



# PRJ4 BRAND DEVELOPMENT *MANAGEMENT*



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Class 6 – Group 4  
Date – 14/04/23

# LEAN CANVAS

## (BEFORE PROBLEM INTERVIEWS)

PROBLEM	SOLUTION	UVP	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
<ul style="list-style-type: none"> <li>- Parents with young children have limited time and energy to plan and organize outings.</li> <li>- It's challenging for parents to find trustworthy babysitters when they want to spend time alone.</li> <li>- There is a lack of options for parents to have a fun and engaging time with their partners or friends while still keeping an eye on their kids.</li> </ul>	<ul style="list-style-type: none"> <li>- Service for parents &amp; children events</li> <li>- Babysitting service</li> <li>- Online platform for parents to connect &amp; organize group outings.</li> </ul> <p><b>KEY MATRICS </b></p> <ul style="list-style-type: none"> <li>-Number of subscribers</li> </ul>	<ul style="list-style-type: none"> <li>- Our service helps parents with young children to spend quality time with their partners, kids and friends without having to worry about planning, organizing, or babysitting.</li> <li>- Our team includes a member who has a connection to a reliable babysitting service.</li> </ul>	<ul style="list-style-type: none"> <li>- Our team includes a member who has a connection to a reliable babysitting service.</li> </ul>	<ul style="list-style-type: none"> <li>- Parents with young children</li> </ul>
<b>COST STRUCTURE </b>			<b>REVENUE STREAMS </b>	
<ul style="list-style-type: none"> <li>- Our costs include marketing and advertising expenses, website hosting, employee salaries, and costs associated with planning and organizing outings.</li> </ul>			<ul style="list-style-type: none"> <li>- Our revenue comes from monthly subscriptions for our service, as well as a percentage of revenue from additional services such as babysitting.</li> </ul>	

# PROBLEM INTERVIEWS

## SCRIPT PROBLEM INTERVIEWS

Thank you for doing this interview with me, I hope you are doing well. I will ask you a set of questions about how you are experiencing parenthood.

### Marketing Questions

1. What platforms/social media do you use?
2. How often do you use it?
3. How long do you use it?
4. What is your activity on social media platforms?
5. What other brands do you like?
6. At what times do you visit social media platforms/websites?
7. What is your online and offline behavior when it comes to media?

### Introduction Questions

1. How many children do you have?
2. How old are they?
3. And what are their names?
4. What is your favorite part about being a parent?

### Being a Parent Questions

1. What is your favorite activity to do with your child?
2. How much time a week do you spend time with your kid(s)?
3. Do you find it difficult to deal with your own time management and that of your child? If so, could you explain why?
4. In what way has your life changed since you have children?
5. What do you find most challenging about being a parent of a young child?
6. What are some of the biggest surprises you've encountered as a parent?
7. How do you cope with the stress and demands of parenthood? Any activities that calm you down?
8. What is one of the difficulties you encounter in your daily tasks since having children?

### Parenting Style Questions

1. What are some of the most important values you hope to instill in your child?
2. What advice would you give to new parents who are just starting out?
3. Anything you would change about how you raised your children?
4. How have you adjusted your parenting style as your child has grown and developed?
5. What would you say are the most important factors in parenting?

### Relationship Questions

1. Are you raising your children by yourself or with a partner?
2. Do you feel like you need more time for yourself or with your partner?
3. How many times did you go on a date with your love before your child was born?
4. How did this change now that you have a child?
5. How often do you want to spend time with your loved one? And do you schedule (enough) time for this now that you have a child or do you find this difficult?
6. How has your relationship with your partner changed since having children?
7. If and how has your relationship with friends and family changed since having children?
8. Do you experience FOMO regarding friends and events?
9. When was the last time you felt truly relaxed?

Thank you for your time.

