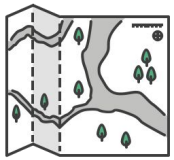
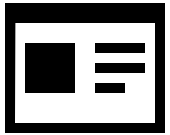
Rebecca Gina Artjom Danny

- Idea

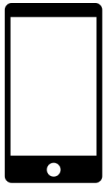


- Customer Journey

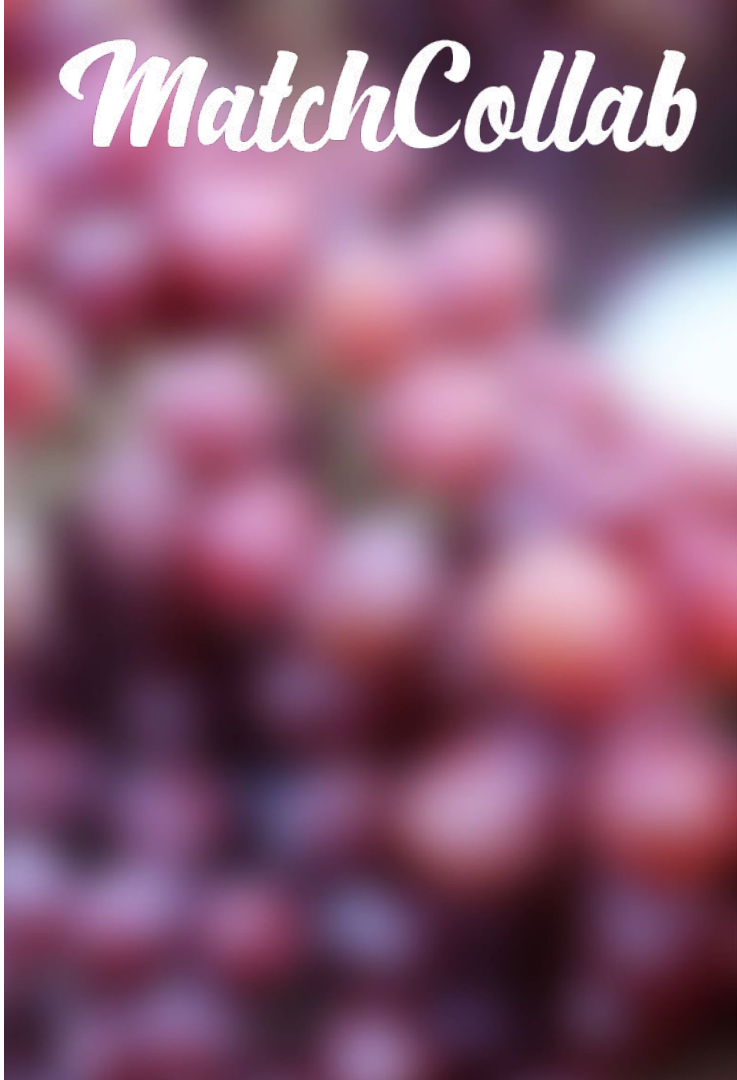
- Target Audience



- Our Website

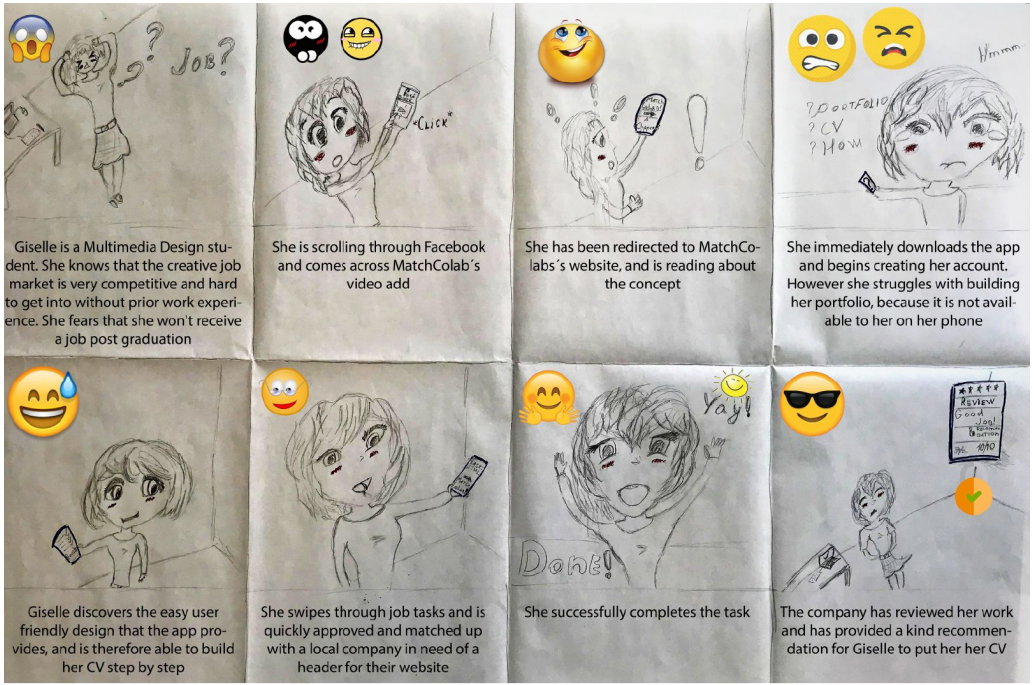


- Our App Prototype



Customer Journey

- Nervousness
- Excitement
- Hope
- Frustration
- Relief
- Engagement
- Happiness
- Proud



"Inspire and develop the builders of tomorrow'

Age: 61
Work: CEO of Lego
Family: Married, 3 Kids
Location: Copenhagen
Character: Type

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Key decision-maker | Manager | B2B

Goals

- Professional grows
- high-profile marketing success
- legal compliance

Frustrations

- Understaffed
- He doesn´t understand much about social media advertisement

Bio

Frank is very busy in his job. In his sparetime he reads financial and economic publications and attends financial conferences. he is in need of designers who can do small design jobs as he doesn´t has the time to hire people.

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Motivation

Incentive
Fear
Growth
Power
Social

Brands & Influencers

Preferred Channels

Traditional Ads
Online & Social Media
Referral
Guerrilla Efforts & PR

