

# ***Report***

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# A problem area and problem formulation

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“The more formulation of a problem is far more essential than its solution, which may be merely a matter of mathematical or experimental skill. To raise new questions, new possibilities, to regard old problems from a new angle requires creative imagination and marks real advances in science.”

– Albert Einstein

Are you tired to waste time searching for a property?

Did you miss a place for just a second?

We have the solution!

We are all foreigner studying at KEA and we needed a place to live when we first got in Copenhagen. And one of the most difficult things about living in Denmark is finding an accommodation. As read in [thelocal.dk](#) “Copenhagen is a great place to live – if you can find a place.”

Firstly we tried to find a problem area that was common for all of us in the group:

What we all have in common? What all of us needed the most? What was one of our first problems when we arrived in Copenhagen?

"The city of Copenhagen grows by approximately 1,000 people every month, but it has not been able to build new properties to accommodate this growth. There is no doubt, however, that the busiest period in Copenhagen's rental market is around September 1st, when there is an influx of students heading to Copenhagen to study at the universities", says Henrik Løvig, the CEO of BoligPortal.dk, one of Denmark's largest rental housing portals.

"As in many other countries, the private rental sector in Denmark has been reduced in recent decades - both absolutely and especially as a proportion of the total housing stock. The reasons are that the private rental sector in Denmark had an impaired competitiveness because it has not achieved the same direct or indirect subsidisation through the tax system as the other forms of ownership, and that it has been subject to restrictive regulation." ("Privat udlejning - motiver, strategier og økonomi", Hans Skifter Andersen og Morten Skak, SBI/AAU, 2008:01)

### How hard is to find a place in Denmark?

We know now that it is such a difficult task that could take several months, because of the lack of houses, specially in the metropolitan area of Copenhagen, but also in cities like Roskilde, Odense and Aarhus because of Universities:

"The rental market in the city has become incredibly complex and massively competitive, Larsen says. "The biggest challenge for people hoping to move to the city is that the number of apartments available for rent is so low and demand far exceeds supply," she says. It isn't uncommon for someone to spend three months trying to find a flat at their target price." (read in bbc.com, Charlotte Larsen, who runs a company called Copenhagen Housing)

This task is even more difficult because we can not find just one app that gather all the information about all the available properties in Denmark; the process is to go, everyday, like a full time job, to all the websites, one by one, searching for a place to live - apartment,

room, dorm, etc. Some of these websites are paid and some are free and not all of them are friendly user; then we contact every landlord or agency of our choices and we wait for the answer, every single day.

## Description of the idea:

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Are you tired to waste time searching for a property?

Did you miss a place for just a second?

We have the solution:

Our idea is having all the rental sites in just one app called RentScanner, with instant notifications; making the process of renting as easy as possible.

With the best partnerships, we gather all the available properties in just one app meeting all the users needs in a user friendly environment.

- Instant notification in your phone - to not miss an opportunity to have the property you want;
- With subscriptions - short and long term;
- With filters to meet all the needs;

- Clean look;
- Accessible to all;
- Clear communication;

### **Why an app?**

Because technological devices as smartphones are faster, smarter and our target group can uses it, and with our notifications system is better and faster with a phone.

## Innovative digital service concept

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What is our organisation's purpose?

### **Mission**

The mission of Rent Scanner is to provide, specially to foreigners, equal chances to rent properties in Denmark. Make the renting process faster to improve the quality of life.

What problem are we seeking to solve?

### Vision

A place for everyone in Denmark.

What values should guide the operations of our company?

### Values

- Respect

Mutual respect inside and outside the company.

- Quality

Excellent quality service and effective functions.

- Clarity and Honesty

Offer an honest service too all our customers.

- Customer Focus

Provide all the possible help to all our customers.

- Equality

Every costumer has the same rights as also every employee.

## Goals

1. Create the best App for searching renting properties in Denmark.
2. Support a good communication between landlords and tenants.
3. Provide legal advisement about contracts.
4. Offer Denmark living tips to help specifically foreigners but also Danish costumers who live outside of the main cities.

## Process

After the formulation of the idea, and despite of our own personal experience, we researched more and we knew that was a problem very common among other young adults and adults; we also went to our classmates for doing some research. We start from the sketches, then we meet with other students, professional workers before start prototyping.

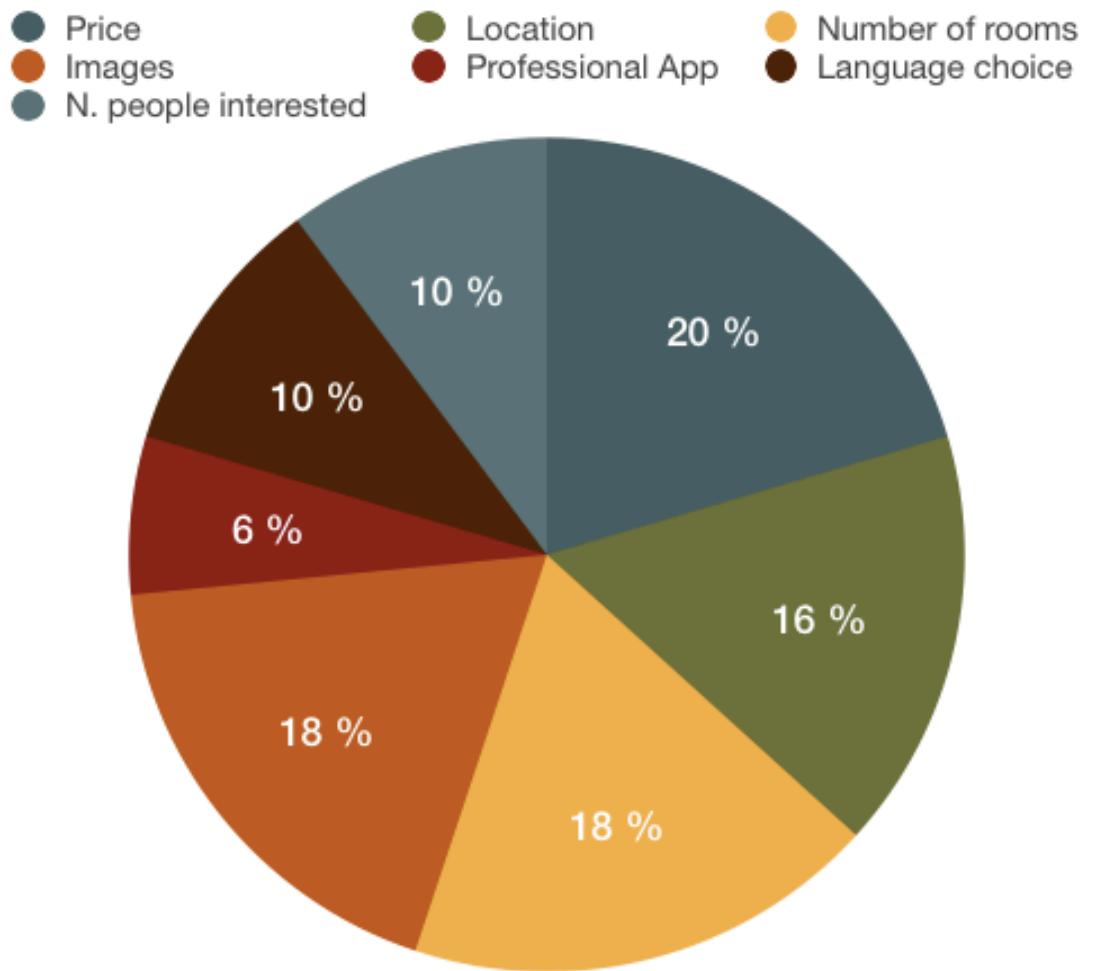
# Field research

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First we analysed our idea at the earlier stage and we tried to understand the most important issues/questions that could come to light in the first contact with our user - it was important for us to test or to know what is important for the user to have or what they need in an app like ours:

## 1. What info attracts you the most?

- Prices;
- Locations;
- How many rooms/sqm;
- Images;
- Language choice;

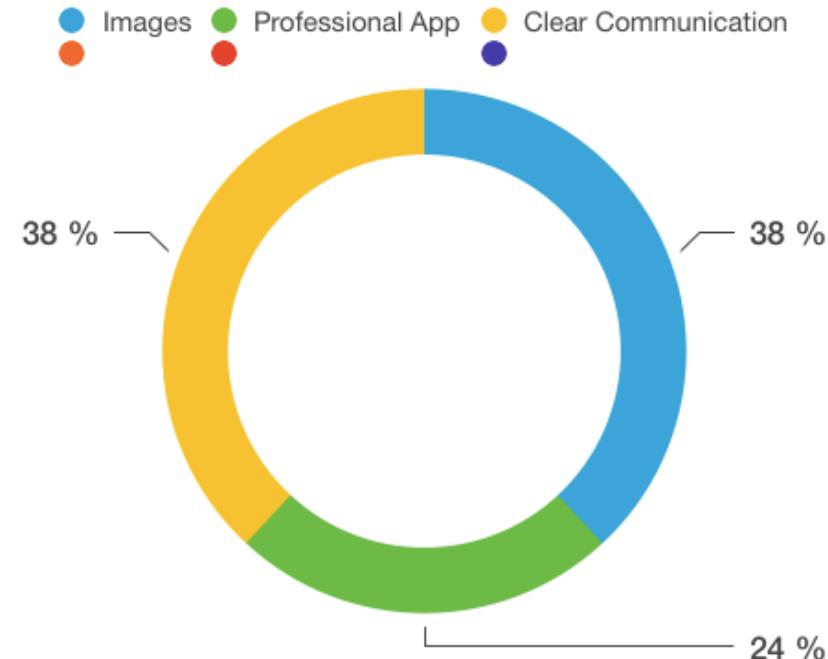


2. What do you like to see/ what you want to see first?

- Images;
- Professional app;
- Clear communication;

3. What do you need?

- Notifications every new property added.



