provide accessible discounts so people can afford to experience copenhagen to at its full potential

SENDER:

We are group of multimedia design student living in copenhagen who wish to solve problems that relate to our own experiences.

TARGET / RECEIVING AUDIENCE:

Our target is young people in copenhagen who inspire to live the desired copenhagen lifestyle but dont quite have the finances.

USER PROFILE:

Refer to the user persona examples

USER SCENARIO:

Refer to customer journey

COMMUNICATION ENVIRONMENT:

The user will most likely first come into contact with the app on social media or through word of mouth.

The user will tend to need the apps services whilst out and looking for something to do.

MEDIA ELEMENTS:

Our app will follow a design template based on playful patterns and light heart youthful aesthetics. The design will be a familiar/relatable aesthetic to our young users.

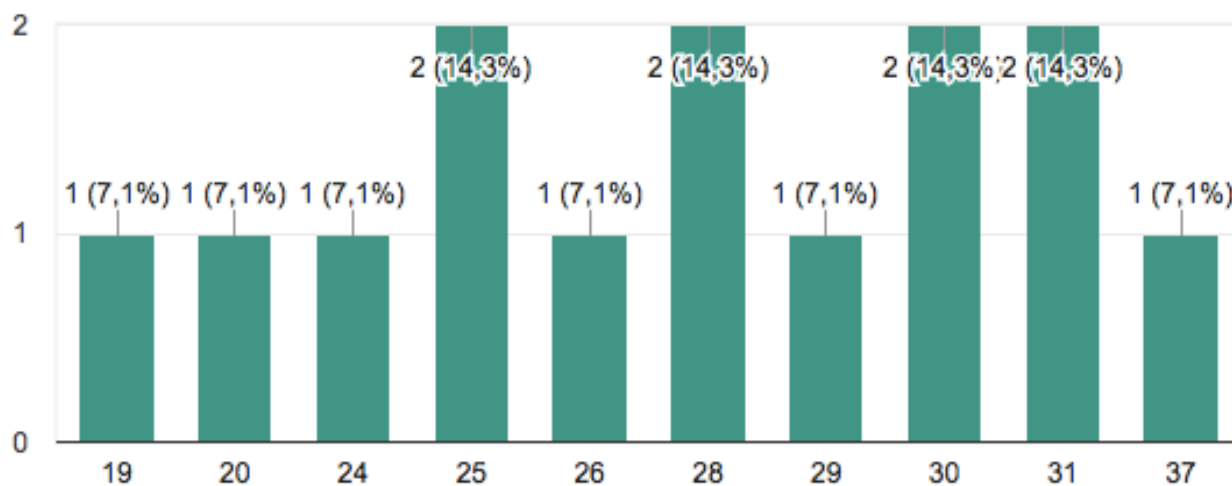
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APPENDIX 1 - ONLINE SURVEY

