

Report

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A problem area and problem formulation

“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:

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

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

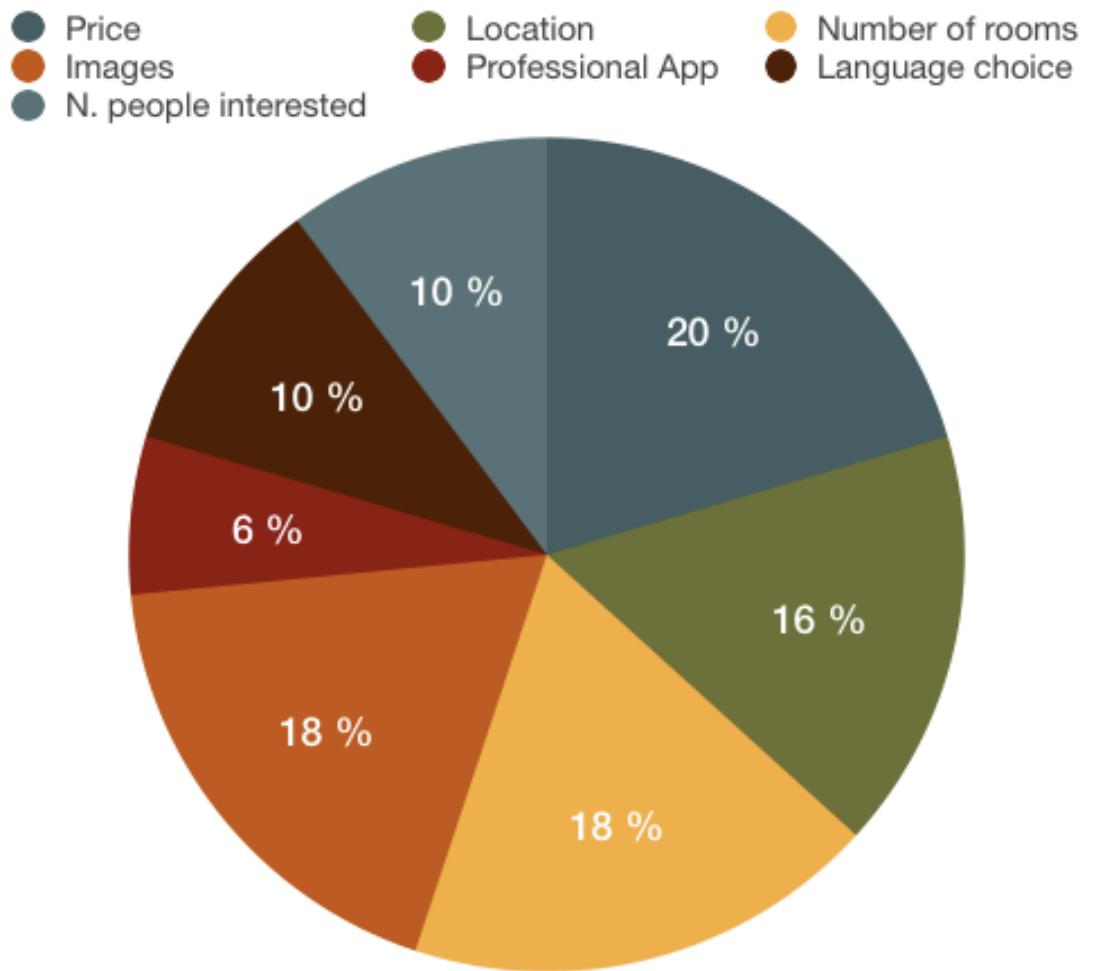
After the formulation of the idea, and despite of our own personal experience, we researched more and we knew that was a problem very common among other young adults and adults; we also went to our classmates for doing some research. We start from the sketches, then we meet with other students, professional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

Field research

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;