After the field research, we had a meeting again and discussed the impressions and the possible changes we needed to make.

What specific input did we get from the experts?

Overall, we received a positive input from our field research; we learnt that there is a general frustration for those who use this kind of services, mainly concerning the wasting of time in searching for all the renting sites.

What changes and enhancements do we consider to use?

After the users input we thought it was important to think about the subscription planes (having short and long subscriptions) to fulfil a major market; add some tips for those who are new in the country and are looking for any kind of accommodation.

# Target audience

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*“Discovering the appropriate target market and determining the target audience is one of the most important activities in marketing management.” (Nieuwenhuizen et al.2000)*

Identifying and understanding our target audience is crucial. After analysing the results of our field research we reached the conclusions that our target audience is the target.

Our primary target group is:

- international students
- foreigners

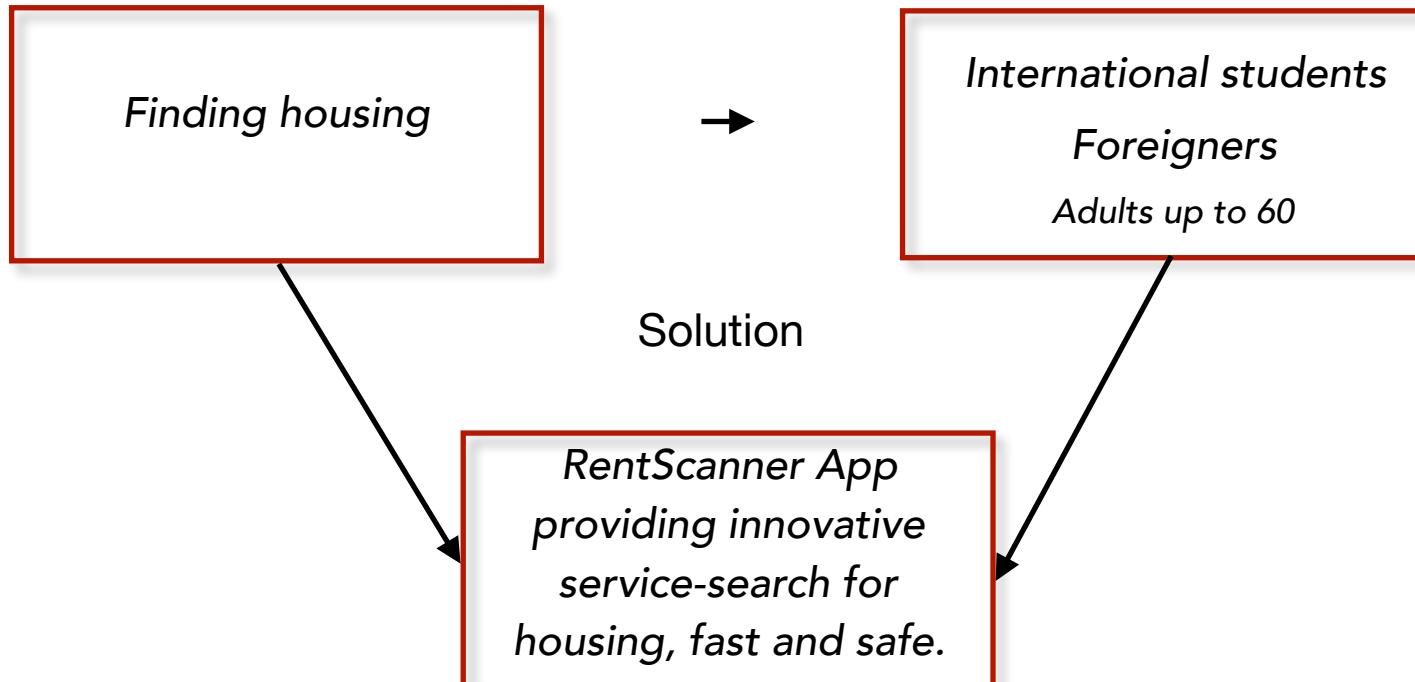
Our secondary target group is:

- adults up to the age of 60

*“One of the biggest mistakes that budding personal branders make is trying to appeal to everyone. Think about the game of darts: You have to aim in order to hit the board. (If you let your darts go without aiming them, you probably won’t be very popular.) If you hit the board, you score. And if your aim is very good and you hit the bull’s eye, even better!” (Susan Chritton, Personal branding for dummies)*

Knowing our target audience problem, how they feel and what they are currently do, we created a solution. Making a satisfying solution leads people to a service and attracts buyers.

## Problem



## Target group

Our target groups have different age and area they live in, different income and education, different language and background, habits, attitude, values, political views and etc. But they have one thing in common-they are all struggling to rent a property.



The RentScanner is providing a fast and safe service and sending an important message to the target group-housing for everybody.

Developing messages and strategies is good way to reach and influence the target group.

Our main goal - happy customers.

Target audience

# Personas

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Well-researched personas helps us to build a service, users actually need. To take better decisions in creating the App. Also to align strategy and goals to specific user groups.

In this constantly changing world(technologies, needs, expectations) and the lack of time it takes a lot of effort to search and find a proper housing, according to our needs. Our personas are carefully analysed according to their needs and social status.

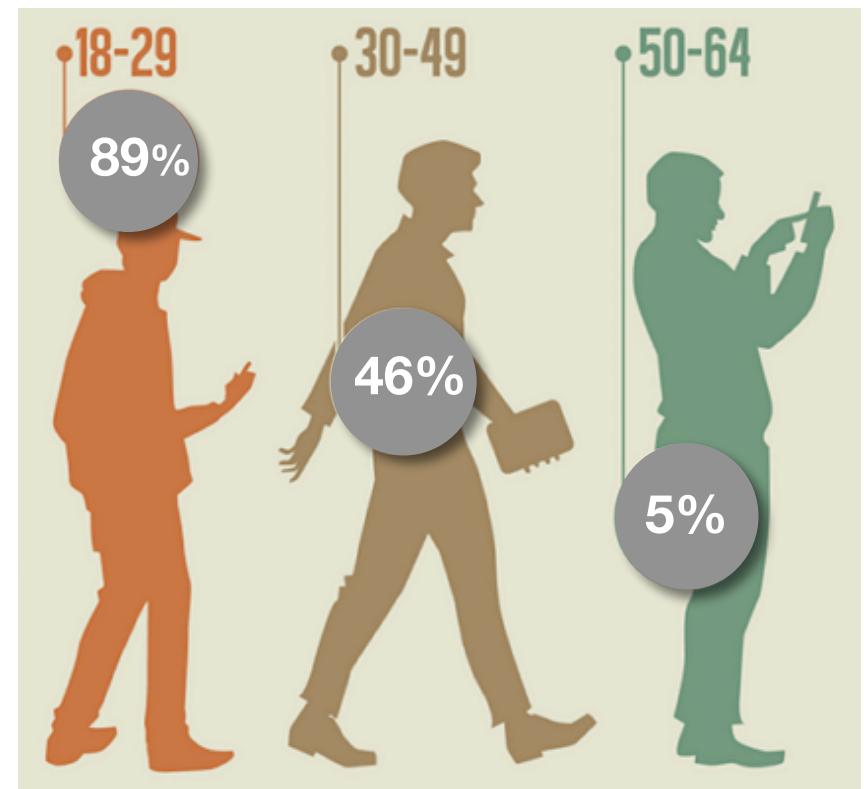
We are developing our App to cover the necessity of housing of our three major target groups. The primary target group is international students and foreigners and the secondary is adults up to age of 60. The interviews and observations helped us to understand our personas and their perspectives.

