



The only app which helps
to **lose** and **find** yourself at
the same time

Digital Business Development Project

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Table of content

1. Problem area and problem formulation	p.3
2. Concept Description - Initial Thoughts and Ideas	p.4
3. Mission, Vision and Values	p.5
4. Target audience	p.6
5. Personas	p.7
6. Costumer journey	p.8
7. Business Model Canvas with	p. 9,10
8. Competitors and Inspiration	p.11
9. Communication Plan	p.12
10. Selling propositions	p.13
11. Prototype	p.14
12. Kanban chart	p.15

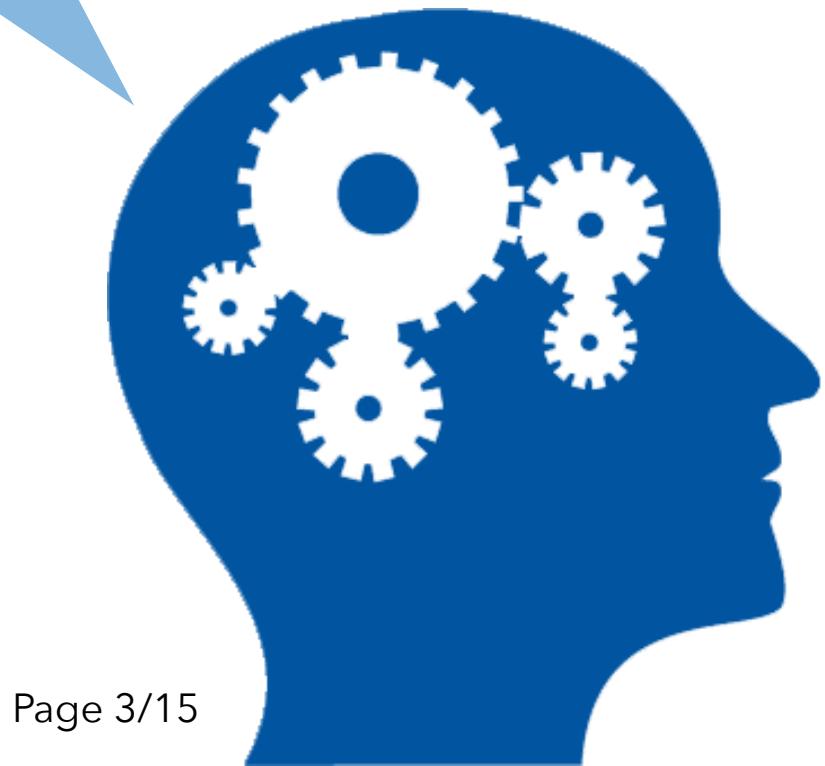
What do we solve?

PROBLEM AREA

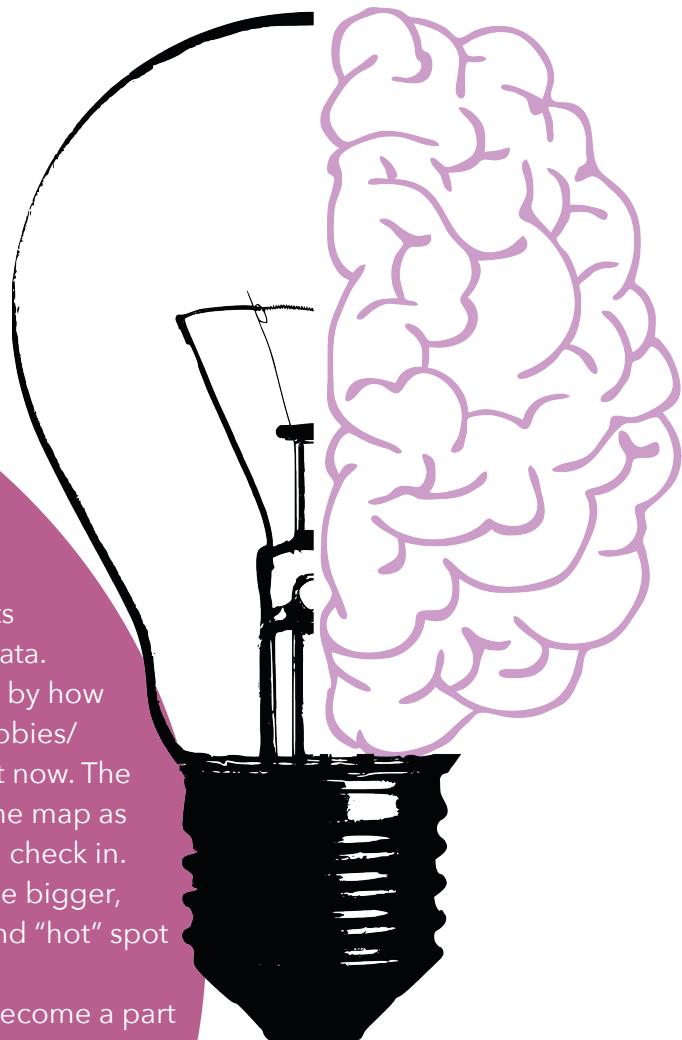
Changing life area can be exciting, although it has its disadvantages as well. Adapting to a new society takes a lot of time and effort.