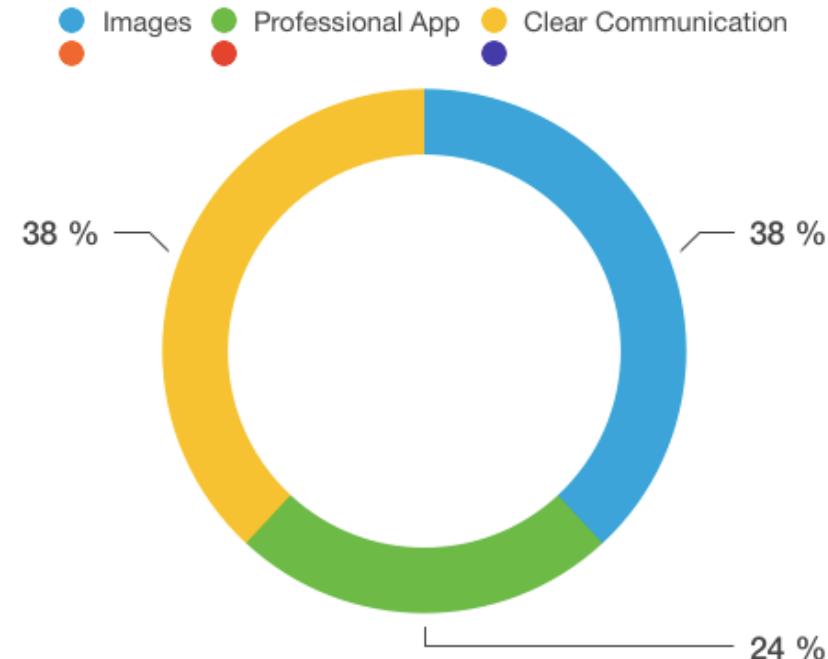


2. What do you like to see/ what you want to see first?

- 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

“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

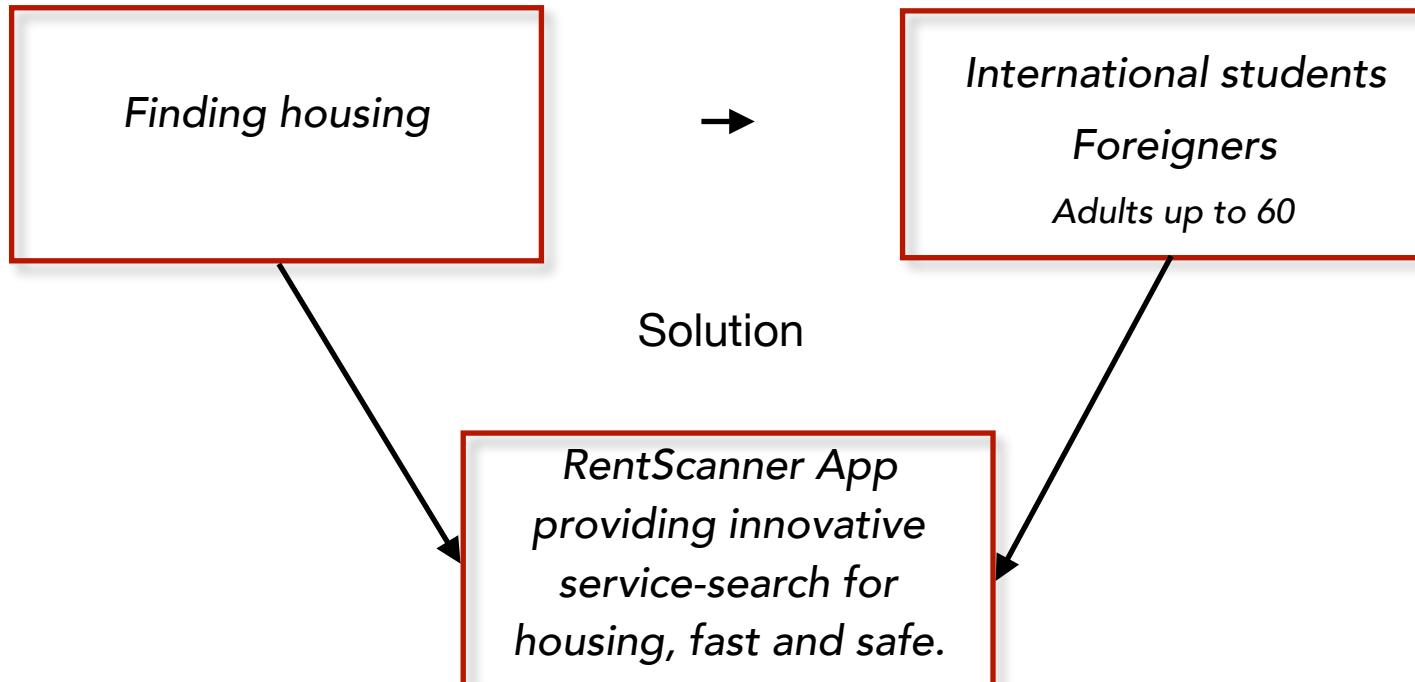
Our secondary target group is:

- 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)

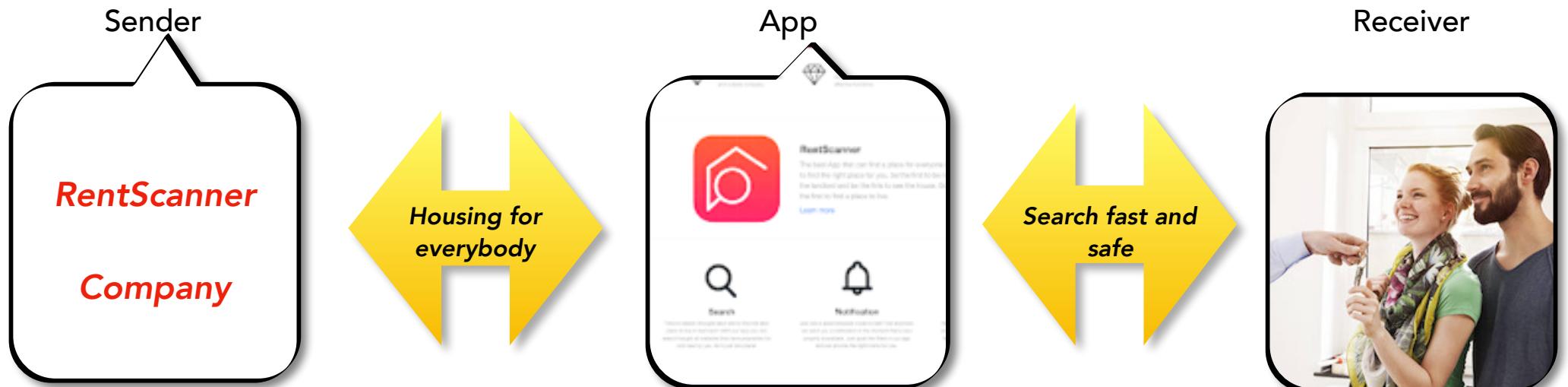
Knowing our target audience problem, how they feel and what they are currently do, we created a solution. Making a satisfying solution leads people to a service and attracts buyers.

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

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.