"To be a good designer, start by designing yourself

Age: 24
Work: Student / Freelancer
Location: Nørrebro, Copenhagen
Character: Creative Plant

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Creative | Productive | Goal Oriented

Goals

- Boost CV
- Finish Education
- Get a job in the Design Industry
- Expand Network

Frustrations

- Building on your resumé while attending school
- The difficulty of standing out on the Job Market fresh out of a university
- Competitive Job Market

Bio

Giselle is studying media design in Copenhagen, but has found that many graduates from the same lines of education have trouble finding jobs once they have graduated. Therefore she wants her resumé to stand out and furthermore she wants to build on her skills. She has trouble putting a pricetag on her work due to the fact that she has yet to finish her education - so she is in search of a platform where she can build on her skills and make new contacts in the buisiness with the little time she has between courses at her education.

Motivation

Fear
Growth
Power
Social

Brands & Influencers

FILA SECOND HAND GRAPHIC

Preferred Channels

Online & Social Media
Art Channel
PR

MatchCollab - Promotional Website

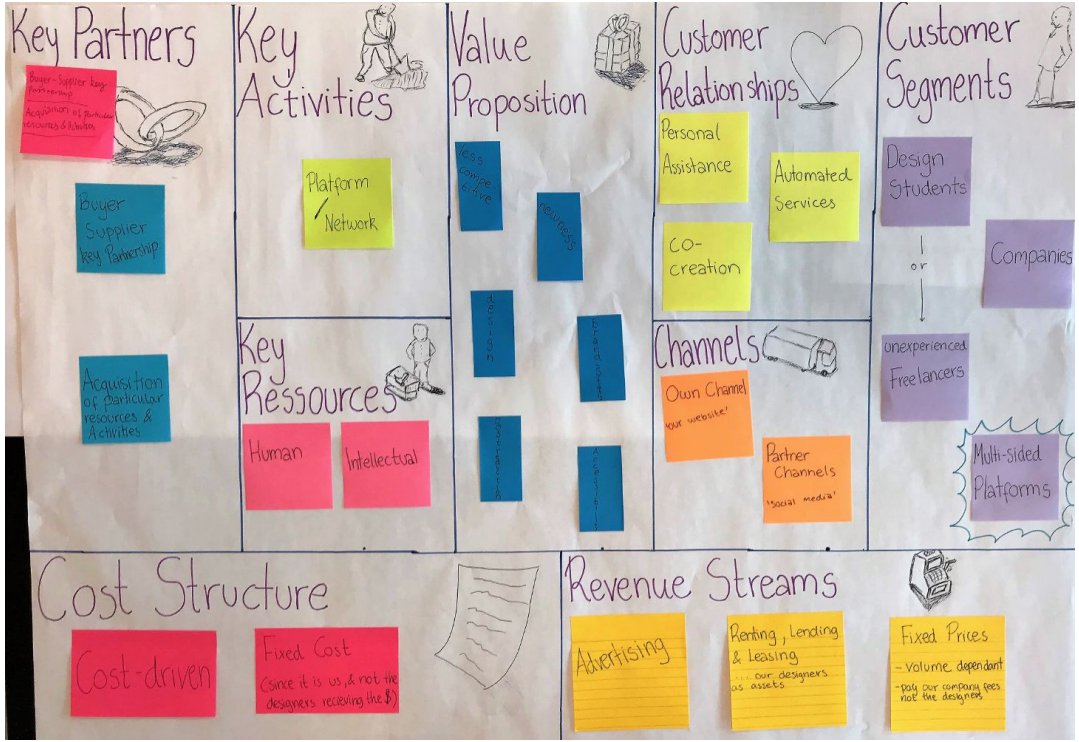
http://rfrancker.com/innovative_app/matchc.html

