# Customer Segments:

1. Mass Market: everyone who gets bored and has no plans is potential user.
2. Vendors/outlets/Shops: seeking to attract new clients via Quest platform to include the shop/product from the shop as a part of a quest. Can be included as an advertising as well.

# Value Propositions

* **Newness:**

Quest is a platform that provides a new service that has no rival in the market yet. A personalized experience for each customer based on their likes and interests.

* **Performance**

Improve the user loyalty

creates value in

three main areas: First, attracting user groups (i.e. Customer Segments); Second, matchmaking between Customer Segments; Third, reducing costs by channeling transactions through the platform.

# Channels:

* **Awareness:**

Through the app site/media/small circle of friends in the initial lunch and testing phase

* **Evaluation:**

App is free of charge for early adopters.

* **Purchase:**

**Vendors:** can sign up on our site, contact marketing team.

**Users:** no need to purchase.

* **Delivery:**

New channels of advertising , creative means of adding of showcasing and utilizing products and services. To vendors.

New means of discovering things to do for a user.

* **After sales**

**?**

# Customer relationship

Self service for **users**,   
Personal assistance for **vendors** plus self assistance

**Co creation:** Some companies engage customers to assist with the

design of new and innovative products. Others, such

as YouTube.com, solicit customers to create content

for public consumption in Quest, users create “Quests” and invite others to take part, or keep it solo and be valid for reviews and comments by others.   
Open ended quests are a community effort to create quests together

Among a few others.

# Revenue streams

Subscription fees [Freemuim]. Highlight quests in area.

Usage fees for vendors.

Ads

**Pricing mechanisms;Dynamic factors** relay on the impact of the ad, numbers of users within the targeted area.

Volume dependent: time and area as a unit of measure.

Product feature: size of quest to be advertised.

# Key resources:

**Physical:**

* adequate Studio as a base of operation [Optional as there is cheaper alternatives]

**Intellectual:**

* partnerships with suppliers
* Quest software
* APIs to allow for external integration with other services.
* Scalable backend [AWS]

**Human**

* UI/UX designer X2
* Creative director
* Front end developer
* Backend developer X2
* Marketing team X2
* ?

The key resource required for this business model pattern is the platform. The three Key Activities are usually platform management, service provisioning, and platform promotion.

# Key activates:

Problem solving : a new way to head out and do things

Platform/network: must maintain a network of users, and develop a reliable easy to use software.

?

R&D

# Key Partners & suppliers:

Small outlets to gain reach.

Amazon or a similar backend host.

?

# Cost Structure:

main costs in this platform are related to marinating the platform and developing it.