THRIVE

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INDEX

INTRODUCTION

Carrier and success are two important parameters for the 21st century individual. The society's mindset is to run through the educational system fast and gain success - and be the first one to get there.

But have we forgotten our creativity in the process? Our childhood passion?

Have we forgotten how beneficial it is to help each other, instead of competing against one another?

Imagine we could do all of that and still earn success? That's where THRIVE steps in.

We want to encourage people to take action in their passion. Weather it is a personal talent or business orientated goals. Talented people with a desire to share their work and business-owners with a desire to make their venues grow could benefit from one another and help each other to move forward towards their dreams.

THRIVE wish to create a platform - a community - full of like-minded people. With the right services and help provided by our company, we want to remove obstacles on the road towards the goal of these people.

A place where dreams come true, if they dare take a chance.

"Things do not happen. They are made to happen." - JFK

Thanks for reading.

OUR COMPANY

Here at Thrive, we wish to build a platform that will help to expand network and find new audience for creators and venues.

We like challenges and complex projects, and all our work we do is in a high quality and precise manner.

Our vision is to "create a community full of opportunities". We want to reach that point, when people can help each other to achieve their goals with only a few clicks.

Our mission is to "inspire users to thrive, giving them the tools to make their ideas become a reality." We believe, that a lot of talented people needs a platform to express themselves and we are ready to provide that platform for them.

This is the daily philosophy at Thrive, which transmits to our values.

Reliability:
Professionalism is key of us, and for us this is only achieved through reliability. It's important for us, that we are reliable, for the best way to achieve our goals.

Community:
The community is our backbone - our user base. Therefore, this is really important for us to cherish, be a part of and maintain. A strong community equals a strong company.

Quality:
Two words: High Quality. This is our mantra at Thrive. We believe through high quality we can create the best parameters, and through that achieve the best possible outcome.

Connection:
We want to connect, we are a social company with connections as our main focus. We will connect, we will reach out, we will help.

Inspiration & encouragement:
Inspiration awakens us to new actions, so we want to encourage talented people to act.

"Inspire users to thrive, giving them the tools to make their ideas become a reality."

OUR PRODUCT

Our service is a mobile app for upcoming artists and venues. Here they can connect and expand their network. This app provides a platform where an artist can share their pictures, paintings, music, poetry, comedy etc. And find venues to perform in. Also, this app offers help to venues such as bars, cafes etc. To find artists that can come and perform to make their place even more special.
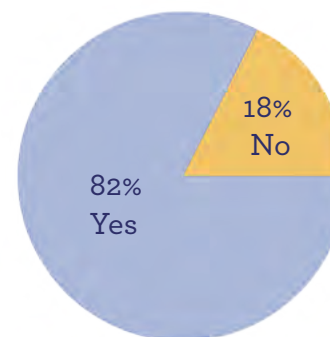
OUR USERS

At Thrive we aim to reach two different potential users to create the fundament of our community.

Therefore, we have found it necessary to research upon both of our personas equally, in order to create a service that has value for both users.

We strive to make a connection between creative driven people and venues, both with the desire to grow. Through different user research we have been able to identify a more precise image of both our personas.

6,9%
Working
part-time

37,9%
Working
full-time

55,2%
Student
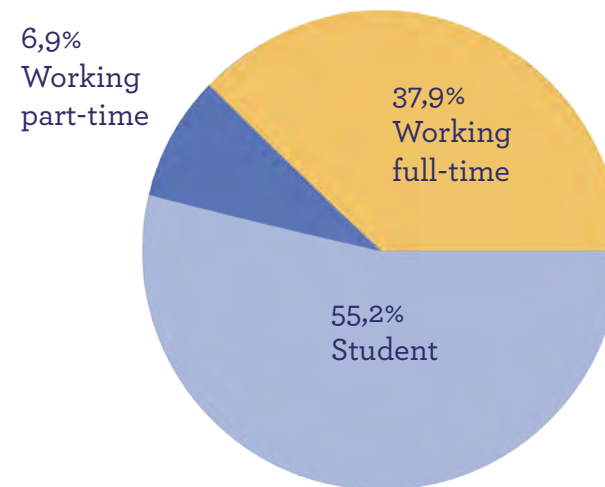
Persona no.1
Occupation

18%
No

82%
Yes

Persona no.1
Have you tried to show
your work before ?