# PERSONAL CHARACTERISTICS OF PROBLEM INTERVIEWEES

## Floors Interviews

### Interviewee 1

Name: Lisa Both

Age: 30

Gender: Female

Place of residence: Hendrik-Ido Ambacht,  
Netherlands

Place of interview: Hendrik-Ido Ambacht

Date and time of interview: 16/03/23  
17h00

### Interviewee 2

Name: Saskia Vos

Age: 34

Gender: Female

Place of residence: Dordrecht, Netherlands

Place of interview: Dordrecht

Date and time of interview: 13/03/23 18h30

## Lars' interviews

### Interviewee 1

Name: Norbert Dingemans

Age: 53

Gender: Male

Place of residence: Tilburg

Place of interview: Tilburg

Date and time of interview: 14/03/23  
20h00

### Interviewee 2

Name: Danique van der Water

Age: 31

Gender: Female

Place of residence: Beesd

Place of interview: Online

Date and time of interview: 17/03/23  
19h00

## Bridgets interviews

### Interviewee 1

Name: Eelco Kouters

Age: 39

Gender: male

Place of residence: Breda

Place of interview: Breda

Date and time of interview: 10/03/2023 16:30

### Interviewee 2

Name: Thijs van de Meer

Age: 32

Gender: Male

Place of residence: Moerdijk

Place of interview: Moerdijk

Date and time of interview: 11/03/2023

## Roberts interviews

### Interviewee 1

Name: Barbara Popescu

Age: 40

Gender: Female

Place of residence: Romania

Place of interview: Online

Date and time of interview: 15/03/23

### Interviewee 2

Name: Amadin Costin

Age: 49

Gender: Male

Place of residence: Romania

Place of interview: Online

Date and time of interview: 14/03/23

# LEAN CANVAS

## (AFTER PROBLEM INTERVIEWS)

<b>PROBLEM</b> 🔗	<b>SOLUTION</b> ✓	<b>UVP</b> 🎁	<b>UNFAIR ADVANTAGE</b> ❤️	<b>CUSTOMER SEGMENTS</b> 👤
<ul style="list-style-type: none"> <li>Not enough time to spend with your loved ones/losing connection with loved ones (ages 0-10)</li> <li>Being so busy playing the role of a parent, you lose connection to external reality and yourself.</li> <li>Harder to schedule time with partner because one of them is watching the child</li> </ul>	<ul style="list-style-type: none"> <li>Service to arrange a night out with your partner</li> <li>Connecting with other parents in similar situations, building relationships, and understanding parenthood better</li> <li>Option to arrange a babysitter for a night out</li> </ul>	<ul style="list-style-type: none"> <li>At Purely, we take the first step for busy parents to enjoy their free time, without the stress of scheduling, preparing, and arguing over a night out.</li> </ul>	<ul style="list-style-type: none"> <li>Someone on our team has a connection with a babysitting service.</li> </ul>	<ul style="list-style-type: none"> <li>Parents with children who are starting primary school.</li> </ul>
<b>KEY MATRICS</b> 🏃	<b>CHANNELS</b> 🚛			
<ul style="list-style-type: none"> <li>The amount of dates we organize per month</li> </ul>			<ul style="list-style-type: none"> <li>Subscriptions and planning is handled via the website</li> </ul>	
<b>COST STRUCTURE</b> 💵	<b>REVENUE STREAMS</b> 💰			
<ul style="list-style-type: none"> <li>Customer Acquisition Costs: Marketing costs</li> <li>Distributing Costs: Advertising Costs</li> <li>Hosting: Website costs</li> <li>People: Salaries</li> <li>Cost per unit: how many will we spend in order to arrange that night</li> </ul>			<ul style="list-style-type: none"> <li>Subscription model</li> <li>Lifetime value: a memorable experience, without having to worry about it</li> <li>Revenue: 100 subscriptions</li> <li>Gross margin: 3 euros (10 euro subscription, 7 euro cost = 3 euros gross margins</li> </ul>	

# SOLUTION INTERVIEWS

## SCRIPT PROBLEM INTERVIEWS

Script solution interviews

Thank you for doing this interview with me, I hope you are doing well. I will ask you a set of questions about how you are experiencing parenthood, and I will show you a demo we have created, you will just need to tell me if you understand the concept and if you'd pay for this service.

The setup/demographic questions:

1. What is your age?
2. What is your place of residence?
3. What is your marital status?
4. Do you work part-time or full-time?
5. How many children do you have and how old are they?

Marketing questions:

1. What platforms/social media do you use?
2. How often do you use it?
3. How long do you use it?
4. What is your activity on social media platforms?
5. What other brands do you like?
6. At what times do you visit social media platforms/websites?
7. What is your online and offline behavior when it comes to media?