The results from our research of the current housing situation are:

89% of the young adult between the age of 18-29 are looking for a place to rent.

46% of the adults between the age of 30-49 are searching for housing, mostly because of life changing situations.

And only 5% of the adults between the age of 50-64 because most of them at that age already have a stable lifestyle and their own property.



# Florin Ionel



"There is nothing more important for me than my family and to be able to ensure their future".

**AGE** 34  
**OCCUPATION** Painter  
**STATUS** Married  
**LOCATION** Copenhagen, Denmark  
**FROM** Romania  
**PERSONALITY** Rational

Punctual

Opportunist

Wise

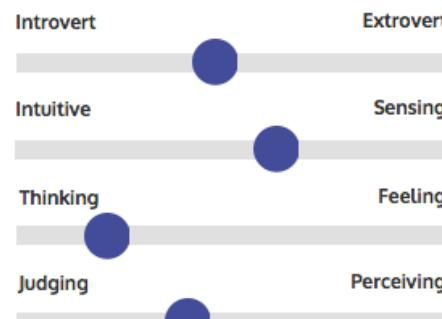
Hard working

## Background

Florin is a Painter. He came to Denmark 4 years ago to search for financial stability and better living environment. He's married and has no children yet.

Florin and his wife are planning to have a child soon, so they're looking for a bigger apartment.

## Personality



## Social



## Goals

- To find a bigger apartment in a calm and nice neighborhood.
- To find a better job.
- To build a life in Denmark.

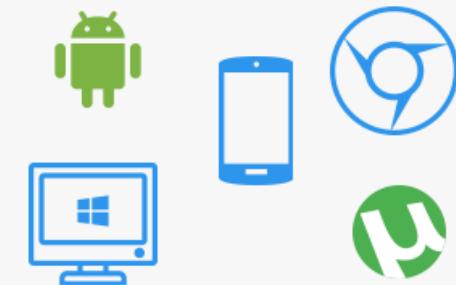
## Frustrations

- Struggling to find housing.
- Unsecure about his future in Copenhagen.

## Motivations



## Technology



# Ewelina Latacz



" I love to spent my time with my friends. To go out all the time and just to enjoy life".

**AGE** 21  
**OCCUPATION** Student  
**STATUS** Single  
**LOCATION** Copenhagen, Denmark  
**FROM** Poland  
**PERSONALITY** Artisan

Emotional

Impulsive

Warm

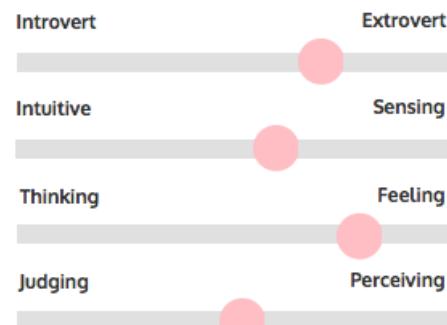
Interesting

## Background

Ewelina came in Denmark six months ago. She is from Poland and alway wanted to study abroad. She doesn't have a boyfriend or any work experience.

So far she is struggling with a lot of stress and wish for a better days, when she won't be that busy all the time.

## Personality



## Social



## Goals

- To find new friends
- To finish the first semester
- To find a room

## Frustrations

- Struggling to find housing.
- The new environment
- Administrative tasks
- Difficulties to find a job

## Motivations



## Technology



# Kamilla Hanssen



"I'm looking for a forward thinking, forward way of communicating information."

**AGE** 39  
**OCCUPATION** Sales Manager  
**STATUS** In a relationship  
**LOCATION** Roskilde, Denmark  
**TIER** Multi-user  
**ARCHETYPE** Creator

Creative

Intelligent

Productive

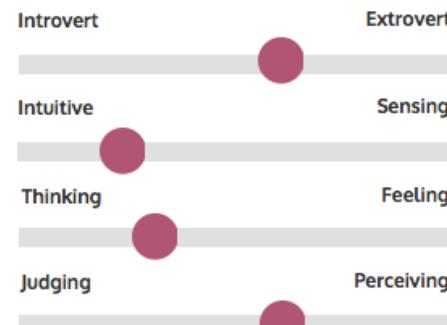
Hard working

## Background

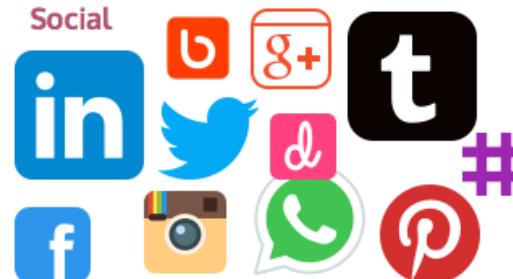
Kamilla is a Sales Manager in a small company. In a long term relationship, having plans to find a dream house for herself and her boyfriend. Struggling with time planning.

She is motivated to be more creative and have her work stand out.

## Personality



## Social



## Goals

- To create an innovative concept
- To expand the company she is working for
- To settle down
- To rent a house with garden and a pool

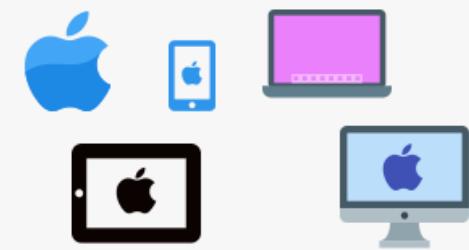
## Frustrations

- Unable to find the balance between her personal life and job
- She can not find a time for herself and her friends
- Difficulties to find housing on a reasonable price

## Motivations

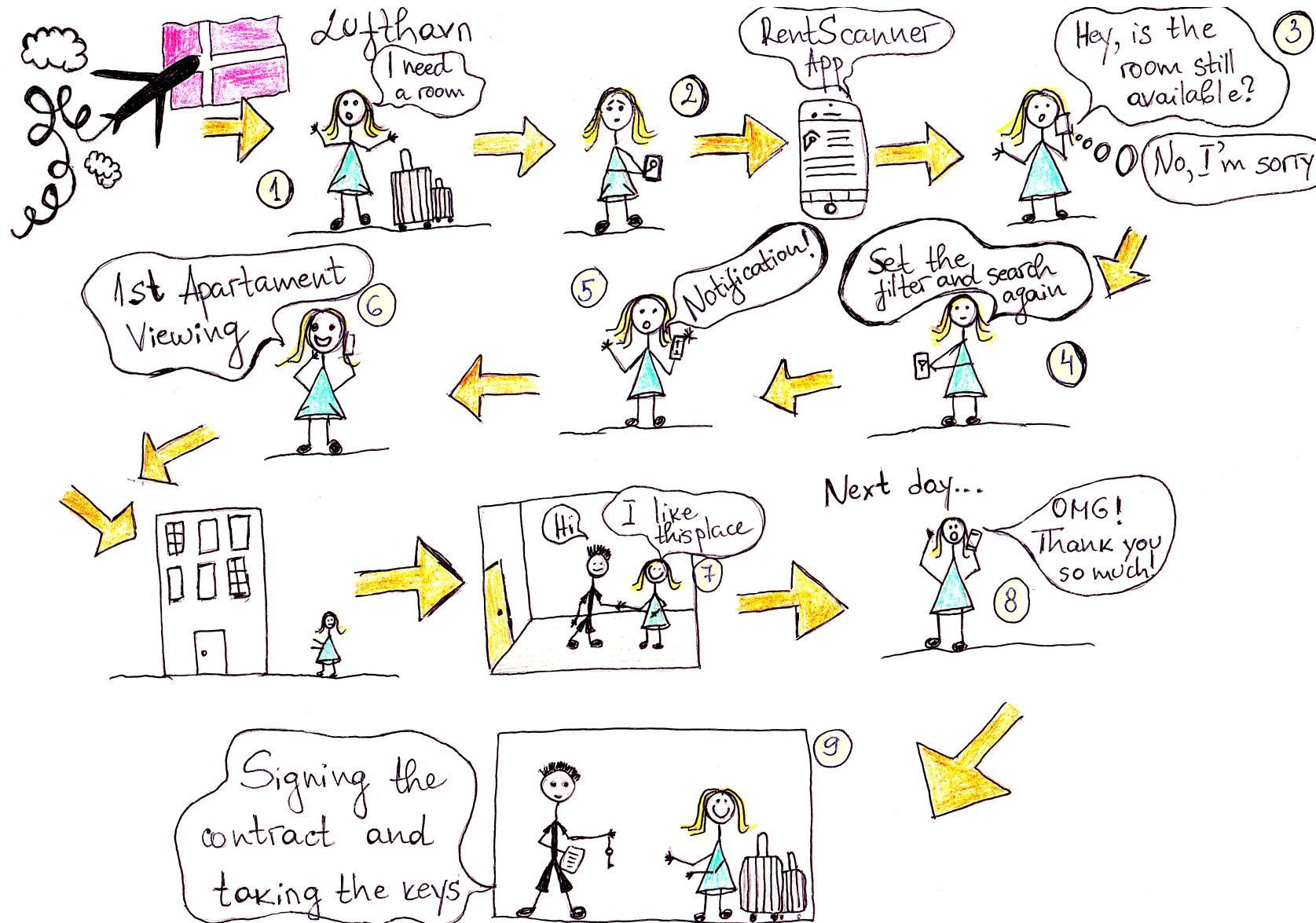


## Technology



# Physical Customer Journey

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The customer journey is based on Persona 2(Persona 1 and 3 are not included, because of the limited volume of the report). Making a map and pointing the touch points, helps us to track his/hers journey of interaction with our product and measure the customer satisfaction.