25%
Partnership

58,3%
One-owner

16,7%
Family
owners
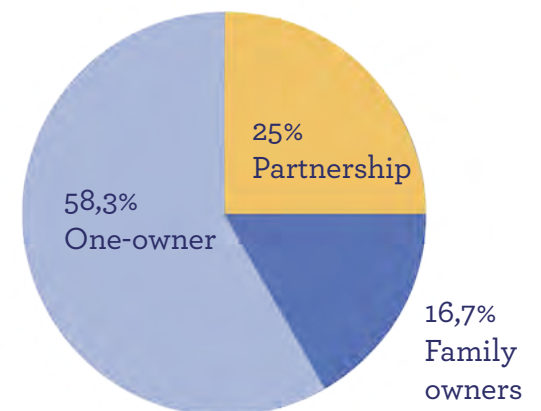
Persona no.2
Buisness type

PERSONA NO. 1

18-35 years old

Asexual

Urban

Renting accommodation

Full time occupation

Our first potential user is the one we identify as creative and driven with a desire to share their work.

Since Persona no. 1 is fully occupied with a low to moderate salary, our persona is very limited financially and time wise and therefore struggling to work on their passion. Finding potential clients and/or venues to present their work is a time consuming process which makes it hard for our persona to stay motivated and determined. For that same reason, Persona no. 1 is the perfect potential user for our company. We want to help our user stay motivated, by creating an inspiring community full of connections and providing easy accessible tools to put passion into business.

PERSONAL FACTS

Sensitive and sympathetic.
Has a passion/talent and has a desire to share it, active online with social media and artist platforms.
Has a low to moderate budget and would like to have it's passion as an income.

1-10 years old businesses.

Venues.

Urban based.

Asexual.

One owner businesses.

PERSONA NO. 2

Our second persona are the different venues that are interested in having events and want to improve their branding/image through event making.

Persona no. 2 seeks to expand their business and willing to explore different opportunities to do so. The user might need more customers or just want to give more life to their business and therefore Persona no. 2 is also a perfect potential user for our company. Persona no. 2 is very busy running its business and therefore needs easy and efficient solutions.

We want to help Persona no. 2 providing them with a solid database full of potential partners and quality tools to create events attracting new customers.

PERSONAL FACTS:

Has an interest in improving their branding/image through event making.
Will find it useful to use a platform, that helps them get in contact with artists, entertainers or workshop lecturers to arrange events together.
Conscious of their budget but open to being a host and having new events.

CUSTOMER JOURNEY

When going through our two personas customer journey we got a better understanding of both personas struggles and we discussed how we could 'meet their problems' in an easy, effective and professional way. In the end, we came up with a final and more detailed concept of our digital service.

We have written down the different steps of the customer journey through their struggles and how our app will work in their case. Taking both personas in account, we have created two different starting points that will merge furtner on - which is what our app is all about!
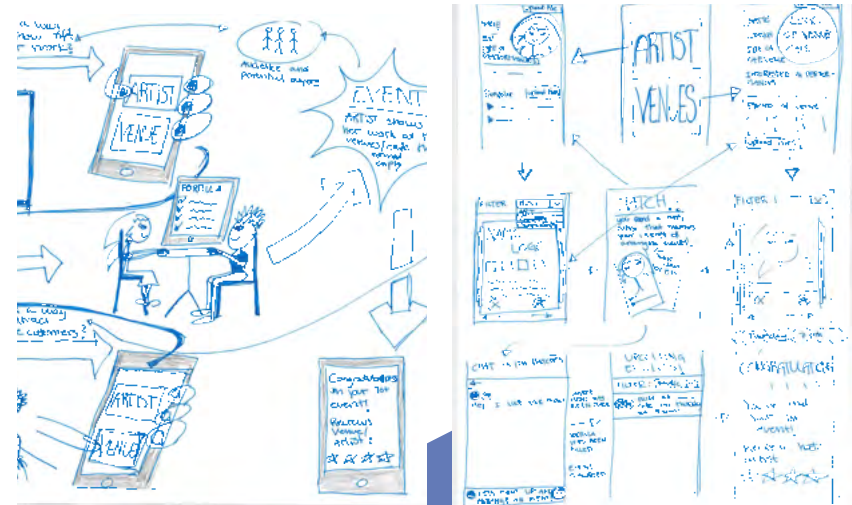
Identifing our customers struggles,
in order to efficiently solve their problems.