Business Model Canvas

Cost Structure: cost-driven and at a fixed price

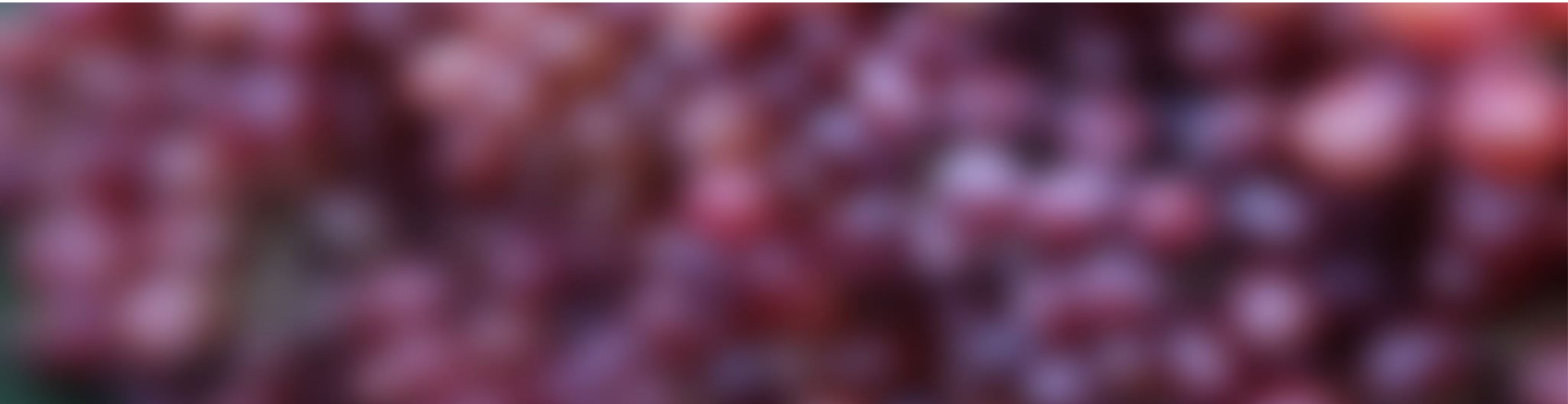
Value Propositions: less competitive and accessible to everyone.