The touch points of physical customer journey are:

1. Because of life changing circumstances, the customer needs to find a housing.



2. She opens the App and starts searching.



3. She makes a call and receive a negative replay.



4. She sets the filter and searches again.



5. She receives a notification.



6. She got her 1st an appointment for an apartment view.



7. She goes to see the place and meet with the landlord.



8. The next day, she receives a call from the landlord with a

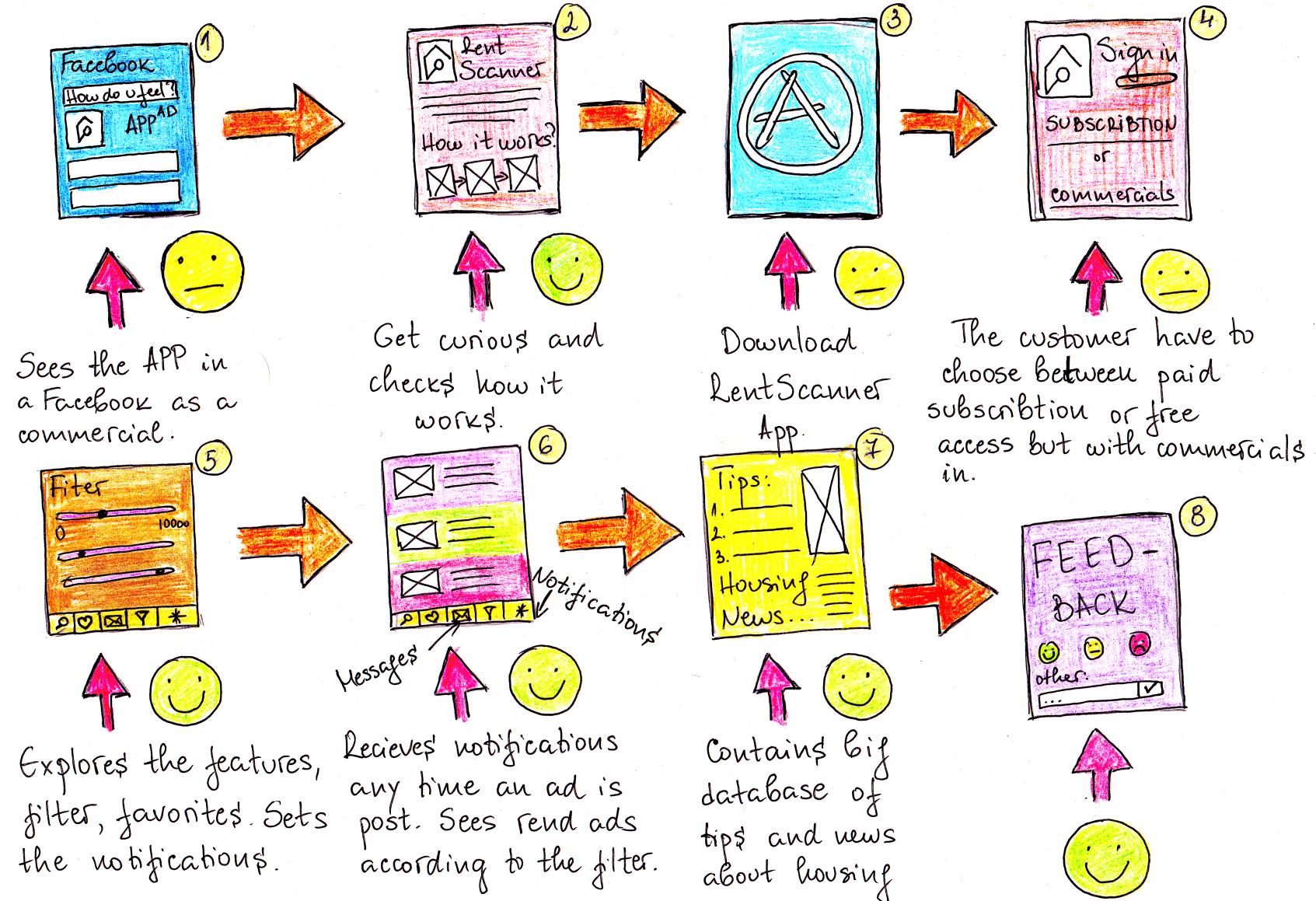
good news.



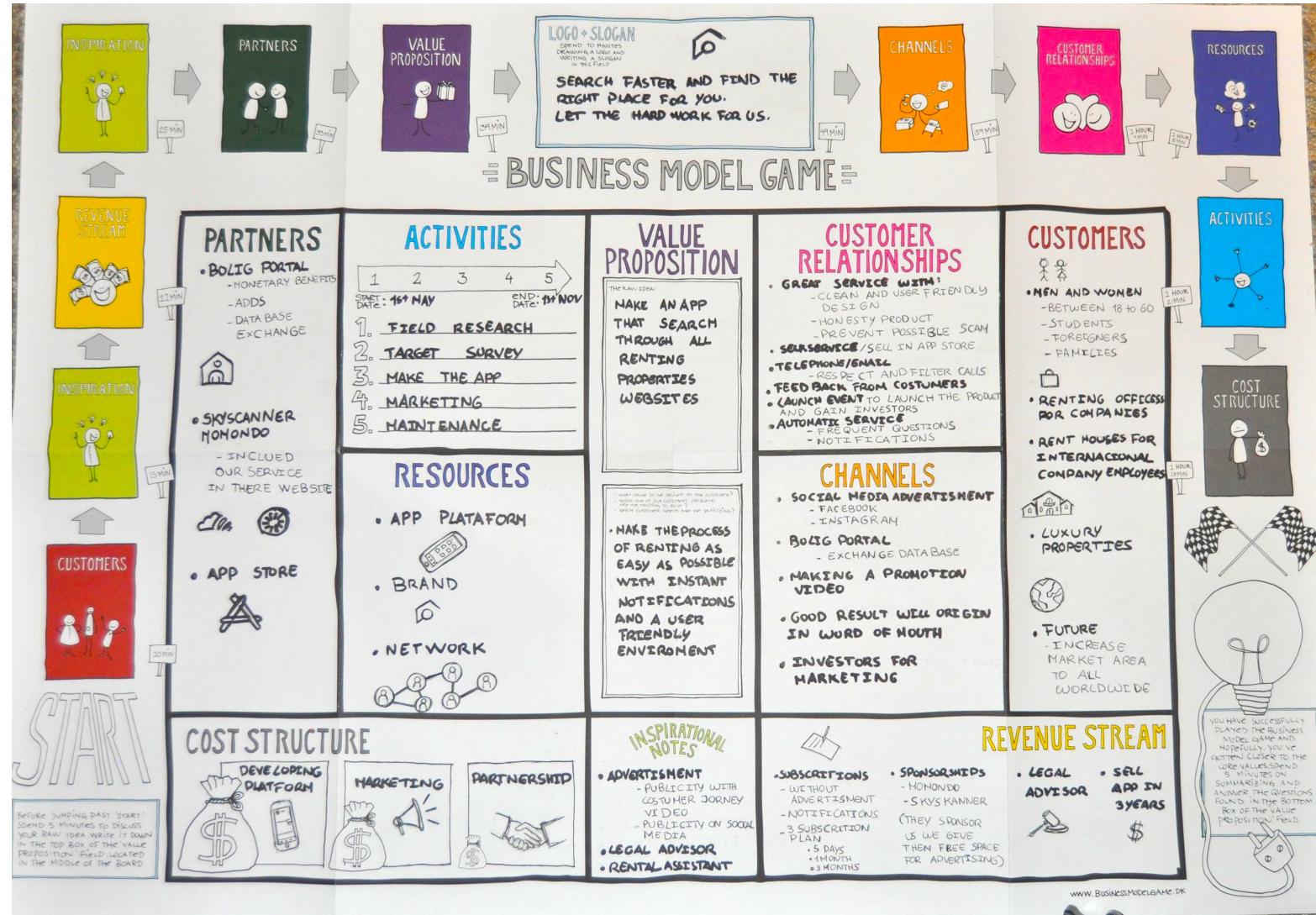
9. Signs the contract and takes the keys.