Step 1:

Persona no. 1: The user is missing a venue to present its work for possible customers
Persona no. 2: The user has a lack of customers within its cafe/restaurant

At this first step, we encountered the first struggles for the two personas. Both of them are in need of a broader/new customer segment.

Step 2:

Both users downloads the app and creates a profile and log-in to their profile.

The profiles for the two different users will differ, both visually and content-wise:

Persona no. 1:
The user have to upload a small portfolio of their previous work, depending on their performative skill; photos of art/audios of music/videos of previous comedy shows or workshops.
The user will also choose one or more categories reflecting the user's performative skill.
Additionally, the user will put in a reliable photo and write short description about themselves.

Persona no. 2:
The user have to upload photos of their venue and write a description of their place; if it's a cafe/restaurant/bar and what kind of atmosphere they provide.
The user will have to choose one or more categories reflecting the type of events they would be interested in hosting.
Additionally, the user will put in the name of their venue and their logo.

When the users have put up their profile, they will both be able to search through a wide database of venues and artists, with a match between persona no. 2 and persona no. 1.

Step 3:

The users 'like' the once they find potential cooperation with and eventually find a match.

When matched successfully, the users get in contact with the match profile through in-app chat. At this stage, it is up to the users themselves to arrange a meeting to discuss further arrangement and agreement.

Step 4:

There is a meet-up with the matched profile

The goal of the meeting is to arrange the event through a specific formula provided by our services. The formula will contain different parameters, which the two parts have to agree on. It will be parameters such as time and date, collaboration agreement, prizing, branding solutions, etc.

Step 5:

The event takes place

Through the agreed and fill-out formula regarding time/date and advertisement for the event unfolds.

Step 6:

The app notifies the user with the final stage.

In this final stage the user is met with a "congratulations with your 1st event!" notification. In order to create a reliable community on our digital platform, both users will be asked for a review:

Persona no. 1 is asked to review Persona no. 2 as a host and corporate partner.
Persona no. 2 is asked to review Persona no. 1 as a performer and corporate partner.

COMMUNICATION PLAN

Purpose:
Create a community full of opportunities that inspire users by giving them the tools to materialize their full potential

Effect:
Induce an emotional response on the receiver.

Message:
After being exposed to the website, the users should agree that "Thrive" will provide them with the tools that will lift all the barriers that prevents them to achieve their maximum business potential and/or talent development.
An emotional response will be expected after being exposed to the campaign.

Sender:
Thrive.io help talented individuals and business owners engage in partnerships to prosper.
Based in Copenhagen and with operations aimed to scandinavia, Thrive it's the key for successful partnerships.

Wanted identity:
Thrive is a glocal organization. We rely on positive messages that will reflect our prosperous ideology. We are an expert team that rely on the most advanced technological resources that will provide a top of the line experience to both individuals (persona 1) and business owners (persona 2).

Media Elements:
Website main elements.
Facebook Ads.
Facebook communities.
Instagram promotion.
Google Adsense.
Google Display Network.

Both banners and text ads. Paid and organic.

Campaign execution:
summer 2017 (Q2 & Q3 / 2017)

SELLING PROPOSITIONS

USP: free of charge, safe, guarantees, worldwide.

ESP: follow you dream, make you dreams come true, express yourself, better life, be creative, be seen.

Will you dare take a chance?

METHODS, TOOLS & LITTERATURE

As the very first thing, we started with different types of brainstorming and researching in the interest of coming up with a solid problem-solving digital service, that would actually make a difference to those who need it. With silent and sudoku brainstorm all of our team-members had a saying and eventually came up with an idea we all wished to proceed with.

In order for us to understand which customer segment would fit into our digital service we used two different surveys. One targeted towards small businesses and one towards inspired individuals. Based on the feedback from our surveys, we were able to create two different types of personas, which represents the two user groups we aim to target with our digital service.

◢ Buisness canvas game

◢ Design principles

◢ Google forms/survey

◢ Trello

◢ Buisness model generation

CONCLUSION

Our society's mindset has always had a strong influence on us. But in the end, we have to think about what we really would like to achieve.

At THRIVE we want to remind people about their dreams and help them move towards their goals. We know who our target-groups are and what they struggle with.

We have learned how they think and feel and with that, we know how to communicate with them.