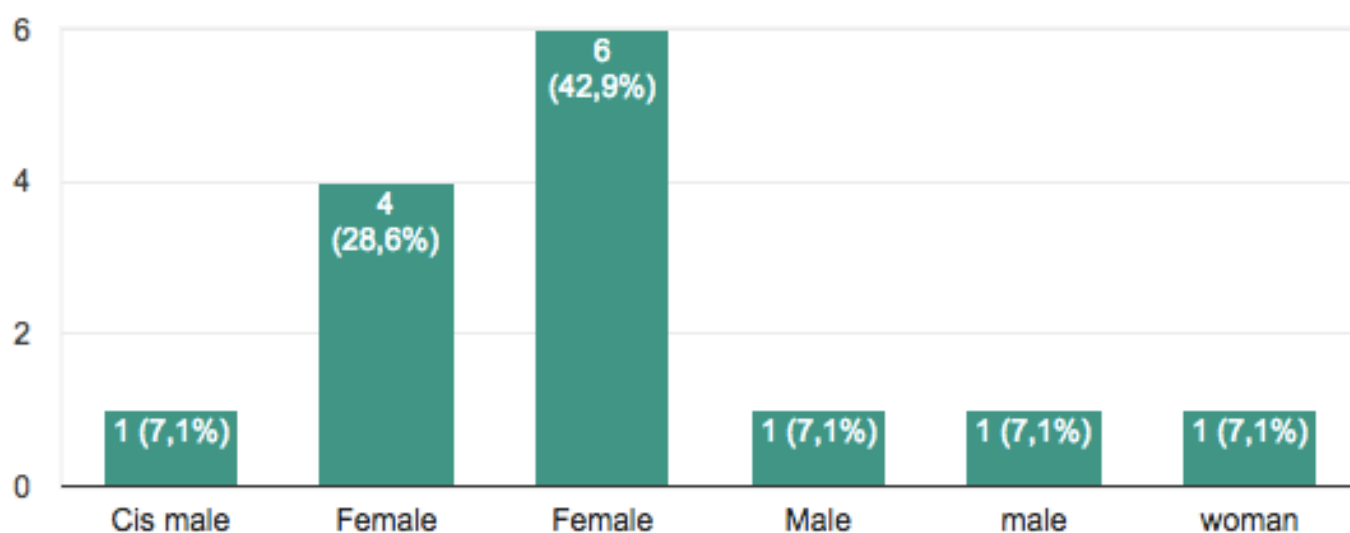
How old are you?

14 odpowiedzi



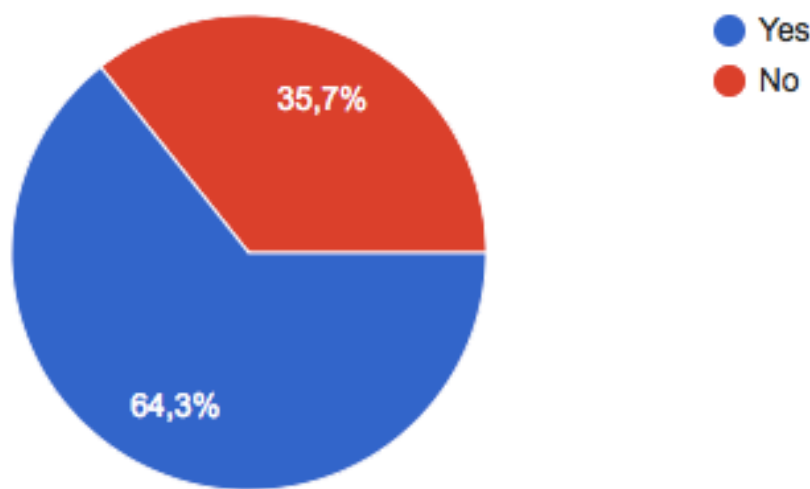
What is your gender identity?