# Digital Customer Journey



# Business Model Canvas



**Partners** - Who do we need to work with in order to produce and deliver our solution;

**Activities** - What do we have to do in order to produce and deliver our value proposition;

**Resource** - What do we need to have in order to produce and deliver our solution;

**Value Proposition** - what problem do we solve; and how we solve it;

**Customers** - Who could really use the solution we are offering;

**Customer relationship** - How do we communicate and build rapport with your customers; and what feeling we want to deliver: we deliver trust preventing scam with the use of landlords NemID;

**Channels** - how do we deliver our solution to our customers; where our customers will find us;

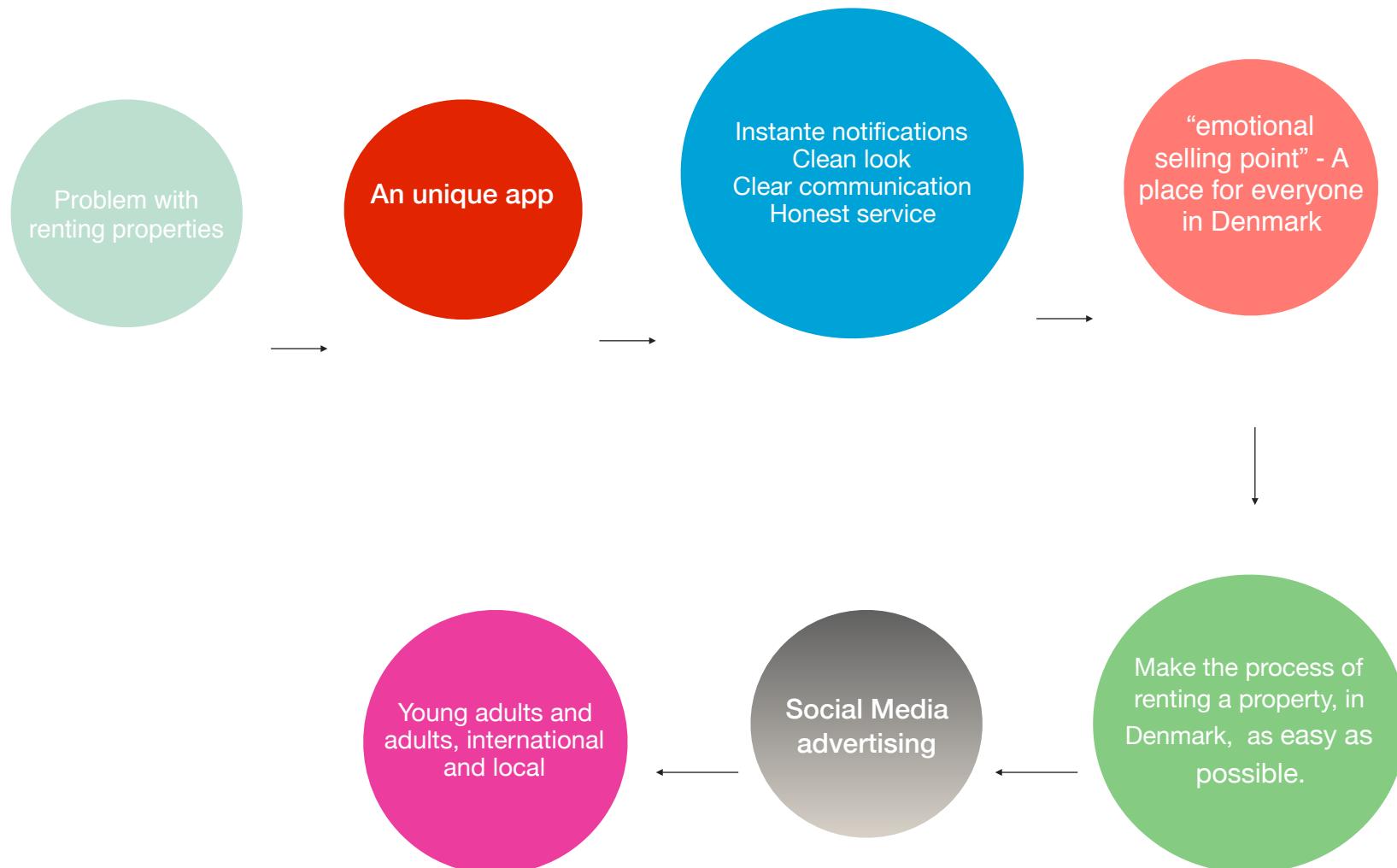
**Cost Structure** - How much will your key activities, resources, and partners cost;

**Revenue Stream** - How will we get paid for the solution we provide?

# Communication plan

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**WHY? WHAT? WHO?**



**WHY** - Problems with the renting market in Denmark;

**WHO** - Young adults / adults, international and local;

**WHAT** - An unique app that gather all the available properties in Denmark;

**Message:** Making the process of renting a property in Denmark as easy as possible;

**Effect** - Improve the renting searching process;

## Selling Propositions:

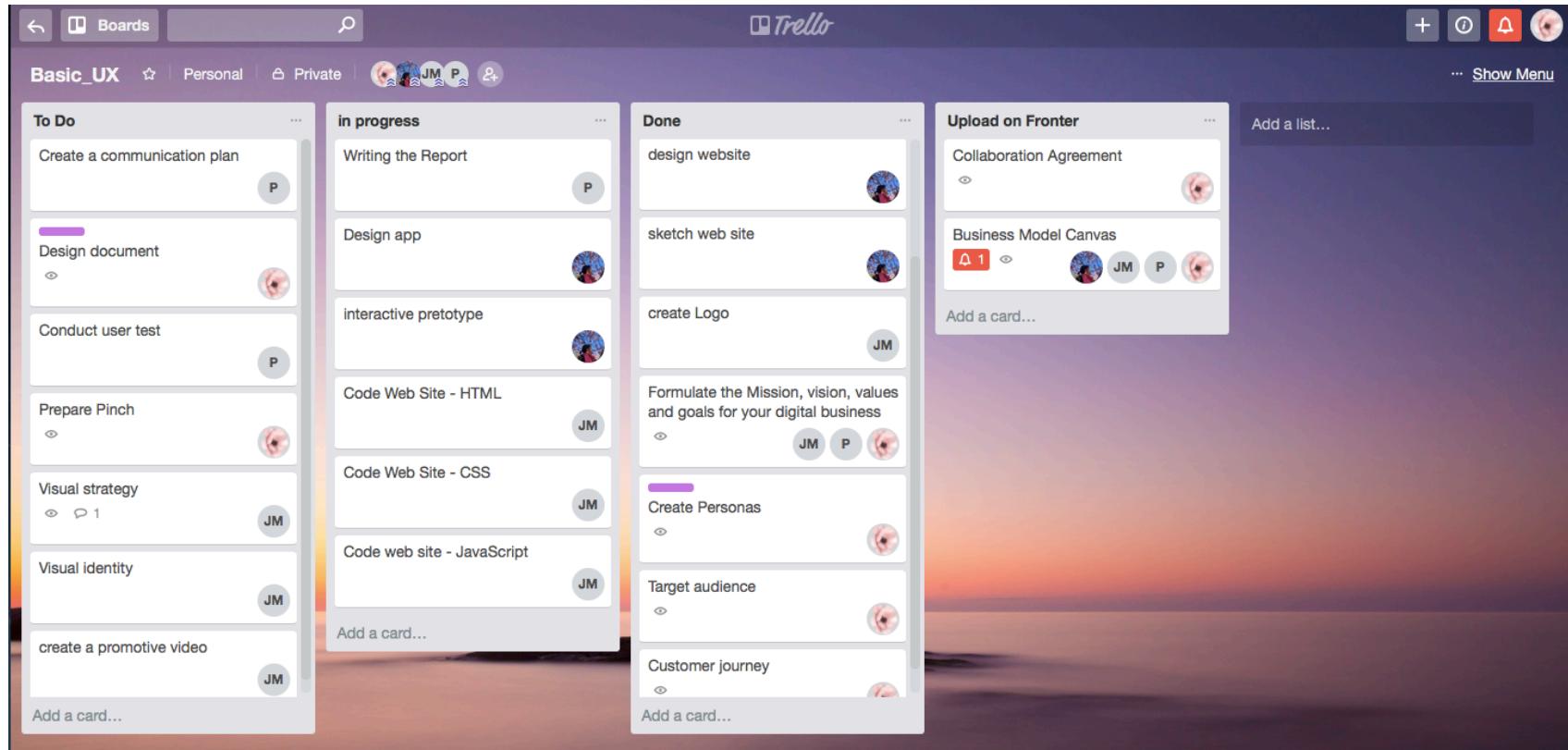
- speed
- accessibility
- design
- usability

### Purpose

The goal is to catch the attention of young adults and adults as much as we can. We will bet on the social media and marketing. The app will be user friendly and with clear message and communication.