PROBLEM FORMULATION

Can digital world be used to initiate real life (face-to-face) communication?



Concept description



A meet-ups app for people who respect their privacy but want to connect with others.

It allows the creation of events without providing personal data. Every meet-up is categorised by how many people with shared hobbies/interests are attending it right now. The events will be displayed on the map as "hot" spots, where others can check in. The more people check in, the bigger, therefore, more noticeable and "hot" spot gets.

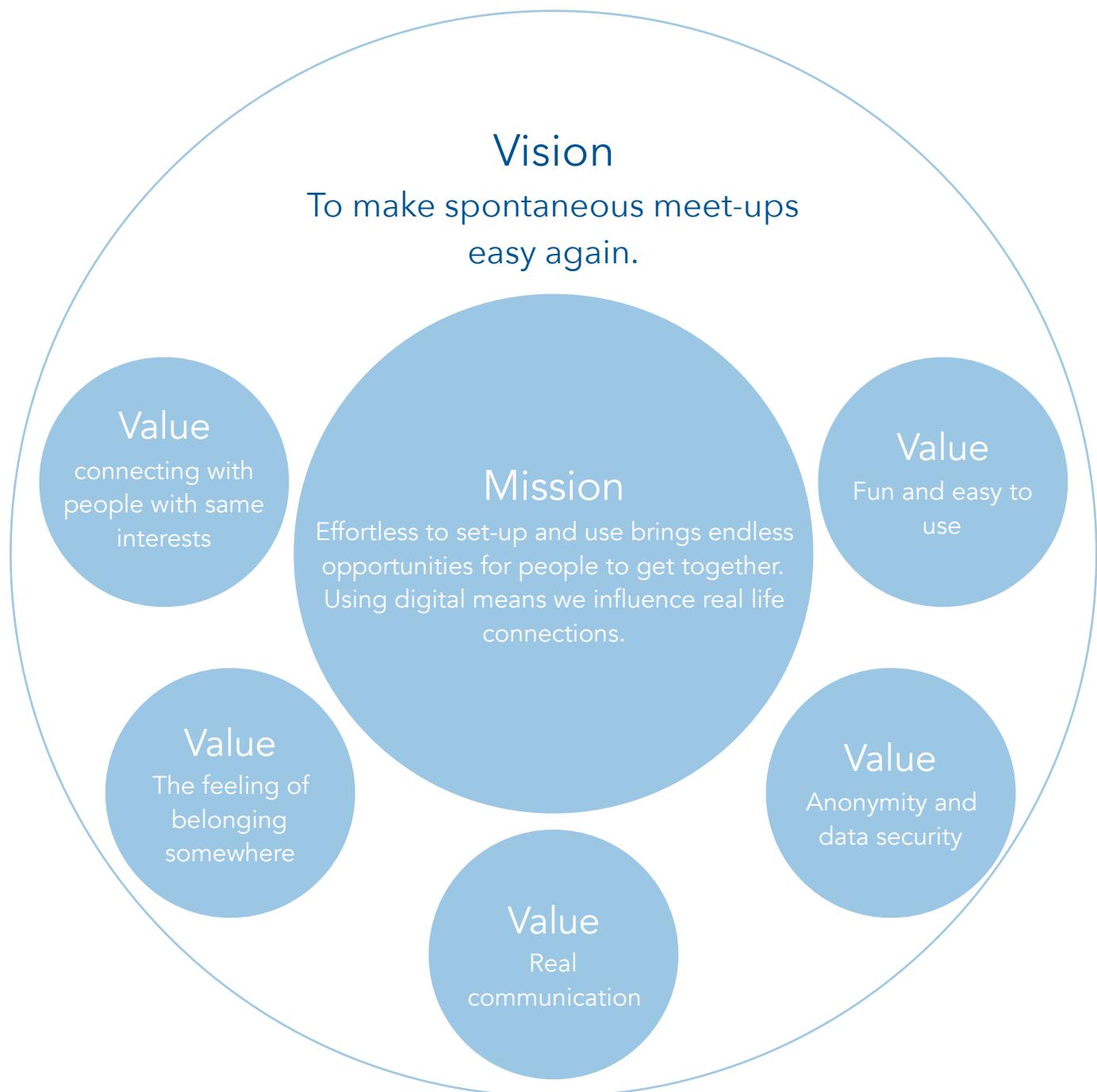
Users who have checked in become a part of the event and help others in decision making if they should join, by providing small comments about the event.