14 odpowiedzi



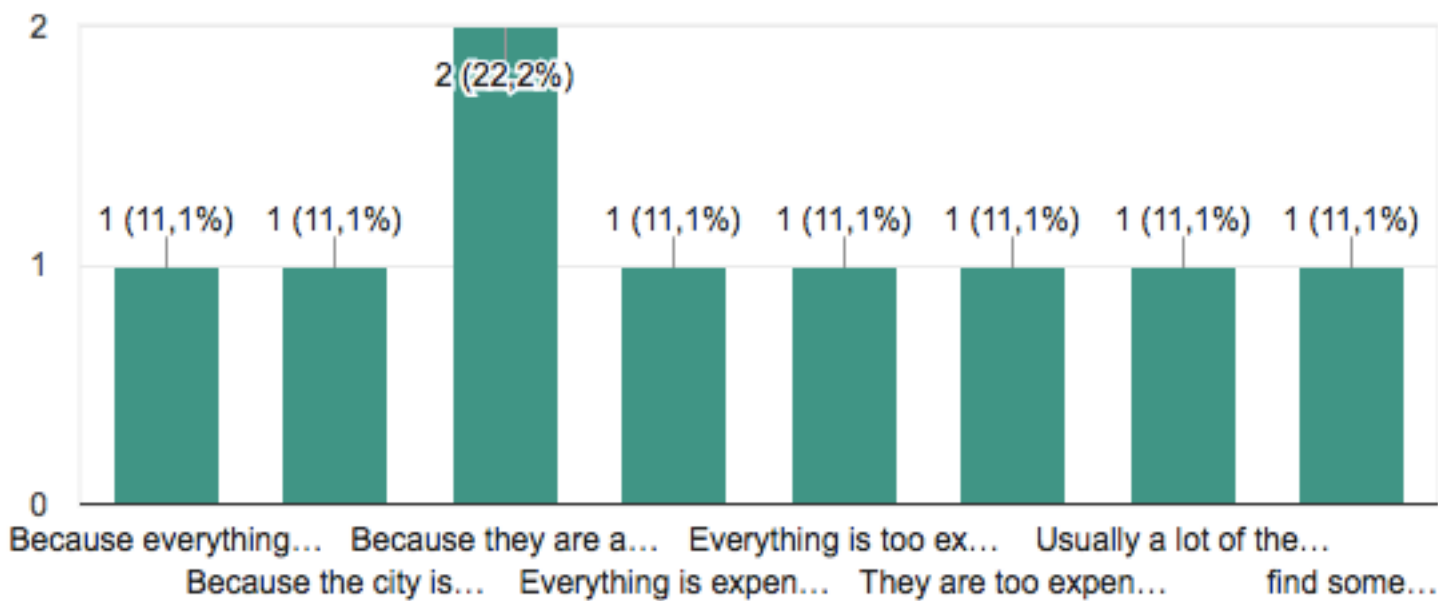
Are you having a hard time finding an affordable place to go out (bars, restaurants, cafes etc) in Copenhagen?

14 odpowiedzi



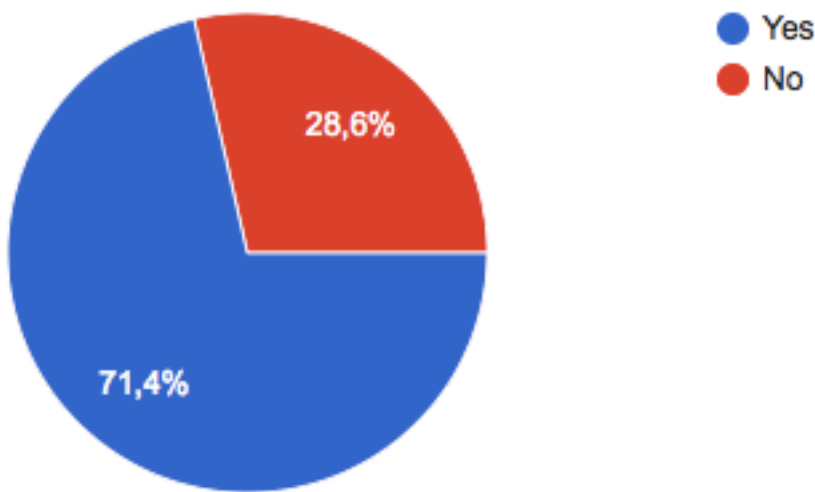
If yes: Why do you find it hard ?