With the right digital concept and the right services, we hope to make an influence and inspire people to become part of our community and live fully of their passion.
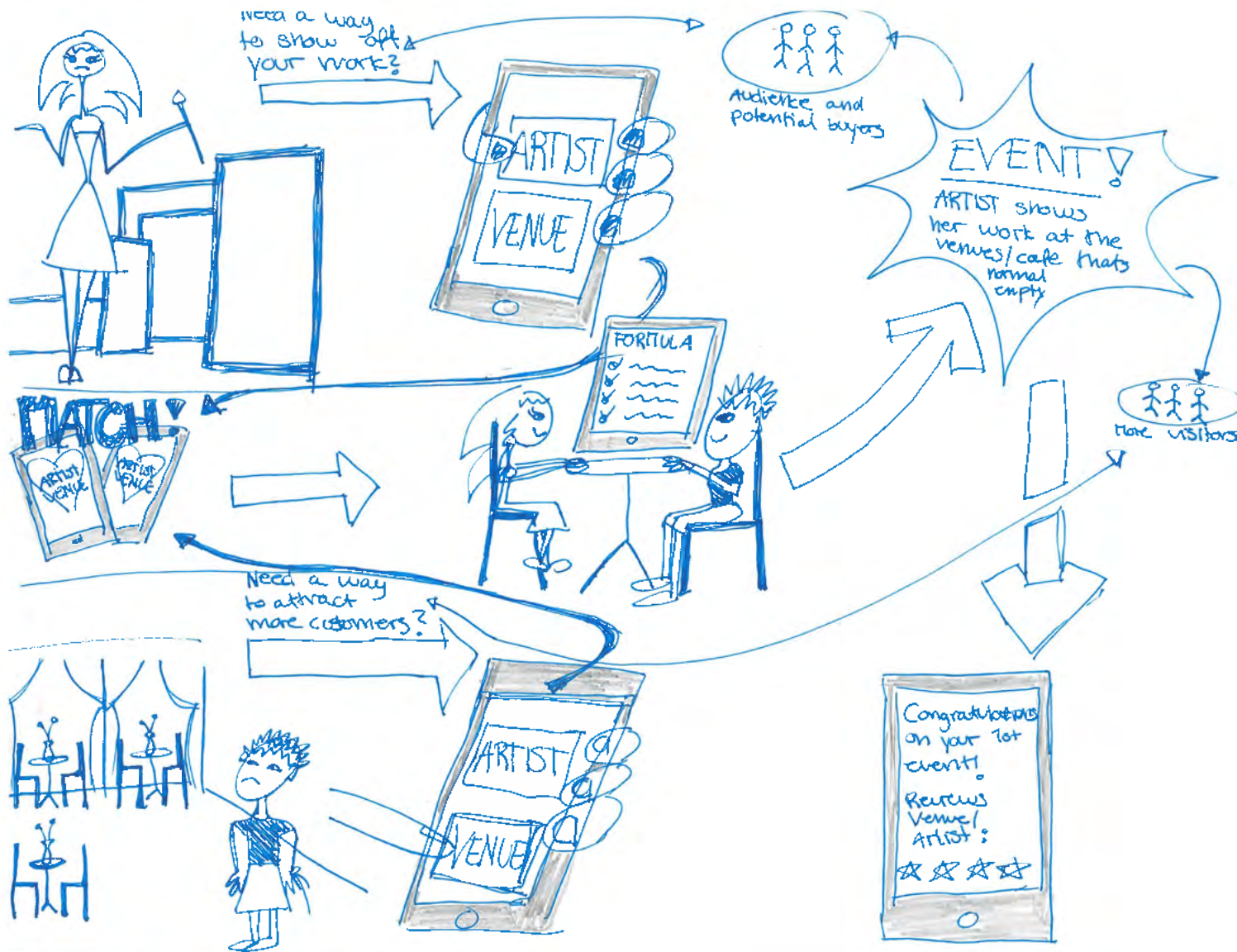
A community where creative people and small business-owners can benefit from each other to grow and expand their network.

We believe that connections arise opportunities - not limitations. And this is what we hope to make people realize and experience with our digital platform.