Users who want to join an event can see the "hot" spots on the map, get information about the event and once they reach the place, check in and become a part of the movement themselves.

How does our app fulfil the needs of customers?

The main goal of the app Socially is to gather people according to their interests and hobbies. Help them to fit into the new background more easily without creating pressure of meeting exact person. We are trying to reduce the feeling of loneliness especially after moving to another city or country. The app will create an opportunity to participate at gatherings and help each other to have the feeling of belonging somewhere. We want to provide an app which is easy and safe to use.

MISSION, VISION AND VALUES



TARGET AUDIENCE

DIRECT USER

Millennial students
(age 18-38) who
travel or who
recently moved

Middle class to
rich elderly who
has access to
smartphones.

INSTITUTIONS

Schools, Corporations,
International houses, Embassies
that would need to help
foreigners adapting to the
society

BUSINESSES

Local businesses that
want to attract
customers by
creating events

PERSONAS

Who am I?

I am a 22 years old Tourism Management student from Denmark. Travelling is my passion. I find it very important for my future career to make connections abroad.



ATTITUDE and BEHAVIOUR

I used to have a lot of friends and hobbies back in my country. I don't regret moving out, but right now I feel a bit homesick and lonely. I'd so much like to keep on playing street basketball. The problem is I have no idea where to go and who to go with. I am tired of facebook events which show up only if one of my friends is interested. As I don't have many friends here it's not relevant. I am also done with Tinder. It puts too much pressure on sexuality and relationships.

GOALS

- to meet people with same interests
- Not too binding/ obligable, more spontaneous and chill.

Who am I?

I am one of the many international students in Copenhagen. I am 21 years old. I would consider myself as a open-minded, outgoing and friendly person. My hobby is basketball.