9 odpowiedzi



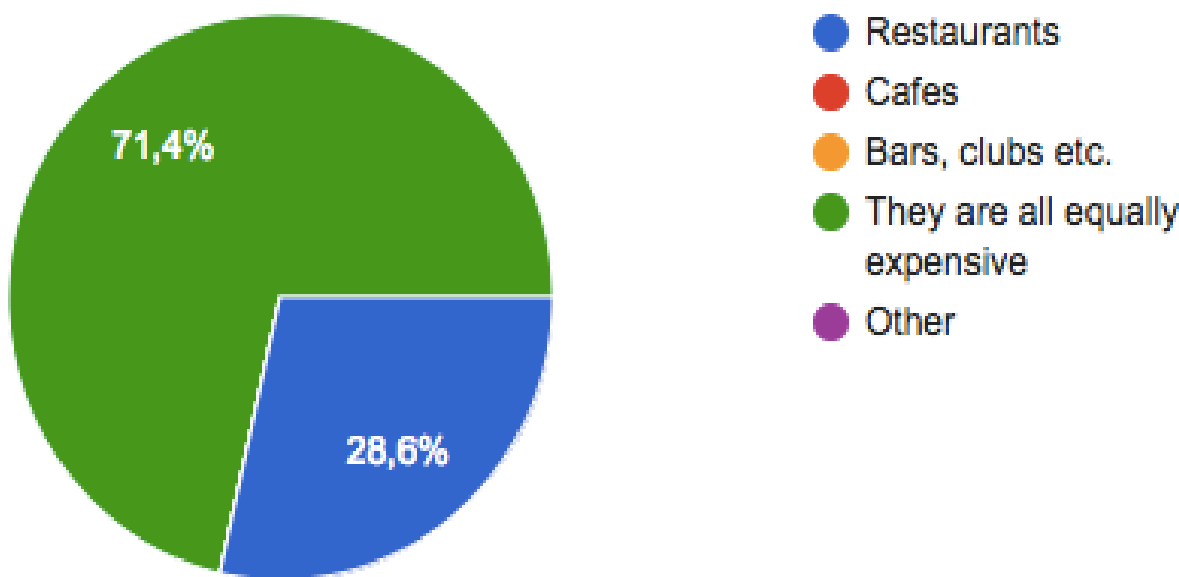
Are you missing out on information regarding affordable social activities in Copenhagen?

14 odpowiedzi



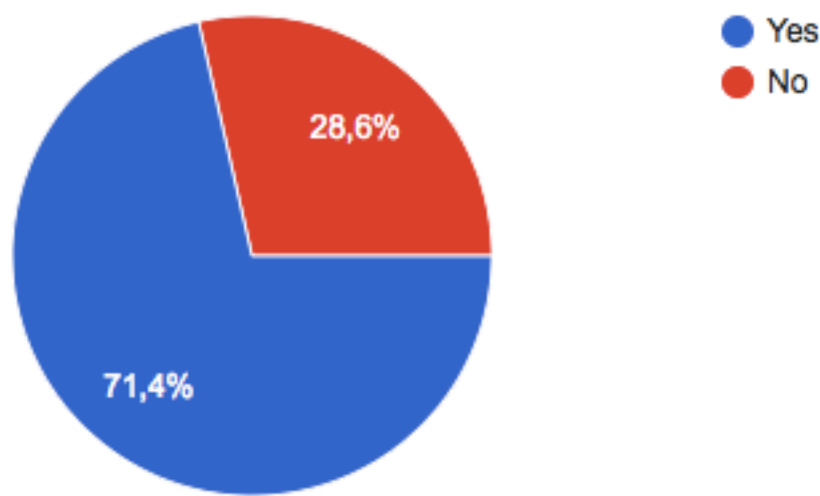
Which places do you find most expensive?

14 odpowiedzi



Would you benefit from an app that informs you of discounts and offers in proximity to you?

14 odpowiedzi



If yes, what offers would you like to receive?

9 odpowiedzi

Events, special offers (2)
Food
Dinner deals for places with good reviews (not crappy places with bad food)
Maybe some offers with discounts for groups or for couple or maybe just some offer like coffee + cake in lower prize
I love eating out so restaurants would be great, but not dirty cheap ones, nice mid range ones
Offers of free and cheap events
restaurant discounts
Restaurants, bars, concerts

APPENDIX 2 - BOWNTY