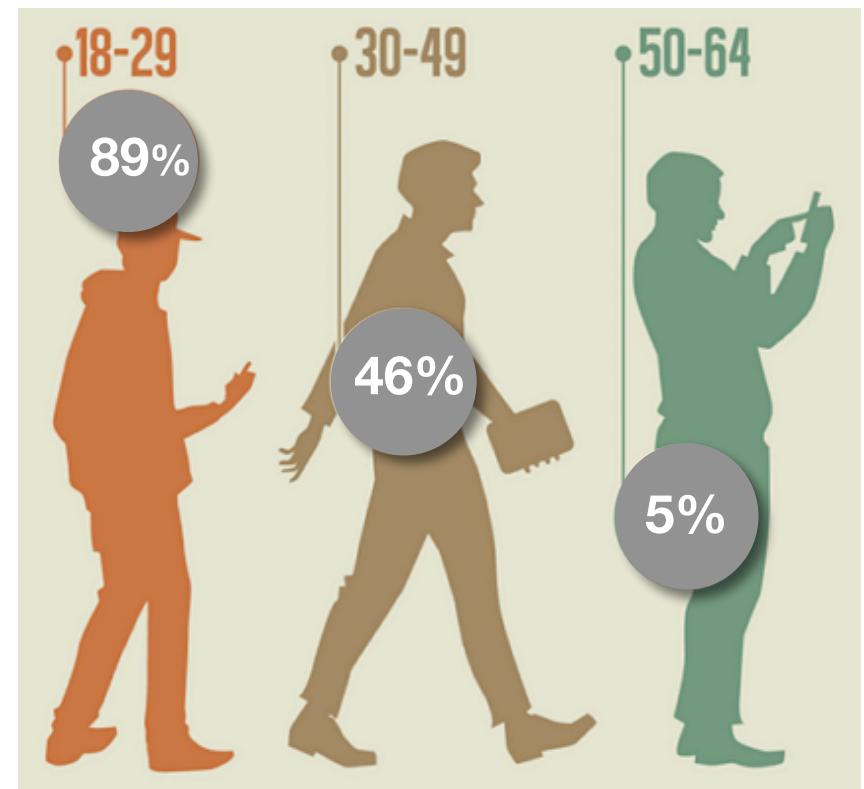
We are developing our App to cover the necessity of housing of our three major target groups. The primary target group is international students and foreigners and the secondary is adults up to age of 60. The interviews and observations helped us to understand our personas and their perspectives.

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

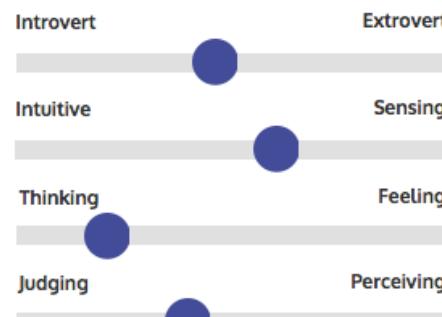
Hard working

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.