ATTITUDE and BEHAVIOUR

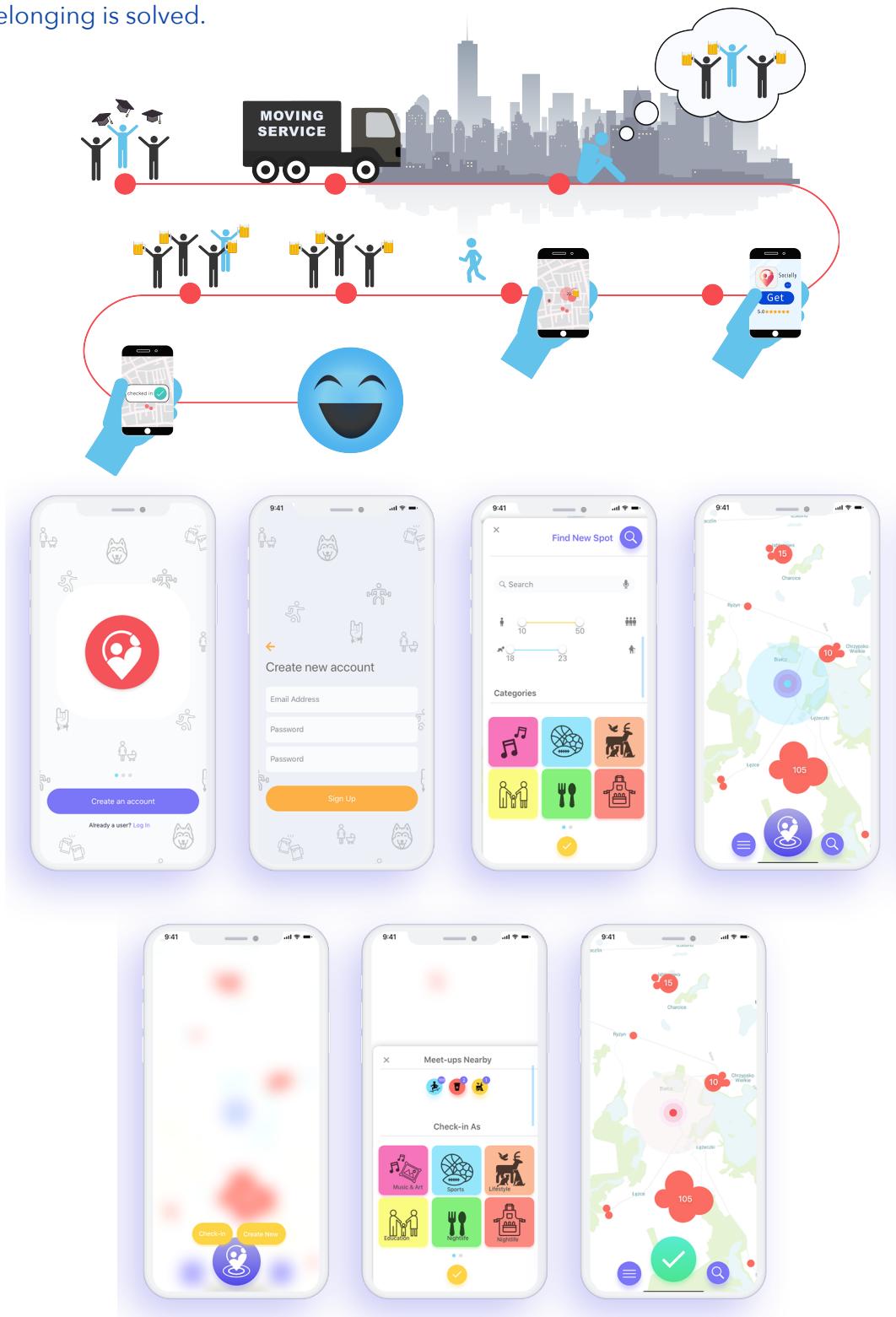
For me travelling is not only sightseeing but also socialising with people from different cultures! Sadly sometimes it's not that easy to find people with the same interests in a new place. On the other hand I'm also a bit insecure about sharing my personal data to people I know nothing about.

GOALS

- to meet people from different cultures
- anonymity and data security
- easy to use

Costumer Journey

After graduating lot of young adults are moving to different countries or cities for studies. First days or even weeks are always the most difficult. Soon enough they are feeling homesick and lonely. However, after downloading Socially they can look for meet-ups around them. After finding the most suitable event they can go out and meet interesting people, check-in and be visible for the others. The problem of loneliness and not belonging is solved.



Business Model Canvas

Our main focus and value is to connect people with same interests and hobbies using our digital platform. We want to help reduce the loneliness of people who moved recently and don't have many friends and connection. Our app also offer the opportunity to create gatherings focused on a special interest. It is also the easy way find gatherings around which are perfect match for the customer.

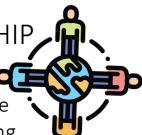
As our main key partners we are considering companies such as Google. App will run using the google maps and login through gmail. Then we would like to make our app available on both androids and iOS using Google play and AppStore. We are also considering collaborations with schools and universities where teachers and counsellors can recommend our app for the fellow students so they can adapt easily. Another options are International houses, embassies and small local businesses with the same purposes. We could also provided anonymous relevant information to research companies to improve their researches.

To encourage our relationship with customers we are providing anonymity and safety. We are not sharing any personal information such a name, email or photos. Customers can also take part and suggest new categories which needs to be approved by the developers to avoid unwanted content. We are appreciating customers loyalty and offering discounts according to the period of using the app.

We decided to spend the biggest part of our cost to advertising to make our app visible as much as possible especially on social media. Then there is cost for developing and costs for the web page hosting and maintaining.

For the revenue stream we would like to create monthly or yearly subscription for the version without advertisements. Another option could be creating of copyrighting to attract possible income from companies who wants to use it.