CUSTOMER JOURNEY

ARTIST / **VENUES**

Artist profile:
- NAME
- AGE
- TYPE OF PERFORMANCE(S)
- Portfolio: [upload files]

Venue profile:
- [upload file]
- NAME
- LOCATION
- TYPE OF CAFE/VENUE
- INTERESTED IN PERFORMANCES
- Photos of venue
- [upload files]
- LOGO OF VENUE CAFE

FILTER: MUSIC / ART / COMEDY / WORKSHOPS
NAME LOGO

MATCH!!
you found a host/artist that matches your interest of arranging events!
NAME LOGO

FILTER:

CHAT WITH MATCHES
HEY I LIKE YOUR MUSIC!
LET'S MEET UP AND ARRANGE AN EVENT!

AGREEMENT HAS BEEN MADE
FORMULA HAS BEEN FILLED
EVENT IS AGREED

UPCOMING EVENTS!
FILTER: MUSIC
MUSIC at ___ cafe on thursday at 8pm!

Thursday 7pm
CONGRATULATIONS
You've had your 1st event!
Review host/artist:
★★★★

2

BUISNESS CANVAS

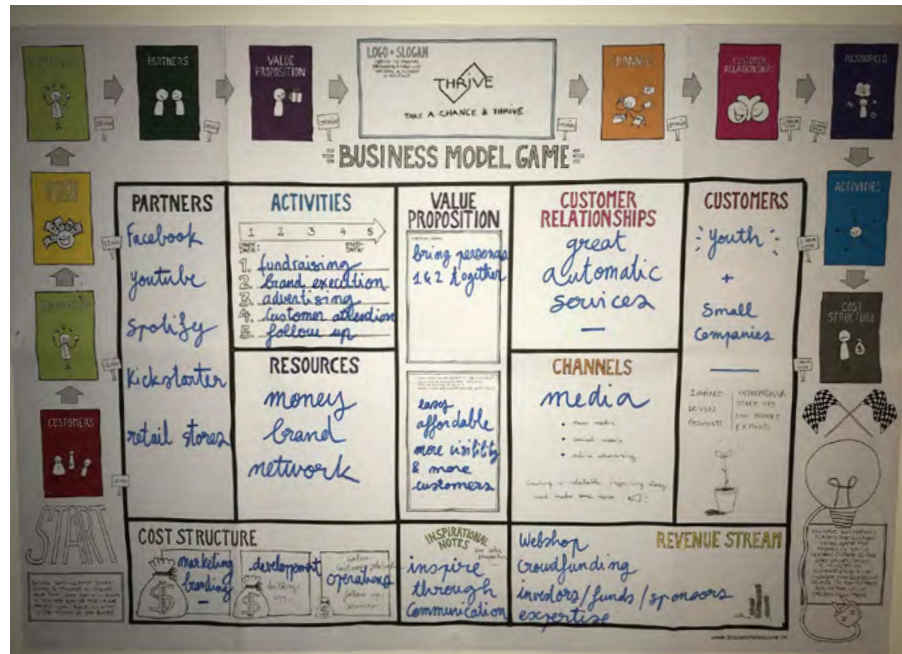To create a business model plan we put or ideas into play and used business model game. We wanted to explore opportunities for our business and challenge already existing ideas. After playing this game the direction of the idea and its strengths became much more clear.

We divided our potential customers into 2 main clusters: inspired, driven, passionate, creative youth with a dream and small companies-venues (startups or the ones who are on a budget and want to attract new customers).

As our potential partners we see Facebook, Youtube, Spotify, Kickstarter and retail stores. Our platforms will be easy to use and affordable. We want to give our users more visibility and more customers.

We want to use the channels like social media and online advertising to reach the intended audience.

We focused on these main needed resources:
Money – funding is the most important element in starting any kind of business.
Brand – identifies a product and sets apart from its competitors.
Network – it is a low-cost, that is really important for a startup.

We plan to start our business with these 5 activities:
Fundraising
Brand execution
Advertising
Customer attention
Follow up

Cost structure from highest to lowest:
Marketing/branding
Development (building the app)
Operations (services, follow up)

The particular sources for business revenue:
Crowdfunding
Investors/funds/sponsors
Web shop

WORK WITH TRELLO

To do

Create interactive prototype

User-testing interactive prototype

Coding for our webpage

Make budget and update Canvas

Create pitches for presentation

Doing

Finish report reflecting our visual identity

Gather all content into one document. Add intro, conclusion and litterature

Work on Design Documents

Done

Silent- & Sudoku-brainstorm for ideas

Make Surveys and collect data to create Personas

Create Customer Journey for both Personas

Defining Our Business: Mission, Vision and Values

Make Communication Plan for our company

Make Business Model Canvas