Telling a story/set context for the problem/testing demo:

1. You are a busy parent of young kids.
2. You are trying to combine your daily tasks with your children.
3. You become stressed.
4. You feel like there is no way of planning time with your loved one.
5. The house is a mess.
6. You and your partner are living separate lives in the same house.
7. You contact Purely! To help you with your problem, which is, wanting time with your loved one.
8. We at Purely, will arrange an activity for you that you are interested in.
9. We arrange a babysitter for you.
10. You and your loved one are free to fully enjoy time together!

Questions about the idea:

1. Do you like our idea?
2. What do you like or dislike about it? And why?
3. Do you understand the purpose of our features?
4. What type of activities would you like to do (on a date)?
5. Would you be interested in multiple activities?

Testing pricing/different subscription models:

1. €9,99 euros per month
  - we arrange your date at a restaurant
  - without a babysitter
  - including a first free drink!
2. €14,99 euros per month
  - we arrange your date at a restaurant, a cinema, or
  - with the option that we arrange a babysitter
  - including a first free drink
3. €19,99 euros per month
  - we arrange your date and you can choose any activity we offer
  - with the option that we arrange a babysitter
  - with the option to get a surprise date

Questions about pricing:

1. Which subscription suits you best and why?
2. Do you think the amount is worth it? If not, what do you think the price should be to make it worth it?
3. If the subscription model that fits you best, was more expensive, would you still buy it? How much are you willing to pay?

Thank you for your time.