# Appendix

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Our Kanban Board.

# RentScanner



Design Document

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# Design Brief

### Purpose

An app that can search through all rental properties in Denmark, with a clean and user-friendly design to facilitate the process of search housing.

Through our mission, vision, and value we created a design that is clear to transmit honesty to our customers. Also trying to be simple, with different languages to show respect and equality for everyone.

We used warm colors to be seen as a brand of comfort and energetic at the same time. A safe place, relating to our customer focus.

### Mission

The mission of Rent Scanner is to provide, specially to foreigners, equal chances to rent properties in Denmark. Make the renting process faster to improve the quality of life.

### Vision

A place for everyone in Denmark.

### Values

Respect | Quality | Clarity and Honesty | Customer Focus | Equality

### Why this Design Now?

At the moment in Denmark, we have many housing search websites. Many of them are not user-friendly and in Danish. So we need an app:

- With other languages since we have countless international students and foreigners in Denmark.
- A clean design and visual attractive that can join all renting housing and help the process of searching.
- Facilitate the user receiving perceptible and instant notifications.

# Design Brief

## Outcomes / Scope

- Create the best App for searching renting properties in Denmark.
- Support a good communication between landlords and tenants.
- Provide legal advisement about contracts.
- Offer Denmark living tips to help specifically foreigners but also Danish customers who live outside of the main cities.

## Target

- Young Adults: 20-30
- Adults: 30-60
- Students age: 18-20
- Foreigners

## Key Stakeholders:

- Internet
- Users
- Partnership
- Social media for advertisement
- Developers and designers

## The competition environment

We have a big competition environment, but without one factor - to search through all rental properties in Denmark.  
So our app will contain all websites with a simple design that can join all different websites logos.

## Current industry trends

Our app will be focused on the current industry trend with a modern, simple and functional design, satisfying our customers and simplifying their life.

# Mood Board



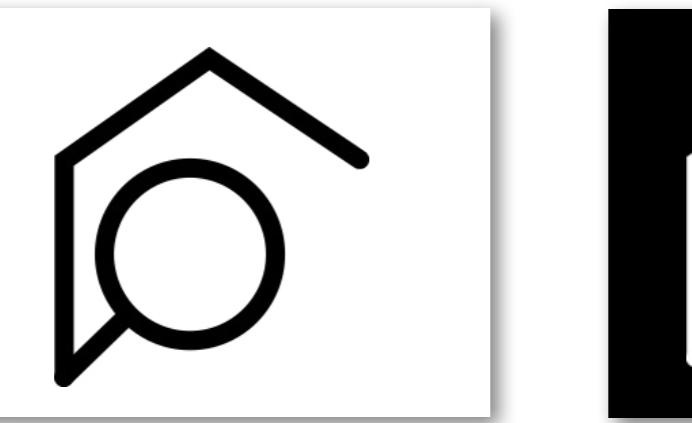
# Design Program

# Design Program

Our logo is our trademark, as our clean design; the idea joins our two most important elements: a house and a magnifying glass for searching.

So, we created logo drawn in one line, that starts in a House and it ends on a Magnifying glass.

It is really simple and is presented in white color with a gradient between a strong pink and orange.



## Trade Mark



## Logo

# Design Program

Our logo is a Picture mark has a Figurative characteristic and is on the Descriptive and Metaphor mark parameter. So, as you can see, it is descriptive because has a shape that reveals the function. However is also metaphoric due to the junction of a house and a magnifying glass in only one shape.

- Visibility - a simple shape in negative from that makes it visible.
- simplicity - only a thick line that creates the shape.
- timelessness - simple image that makes it timeless.
- graphic excellence - two shapes joined to create one concept.
- tone of voice - created with a house outline that transmits coziness and round corners that generate it a gentle and cozy tone.
- Short and concise - has a simple shape and without much complexity to transmit the function of the app.

# Design Program

The typography we used for RentScanner App is San Francisco (SF) Pro. It is a system typeface in iOS. We choose San Francisco font because it is optimized for unmatched legibility, clarity, and consistency. Also because it is part of the Apple kit and our App is designed according to the Apple design rules.

## Title page 34pt Bold #000000

Tab bar size 10pt Semibold #929292

Paragraphs 17pt Light #929292

Text Regular 16px, 14px, 12px #aaaaaaaa  
Footer 11px Regular #000000

First, we applied Roboto font for our website but it was too condensed and didn't fit well. That's why we decided to use Montserrat font because it was more close to San Francisco font.

## Heading 40px Light #ffffff

Sub heading 25px Regular

Sub sub heading 24px Regular #000000

**20px Bold** #f00042

18px Regular #ffffff

16px Regular #000000

Text Regular 16px, 14px, 12px #aaaaaaaa

## Typography

# Design Program

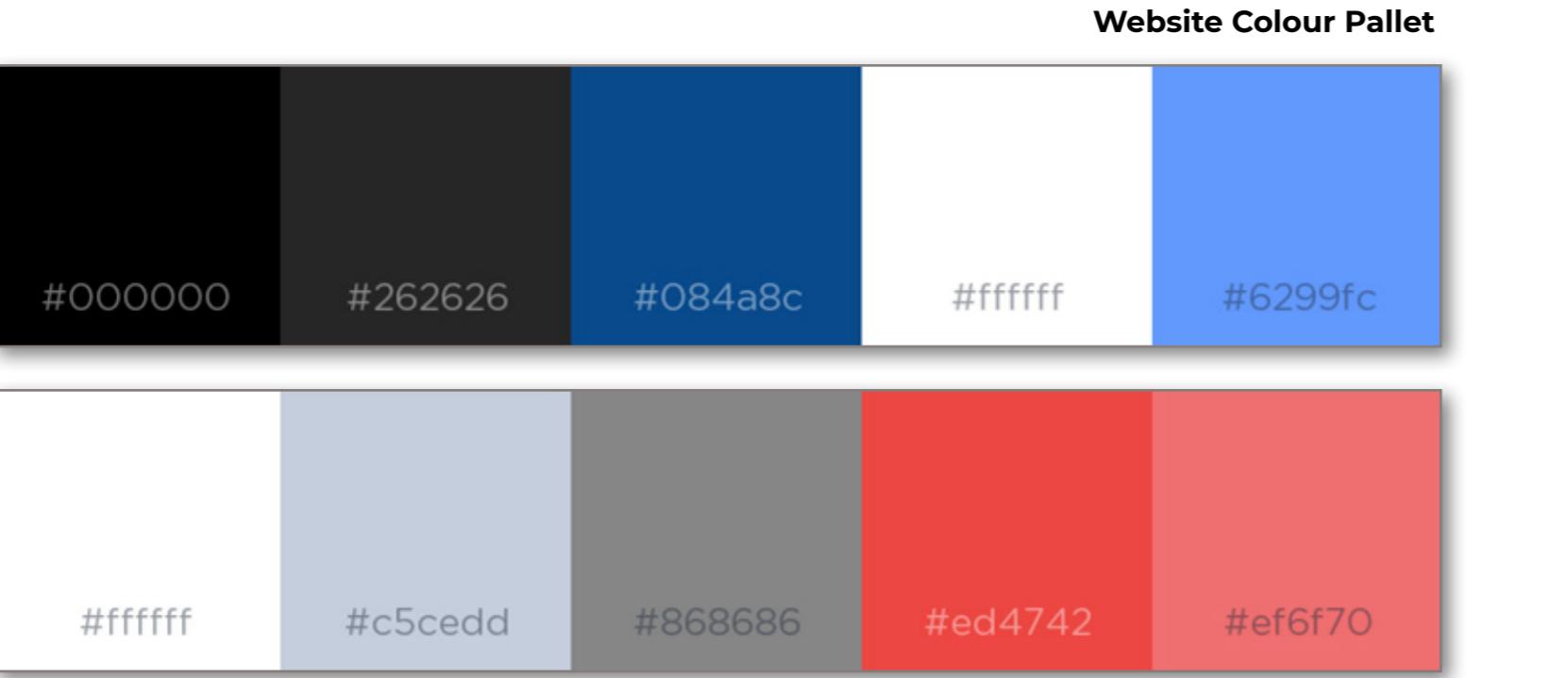
## Colour Schemes

Our app design is very simple in general, so we decided to use white and grey for our background, grid, and typography. We choose also a warm, vibrant gradient as a finishing touch of the app (for example for the buttons and navigation). It grabs the attention, transmits comfort and easily navigates the user.