Customer Segment: multi-sided

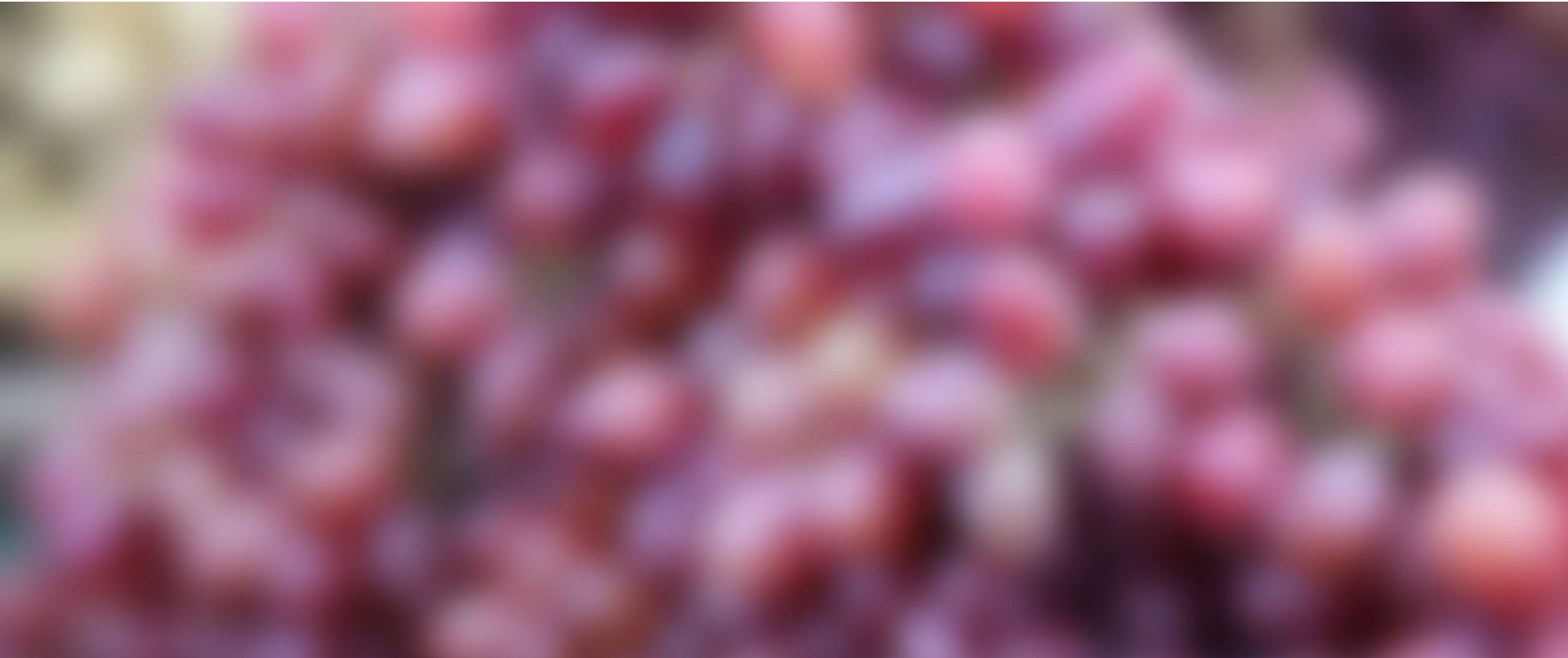


Vision

We invision an intuitive and quick process that matches aspiring talents in a non monetized freelance market, with demand, benefiting both designers both designers and companies

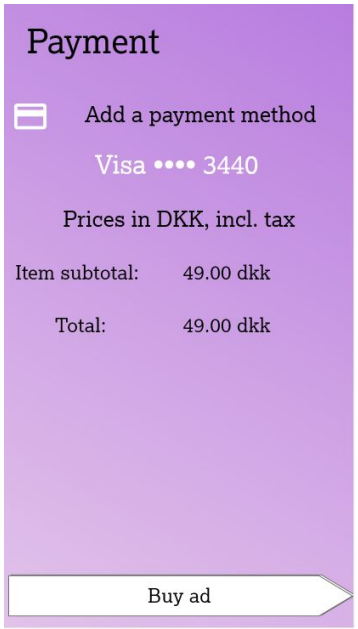


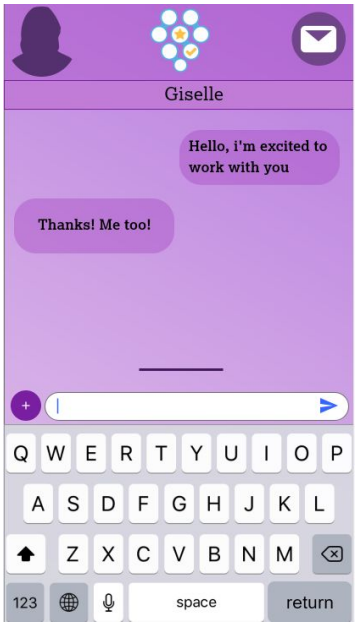
Visual Identity

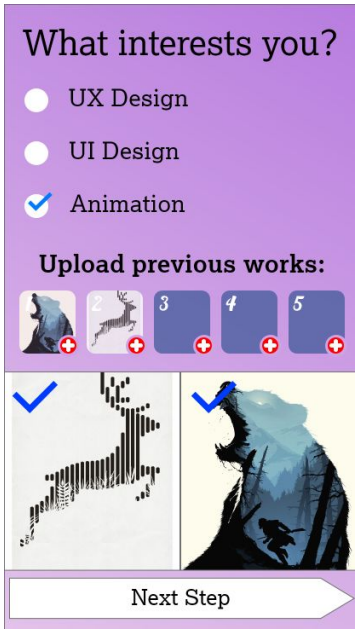


Our Prototype

https://xd.adobe.com/view/ed445ed5-e285-4ca9-790a-7c8403112d3e-9b75/







MatchCollab