# PERSONAL CHARACTERISTICS OF SOLUTION INTERVIEWEES

Floors interviews

Interviewee 1

Name: Jessica Kanters

Age: 27

Gender: Women

Place of residence: Etten-Leur

Place of interview: Dordrecht

Date and time of interview: 04/04/23

19h00

Interviewee 2

Name: Chaline Leunis

Age: 30

Gender: Women

Place of residence: Dordrecht

Place of interview: Dordrecht

Date and time of interview: 04/04/23

20h30

Bridgets interviews

Interviewee 1

Name: Thomas Beus

Age: 32

Gender: male

Place of residence: Almere

Place of interview: Breda

Date and time of interview: 03/04/2023

20:00

Interviewee 2

Name: Leonora Verwij

Age: 36

Gender: Female

Place of residence: Tholen

Place of interview: Klundert

Date and time of interview: 04/04/2023 18.30

Lars' interviews

Interviewee 1

Name: Mignon de Vocht

Age: 52

Gender: Female

Place of residence: Diessen

Place of interview: Diessen

Date and time of interview: 05/04/23

20h00

Interviewee 2

Name: Denise Dokman

Age: 35

Gender: Female

Place of residence: Amsterdam

Place of interview: Online

Date and time of interview: 07/04/23

18h30

Roberts interviews

Interviewee 1

Name: Nicoleta Roman

Age: 50

Gender: Female

Place of residence: Romania

Place of interview: Online

Date and time of interview: 03/04/23

Interviewee 2

Name: Cosmin Anton

Age: 50

Gender: Male

Place of residence: Romania

Place of interview: Online

Date and time of interview: 04/04/23

# FINAL LEAN CANVAS

## (AFTER SOLUTION INTERVIEWS)

<b>PROBLEM</b> 🔗	<b>SOLUTION</b> ✓	<b>UVP</b> 🎁	<b>UNFAIR ADVANTAGE</b> ❤️	<b>CUSTOMER SEGMENTS</b> 👤
<ul style="list-style-type: none"> <li>Not enough time to spend with your loved ones/losing connection with loved ones (ages 0-10)</li> <li>Being so busy playing the role of a parent, you lose connection to external reality and yourself.</li> <li>Harder to schedule time with partner because one of them is watching the child</li> </ul>	<ul style="list-style-type: none"> <li>Subscription model with the option of a babysitter (15 euros extra)</li> <li>Service where we arrange an activity/a date.</li> <li>Service with the option to connect with other busy parents through Facebook group</li> </ul>	<ul style="list-style-type: none"> <li>At Purely, we take the first step for busy parents to enjoy their free time, without the stress of scheduling, preparing, and arguing over a fun activity.</li> </ul>	<ul style="list-style-type: none"> <li>Someone on our team has a connection with a babysitting service.</li> </ul>	<ul style="list-style-type: none"> <li>Parents with children who are starting primary school.</li> <li>The partner with the pants on (the dominant).</li> <li>Parents who are still romantically involved (no single parents).</li> </ul>
<b>KEY MATRICS</b> 💼		<b>CHANNELS</b> 🚛		
<ul style="list-style-type: none"> <li>The number of dates we organize per month</li> <li>The amount of people who clicked on our website link</li> </ul>		<ul style="list-style-type: none"> <li>Subscriptions and planning is handled via the website</li> <li>Attracting customers via social media (Facebook &amp; Instagram), to visit our website.</li> <li>Subscriptions are sold via the website.</li> </ul>		
<b>COST STRUCTURE</b> 💵		<b>REVENUE STREAMS</b> 💰		
<ul style="list-style-type: none"> <li>Customer Acquisition Costs: Marketing costs</li> <li>Distributing Costs: Advertising Costs</li> <li>Hosting: Website costs</li> <li>People: Salaries</li> <li>Cost per unit: how much will we spend in order to arrange that night</li> </ul>		<ul style="list-style-type: none"> <li>Subscription model</li> <li>Lifetime value: a memorable experience, without having to worry about it</li> <li>Revenue: 100 subscriptions</li> <li>Gross margin: 3 euros (10 euro subscription, 7 euro cost = 3 euros gross margins</li> </ul>		

# APPENDIX 1

## EXPLANATION FINAL LEAN CANVAS

### Problem:

As busy parents, it's easy to lose sight of what truly matters: spending quality time with your loved ones. Too often, the role of parent takes over, leaving little time for personal connections and self-discovery. And when you finally do find a moment to plan something special with your partner, the logistics of scheduling and finding a babysitter can be overwhelming. That's where our business comes in: we're here to help you reconnect with your true self and your loved ones, by taking the stress out of planning and providing a trusted babysitting service so you can enjoy your time together worry-free.

### Solution:

Our solution is designed to alleviate the struggles that parents face in connecting with their partners and themselves due to a lack of time. We offer a flexible subscription model that provides parents with the option of adding a babysitter for an extra 15 euros, making it easier for them to schedule time for themselves and their partners. Additionally, our service includes arranging activities or dates to help parents reconnect with each other and escape the stress of everyday life. To further facilitate connections, we offer a Facebook group where parents can connect with each other and share experiences. Our goal is to provide busy parents with a convenient and empowering service that prioritizes their needs and helps them rediscover the joys of parenthood.

### UVP:

At Purely, we take the first step for busy parents to enjoy their free time, without the stress of scheduling, preparing, and arguing over a fun activity.

### Unfair Advantage:

Someone on our team has a connection with a babysitting service because their sister is an employee at BabysitsNL.

### Channels:

To emphasize on the channels, Purely will use a multi-channel approach to reach its target audience. We will primarily focus on the website, where customers can subscribe and plan for their dates/activities. Social media platforms such as Instagram and Facebook will be utilized to attract new customers through sponsored ads, influencer partnerships, and organic content. Additionally, we plan to leverage email marketing to keep our customers informed about upcoming events and promotions. By using these various channels, we aim to establish a strong online presence and attract a wide range of customers.

### Customer Segments:

Romantically involved parents with children in primary school are an excellent target audience for Purely because they are likely to face the challenges of balancing parenting responsibilities with maintaining their relationship. These parents are often juggling their time between work, parenting, and other responsibilities, leaving them with little time to plan activities or events that help them connect with their partner. By targeting this segment, Purely can provide a solution that simplifies the planning process and offers a convenient way for parents to spend quality time with their partner without the added stress of arranging a babysitter or coming up with activity ideas.

### Revenue Streams:

Our primary revenue stream is a subscription model that provides members with access to a variety of services, including date planning and a babysitting option, for a flat monthly fee. Additionally, Purely aims to create lifetime value for its customers by providing unforgettable experiences and cultivating a sense of community. Purely's revenue goals include reaching 100 subscriptions and achieving a gross margin of 30%. By focusing on these goals, the company can create a sustainable business model that allows it to continue to provide quality services to its customers.