Business Model Canvas

PARTNERS  Google (maps, email login) App Store Google Play Universities International houses Small, local businesses Research companies Embassy 	ACTIVITIES 1. Testing the idea 2. Choosing the marketing plan 3. High fidelity prototype 4. Pitching for sponsoring 5. Developing RESOURCES Network Existing customers Website 	VALUE PROPOSITION Raw idea: To connect people according to their hobbies and interests, using the digital world -what values do we deliver to the user -which customers problems are we helping to solve -which customers needs are we satisfying -making easier to initiate real life connections -problem of loneliness, finding people with same interests -feeling of belonging	CUSTOMER RELATIONSHIP  Anonymity Customer service Online purchasing Possibility of making suggestion for new category Email for business inquiries The longer the cheaper price per month	CUSTOMERS Students  Research companies  Travelers 
COST STRUCTURE Advertising  Developing  Hosting 			INSPIRATIONAL NOTES Using user stories, photos to promote our app on social media	REVENUE STREAM Donation button Copyright Subscription fee Ads in free app version 1 time paid event hosting Kickstarter 

Competitors and Inspiration at once?



Facebook has taken all over the world long time ago. Nevertheless it's not possible to meet spontaneously without sharing your personal data.

Tinder puts a lot of pressure on sexuality and appearance. It's for people who are interested in relationships.



Majority of the events shared on meetup.com are made for marketing purposes. Sharing personal data is necessary.

Communication plan

Why? Get user's interest, ensure smooth work inside the company, make partnerships, eventually generate income.

For Who:	What:	How:	When:	By Whom?
Users 	Effortless to set-up and use this app brings endless opportunities to get together. Digital means used to influence real life connections. Without creating pressure on the user provide a digital way to initiate face-to-face user gatherings according to their interests which would help users fit into the new background. Let's make spontaneous meetups easy again!	Paid advertising, presentations, public meetings, webpage, "Google play", "App store".	As soon as the product is launched, at study start, after moving, during travel.	Advertising, presentations public meetings, webpage financed and organised by the company. Company is also responsible to make partnership with "App store" and "Google play".
Internal workers 	We are striving to make our product the reason of exciting memories for the users, we prioritize user experience, providing user-oriented app, getting customer feedback and improving it to suit needs of the user as good as possible.	Internal meetings, memos, emails, reports.	As soon as company starts working on a product.	Director of the company, managers of the departments, team leaders.
Businesses 	Possibility to put adverts in the app for free version users, possibility to advertise events happening in their business places to increase possible income, increase popularity.	Pitching, emails, letters, public meetings.	After reaching audience big enough to profit from advertising in the app.	Business communicators, company.
Research companies 	Possibility to get data about which subjects interest people the most, to what places are people of particular interest attracted and etc.	Visits, communicator, pitching, emails letters.	After starting to collect (if daily data is desired) or after collecting enough data to interest them.	Business communicators, company.
Higher education institutions 	Our digital solution can help students with adaptation in new environment and helps them to make a connection with people that share same interests.	Visits, presentations, public meetings.	As soon as the app is launched, before new semester start, before exchange students come, during no bullying or student connecting programmes.	The presenters.

Selling propositions

“

“Make spontaneous
meeting easy again.”

“The only app which helps
to lose and find yourself at
the same time”

“Expand the walls
of home”

”

XD prototype of mobile app



[https://xd.adobe.com/view/
aba851ee-3a35-46bc-7625-9cedec5cfb70-
dd99/](https://xd.adobe.com/view/aba851ee-3a35-46bc-7625-9cedec5cfb70-dd99/)

Kanban chart = Trello



Sprint Backlog

REPORT
① 21 May ② 16 ③ 1 ④ 9/11

Target Audience PERSONAS
⑤ 1

analysis report
⑥ 2

Add a card...

To do

- Presentation
- Resources
- think aloud test (company's site + digital service's)
- design documentation
- budget for your concept?
- design manual
- Website
- define selling propositions

Doing

- App 6/8
- login page 2/4
- Desk research 0/3
- Prototype of website 1

Review

- Color pallet 3/1
- Focus group test 2
- setup Google Docs 2/2

Done

- search bar 4/4
- comments in the popup
- easy switch on top (ON/OFF) Checkin
- navigate using google map
- popup about the gathering
- GPS tracking

The Moon Test by @robfitz

can make to your customer conversations.

Here are 3 simple rules to help you. They are collectively called (drumroll) The Moon Test:

The Moon Test:

1. Talk about their life instead of your idea
2. Ask about specifics in the past instead of genetics or opinions about the future
3. Talk less and listen more

If called an idiot, but because it looks so positive that even your mom can't be to you about. When you do it right, they won't even know you have an idea. There are some other important tools and tricks that will introduce throughout the rest of the book. But first, let's get you The Moon Test to work on some questions.

Rule of thumb: Customer conversations are bad by default. It's your job to fix them.

Add a card...

<https://trello.com/c/ntPmHgfy/24-focus-group-test>