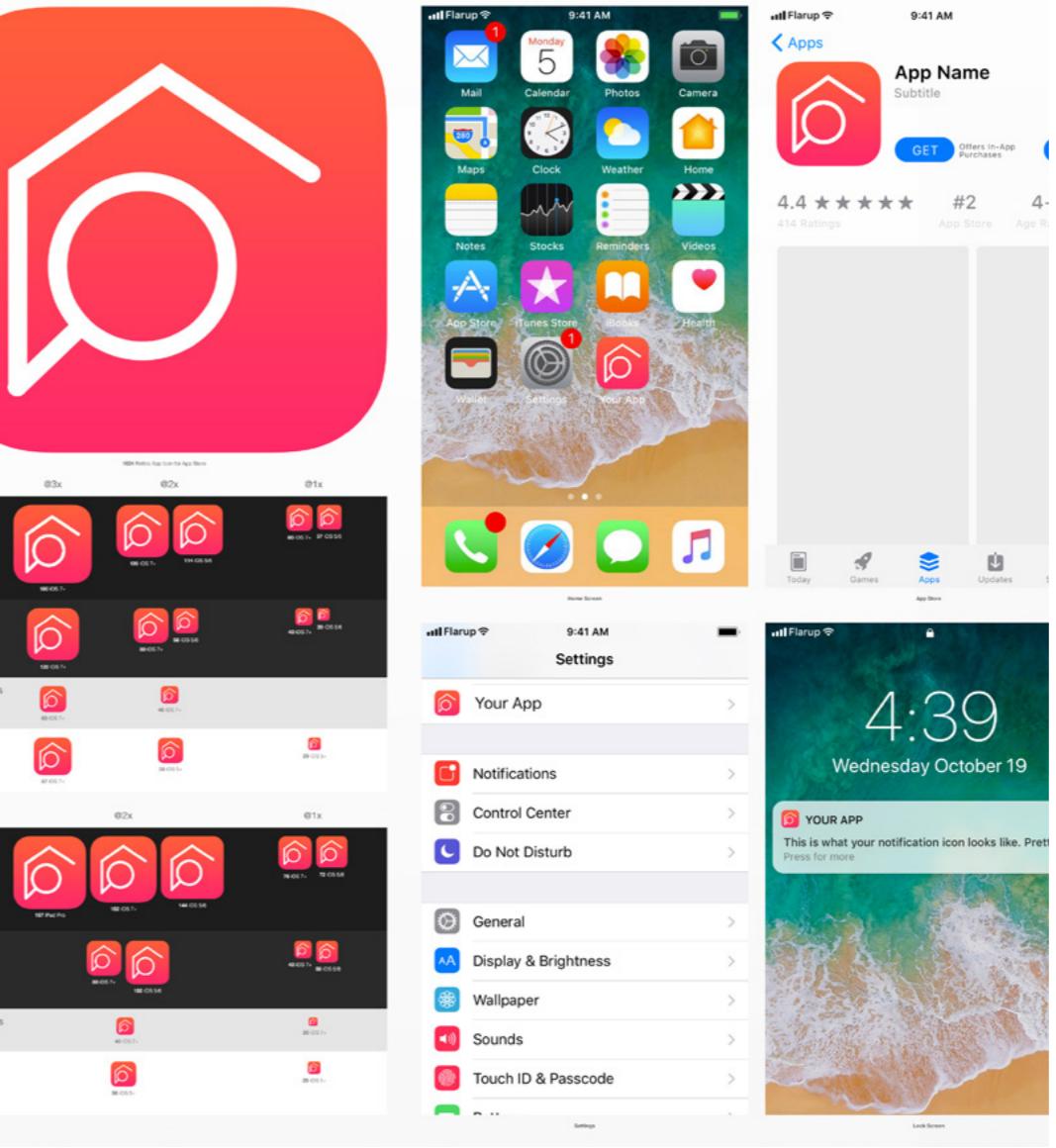
RentScanner App Colour Palette



The movement of our eyes through a composition is not random. We look for the desired information and our attention is pulled to specific elements with features. We quickly skip over what's irrelevant looking for a meaning in what we focus on. That's why the colors of our promoting website are very simple and sophisticated. We used white, grey and black as a primary color. As a secondary color, we choose blue and warm gradient and we used it only for specific details. For example, we emphasized on the elements that are most important.



## Colour Schemes



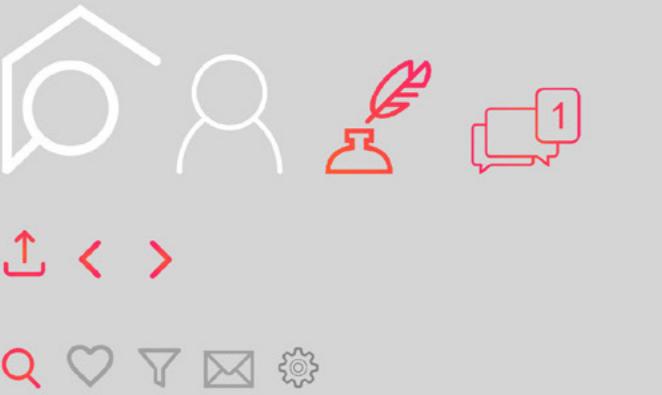
## iOS App

Since our App will be made for iOS, here you can see how our app icon will be presented on your phone, which sizes are required and how the notification will appear.

# Design Guide

# Sketches/Pretotype

## App Icons



Other informative icons and Buttons example



Robert Jacobsens Vej,  
2300 København S



Contact Landlord



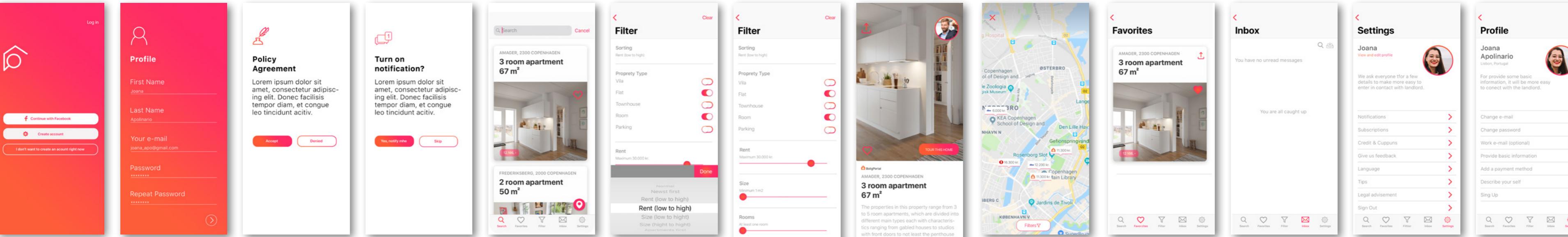
## Website Icons



We started by making different sketches of the app to join ideas and create the best version of our app.

And we have together decided to make the design more near to the second version joining some features of the first one.