# APPENDIX 2

## LINK TO AUDIO FILES

[LINK](#)

Please, click on this link above to find our audio files of our problem and solution interviews.

# APPENDIX 3

## DEMO/PROTOTYPE

*CLASS 6 - GROUP 4*



**PURELY.**



You are a busy parent of young kids.



You are trying to combine your daily tasks with your children.



You become stressed.



You feel like there is no way of planning time with your loved one.



The house is a mess.



You and your partner are living separate lives in the same house.



# PURELY.

You contact Purely! To help you with your problem, which is, wanting time with your loved one.



We at Purely, will arrange an activity for you that you are interested in.



We arrange a babysitter for you.



Adobe Stock | #3009856445



You and your loved one are free to fully enjoy time together!

# SUBSCRIPTION PLANS

## Basic 9,99 p/month

- we arrange your date at a restaurant
- without a babysitter
- including a first free drink!

## Regular 14,99 p/month

- we arrange your date at a restaurant, a cinema, or
- with the option that we arrange a babysitter
- including a first free drink

## Pro 19,99 p/month

- we arrange your date and you can choose any activity we offer
- with the option that we arrange a babysitter
- with the option to get a surprise date

# APPENDIX 4

## VALIDATE ASSUMPTIONS

Based on our problem and solution interviews, we validated that our initial assumptions were not entirely accurate. Through customer interviews, we found that our initial focus on organizing events for parents and their children was not as attractive as a subscription-based service that enters on creating meaningful experiences for parents only.

Our decision to pivot towards offering babysitting services as an optional add-on for an extra price was validated by customer demand for more flexibility and convenience. As some of the parents we interviewed already had a reliable person in charge of taking care of the kids when they are busy, or they could not trust anyone else other than family to take care of the kid, we opted for an additional fee for the babysitter rather than a fixed price that all subscribers need to pay.

We also validated the need to use existing social media platforms for our community instead of creating our own community platform, as our target audience already uses an existing social media platform to connect with other parents. An additional platform would've proved confusing and unnecessary for our concept. Based on feedback received during our interview, we are considering pivoting our revenue stream from a subscription model to a 20-date package or a one-time purchase for a single date.

Our interviewees expressed interest in having more flexibility in their dating schedule, rather than being "forced" to go on a date once a month with a subscription plan. With the 20-date package, customers can use their dates anytime within a 6-month availability period, giving them the freedom to plan their dates at their own pace. The one-time purchase option would also provide customers with the flexibility to plan their dates around their schedules without the added commitment of a subscription plan. We will continue to explore these options and gather further feedback to ensure we are providing our customers with the best experience possible. The price for our current package is too low as well. Considering we are offering a free drink for our 10-euro subscription, each one of the partners would buy a cocktail and the subscription price would be surpassed.

Based on our interviews, we are considering raising the price of our service around the 30–50 euro range, adding the planning of an Uber ride from their home to the location and vice-versa.

Another pivot we might make in the future is the way we charge for the babysitter. Considering babysitters are paid an hourly wage, the customer should choose the amount of time one is needed, based on the date. A restaurant date might take up to 5 hours, meanwhile, a full-day event can require a babysitter for up to 8 hours..

# APPENDIX 5

## TRANSCRIPTS INTERVIEWS ROBERT

### Solution Interview Cosmin

- uses Facebook
- twice a day, during mornings and evenings, for about 15-20 minutes
- follows tango clips and investing content
- finds the demo focused on the parent that already takes care of the child, it doesn't address the couple, not inclusive in that sense
- the one that organizes the dates should not be the one that already takes care of the child, it just adds to the existing stress, it should be done by a third party or both partners together
- doesn't see the payment as a subscription, personally doesn't find the limitation of going every single month on a date appealing, would see it as a onetime payment for one event
- believes culture and the country you come from has a big influence on how much a couple would go out, a younger couple would have been raised in a culture that goes out more often for example
- the free drink aspect should be revised, a free drink can either be a cola, cocktail or expensive champagne
- if the basic price is 10 euros and it includes a free drink for both partners, that covers the money for the subscription already considering a drink would average 5 euros, should have a price range for the free drink
- thinks the package should include more features than just reservation and free drink, think uber ordered in front of their home at a specific hour, a list of restaurant recommendations based on the couple's preferences
- thinks the price is slightly cheap, sees it between 30 to 50 euros
- if you choose a babysitter, you should have an extra price for each babysitting hour, depending on the babysitter's hourly wage