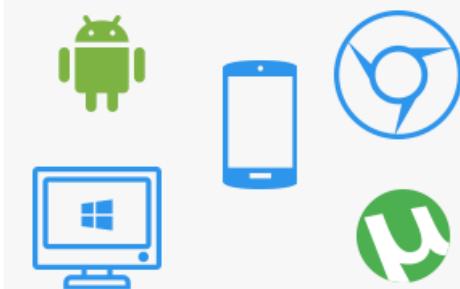
Frustrations

- 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

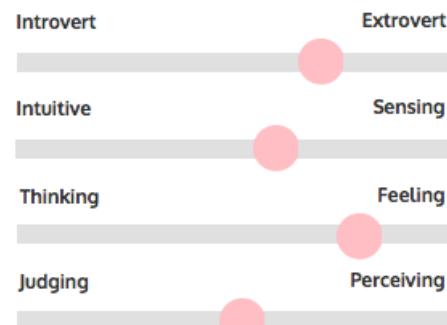
Interesting

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

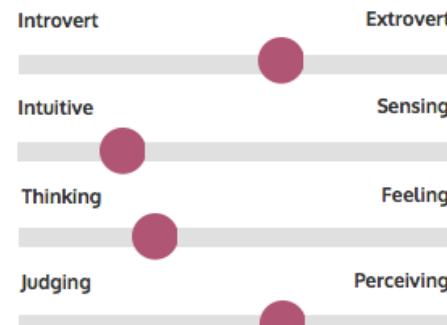
Hard working

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