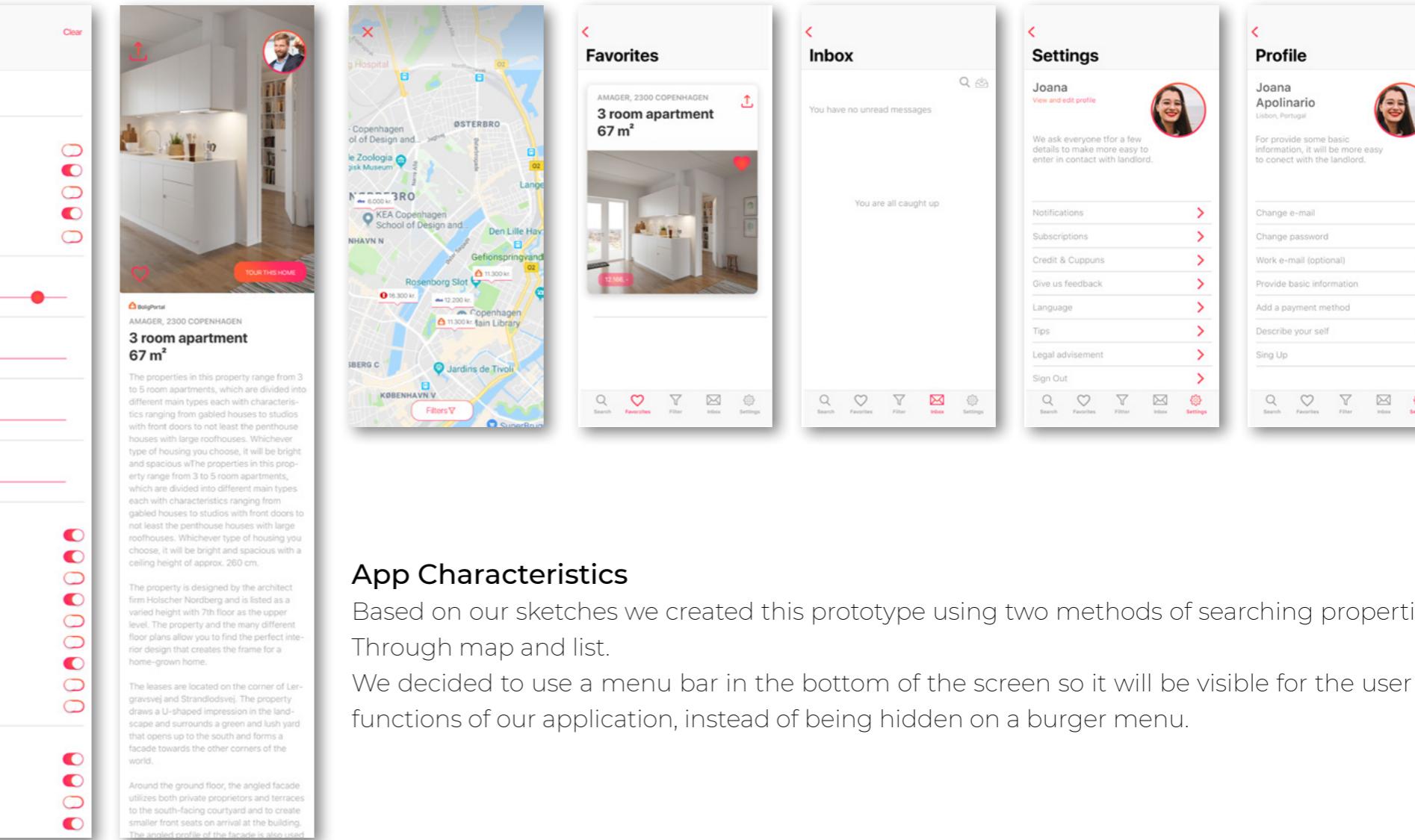
# Prototype



## Design characteristics

- The screens are made in an asymmetric organization to create a more dynamic view for the user.
- The buttons are using the law of proximity, similarity, closure, and figure-ground to be more perceptible and clear for the user.
- We used color contrast in the 2 first screens to be more appealing in the beginning and after that, we inverted the colors to create more contrast on icons and buttons. Becoming more clear all functions.
- We also used the law of common fate and past experience on the filter screen to be clear our filters usability.

# App Prototype



## App Characteristics

- Based on our sketches we created this prototype using two methods of searching properties. Through map and list.
- We decided to use a menu bar in the bottom of the screen so it will be visible for the user all functions of our application, instead of being hidden on a burger menu.

# Prototype

## Website Prototype

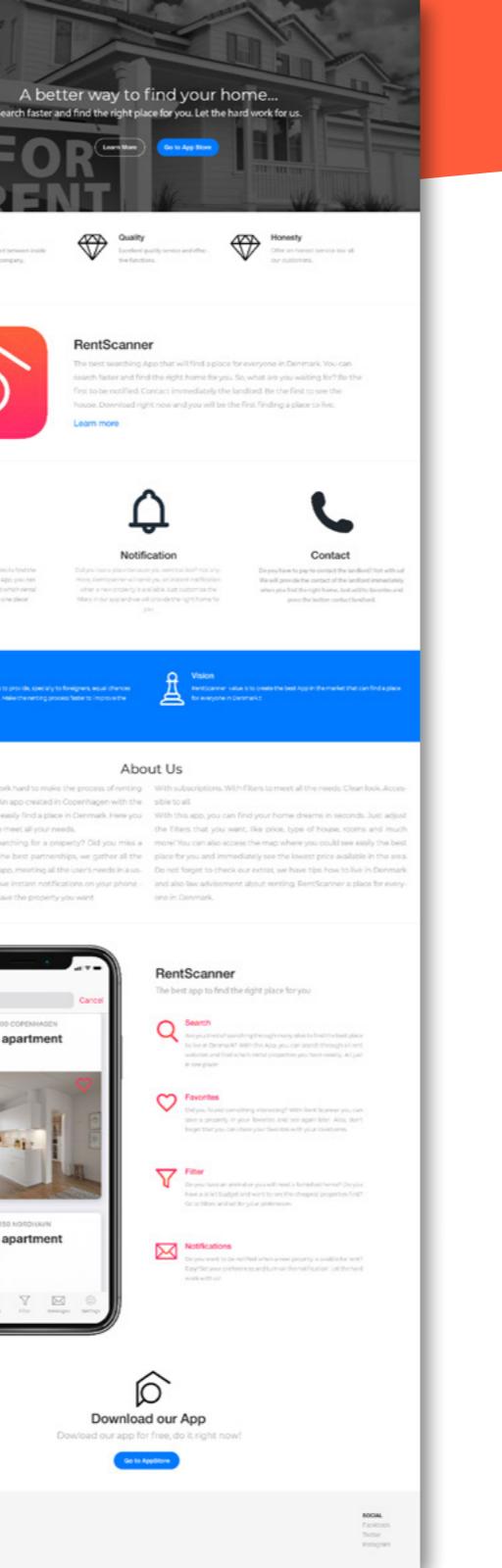
The prototype of our website was made based on our business ideas and our application design.

We have produced this mockup on just one page since all the information will be immediately exposed to the users and they can read easily which characteristics of our app is more important for them.

As you can see, the text from the report became part of our website explaining our mission, vision, and value. The features of our app are also described and our design is revealed through one of the screens.

### Design characteristics

- The page is made mainly in a symmetric organization to explain better all the info of our app.
- We used the law of closure, being more evident in the header to make our slogan and logo more appealing for the user and also in the middle section to emphasize the importance of our vision and mission.
- the law of similarity and proximity is also very present to distinguish the different types of info that we want to explain to our customers.



# App Task Test Report

User Tasks	User 1 (student, male)	User 2 (student, female)	User 3 (adult, male)	Imagine you are in your phone and go back in the screen	clear	needs a better indicator, maybe a narrow	can't immediately find a way to go back but I know that in iPhone I just have to go back with the finger
Create an account	with facebook	easy	clear				
Go to next page	clear	clear	clear				
Accept the terms	clear	clear	is easy because of the choose colours to be more appealing				
Do you want to be notified?	yes	clear	yes				
See the house details	clear	clear	clear				
Set the filters	clear	clear	clear				
Can you navigate between the different screens?	yes	clear	navigate bar, yes				
In settings edit your profile	done	clear	clear				
Do you think our logo fits in our app? can you relate it?	yes, because it is a house and a magnifying glass	yes	yes, it need to be refined, but it is a good one.				

### What changes and enhancements do you consider to use?

Throughout all process, the input we got from the users were really important for us: we tested the logo, we tested the prototype and also the website.

In the future, we want to do some changes and improve the app using the user's input. So, we are going to change the "send to a friend" icon for one more intuitive and the map icon background to be more visible to the users.

# Website Trunk Test Report

In the website, based on this Trunk test, we understood that the purpose of our app is understandable, that it is appealing and it would be probably used by our customers. So as future enhancement we will reformulate our heading to be more predictable the idea of scanning properties through all renting websites. And also we will probably think in a better way to present our info in mobile version since is maybe too long for a scroll down formate or make a floating menu bar.

The subscriptions are also a way to have a better access to our app, so I think we will try to enhance that explaining the price table.

Questions	User 1 (Student, Female)	User 2 (Adult, Female)	User 1 (Adult, Male)	User 1 (Student, Male)
<b>What is the purpose of this website?</b>	To promote an app Rents-canner	The website promotes an app that helps search apartments in Denmark.	Provide help finding accommodation in denmark.	The website's purpose is to provide an easy way for a person to find accomodation in Denmark.
<b>Do you find our website Appealing?</b>	Yes, it looks really nice and professional	First of all, I find it very transparent, with clear and simple layout. It is also useful.	Yes. Simple lines and warm colours.	Yeah, definitely! Really good looking website. I missed kinda the contents of the menubar up top. The structure is simple and understandable.
<b>Would you use our App?</b>	Absolutely yes	Yes, as it is a problem to find an apartment in Denmark.	Sure. Especial in Denmark where is very hard to find accomodation at reasonable prices.	Yeah I think so. Im looking for a place!
<b>Do you miss any information about our app?</b>	Yes, I think you should mention it as soon as possible, that the app is searching through all the other websites.	How much it costs to use your app, as most Danish real estate portals charge for their services, so it would be good to know if and when I need to pay something. Do I pay for the app?	No. Its very clear the information displayed.	Um, depends whether there was more besides what I've managed to look through within 30 seconds.
<b>Would like to have more subpages in this website?</b>	No, I like it as a onepager. It looks modern.	No, but floating menu bar would be great (if you want to create more scrollable content).	Yes. On mobile version its perhaps to long the display to scroll down.	Yeah. I think it would make a more immersive experience.

# **Kea Student Project**

**made by**

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