## **Solution Interview Stefania**

- uses Instagram, Facebook, TikTok
- scrolls through her feed, interested especially in nature and activities she would do, recommendations for purchasing clothes or stuff around the house
- uses them in the morning between 7:00 and 9:00, and in the evening during 19:00 and 21:00, for about 20-30 mins
- finds the customer journey demo as a generalized version of the parent experience
- likes the idea of being able to press 2 buttons, leave home, enjoy the activity and come back home
- the brand visuals make her think about relaxation
- thinks both partners should have access to the account, both partners should share the possibility of organizing an event
- recommends having a package that includes 20 dates with an availability of 3, 6, 12 months
- depending on how long the date is, the price should be taken into consideration
- likes the idea of a premium version for the service, would make her feel special
- find the price slightly cheap

## **Problem Interview Barbara**

- responsibility and wonder
- loss of connection with external reality
- what keeps you anchored in reality.
- with the child you are in a game, there are rules you must follow, with the adult you can be an adult.
- personal life and motherhood, a woman is not only a mother.
- who takes care of the little ones when you are not there (2 people for 2 children)
- the need to disconnect, not only applicable to parents, but children also ask for a lot, which forces you to give them a lot, forgetting about yourself
- you don't even have time to cut your hair.
- adaptability, you have to be prepared for any change (e.g., the child doesn't want to get dressed, he went in his pyjamas)
- how do you manage to keep your patience, the child only knows "now", there is no concept of later, in 5 minutes.
- we exist in the children's world; I don't know that we were the first time.
- relationships with friends, why do you spend time with parents, not with people without children, the relationship gets cold because they don't understand what life with a child means.
- the relationship with the partner, the husband does not seem to understand that you have no more time, he is the one who suffers the most in the relationship, he needs the necessary wisdom because the priority is the child.
- "former lovers", as a wife you are no longer loved, there are no more those childish games in the relationship.

-what stops these games? Responsibilities, not the child. You no longer have time to apply body oil, the activities that make you feel like a woman, the ritual you have before a first date no longer takes place in a marriage. You no longer have so much availability for your husband. You are out of resources. Fatigue is enemy no. 1. Even a glass of wine and a movie, you're lucky to catch.

-take better care of yourself to spend as much time as possible with the child, eliminate adventure and suspense in life.

-she hopes to return to the adventure after the children grow up and take their flight  
-what do you do if grandma or godmother are not available. It is very difficult to find someone to come and stay with the children in the evening and only twice a week.

-anita - 18 years old, you learn to have the courage and confidence to leave your child in someone else's hands. When the child is small, the mother thinks that she is the only one capable of taking care of the child.

-attachment to the child, the first years the child is totally attached due to impotence. The child needs a parent, the parent is a security, it helps you to build without risk 31:30 – 22:00 do you think that safety can be provided by someone other than the parent? It matters who gives you love; anyone can be a parent.

-differences between the child's behavior when he is with his mother or with other people, children are naughtier with those they do not know

-how does Anita behave with the child? He was having fun. He enters her game more easily than an adult. The adult has a tendency to correct, to say in advance how things should be done. Anita lets her test by herself. As a parent, you don't fall prey to the moment, you have some restraint. What's the thought? It's a game, I'm in a hurry to go somewhere, I have the job of an adult, if the child gets hit or something happens. Stop falling prey to sensations. The older you get, the more limited your imagination is. I look at the child and see how they simply say things that defy reality and logic, let their imagination fly, a quality that adults lack. The child teaches you to think out of the box.

-as a mother, giving birth is like a miracle, a magic. It's such a common thing, but it's wonderful when you notice it. (ParentOclock offers you the opportunity to enjoy this miracle, detaching yourself from it, giving you a break so that you can fully appreciate it)

-do you talk to other parents about your children? You need other parents, confirmations, advice, concrete examples to reassure you.