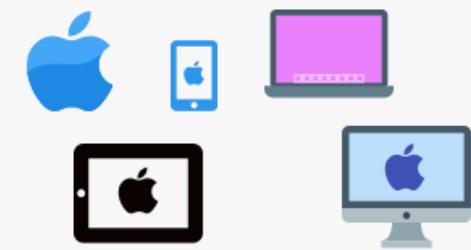
Frustrations

- 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

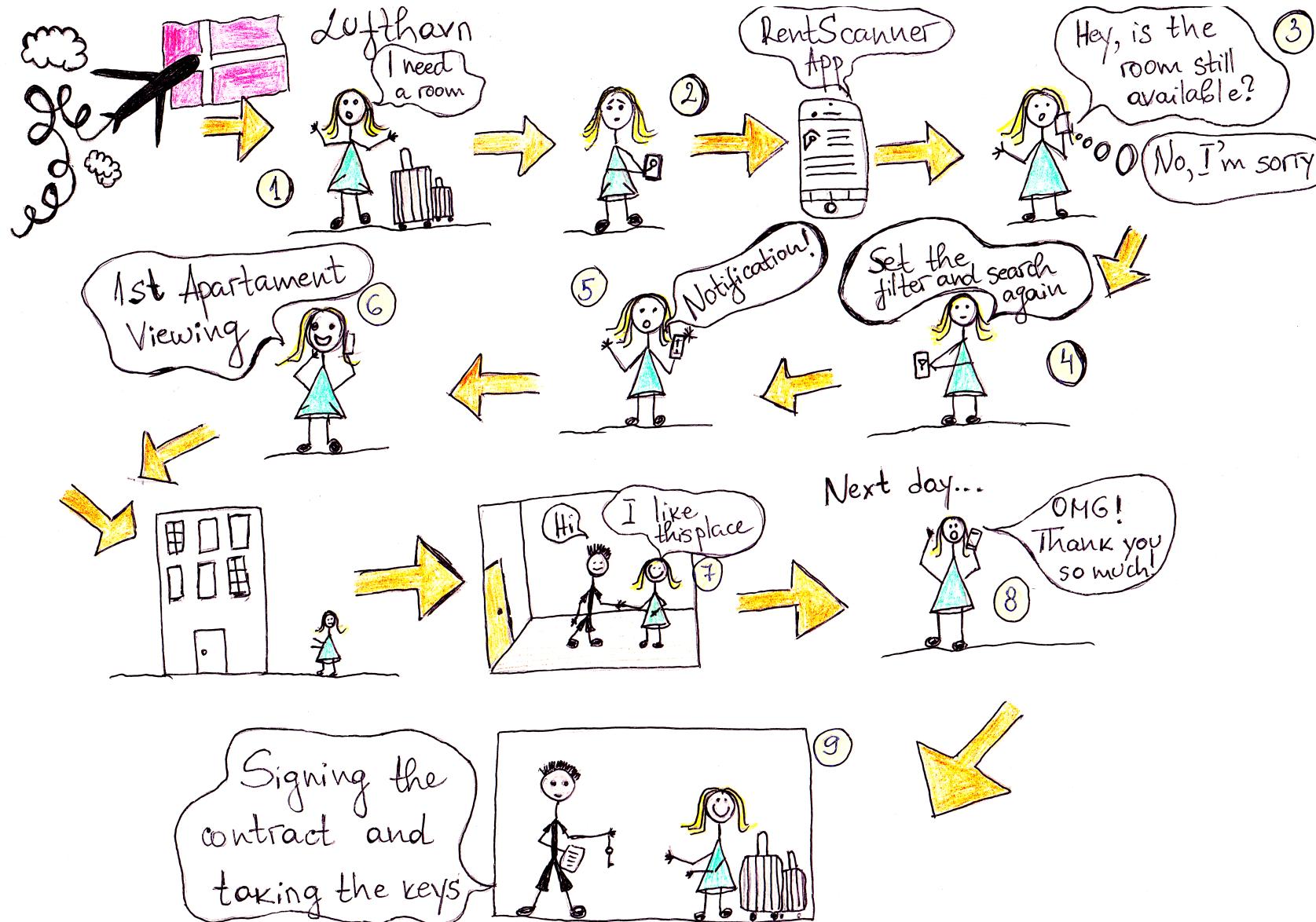
Motivations



Technology



Physical Customer Journey



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

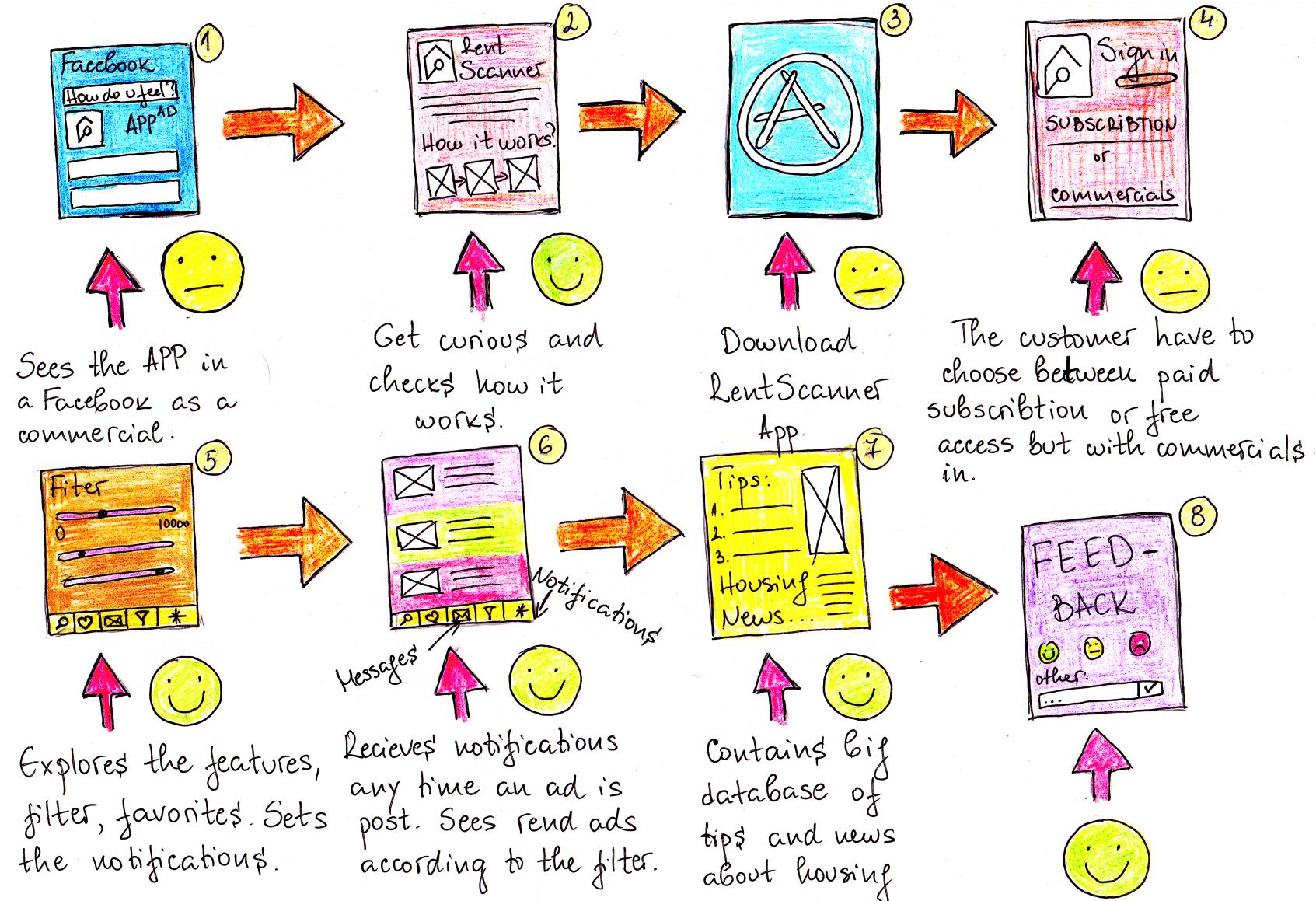
good news.



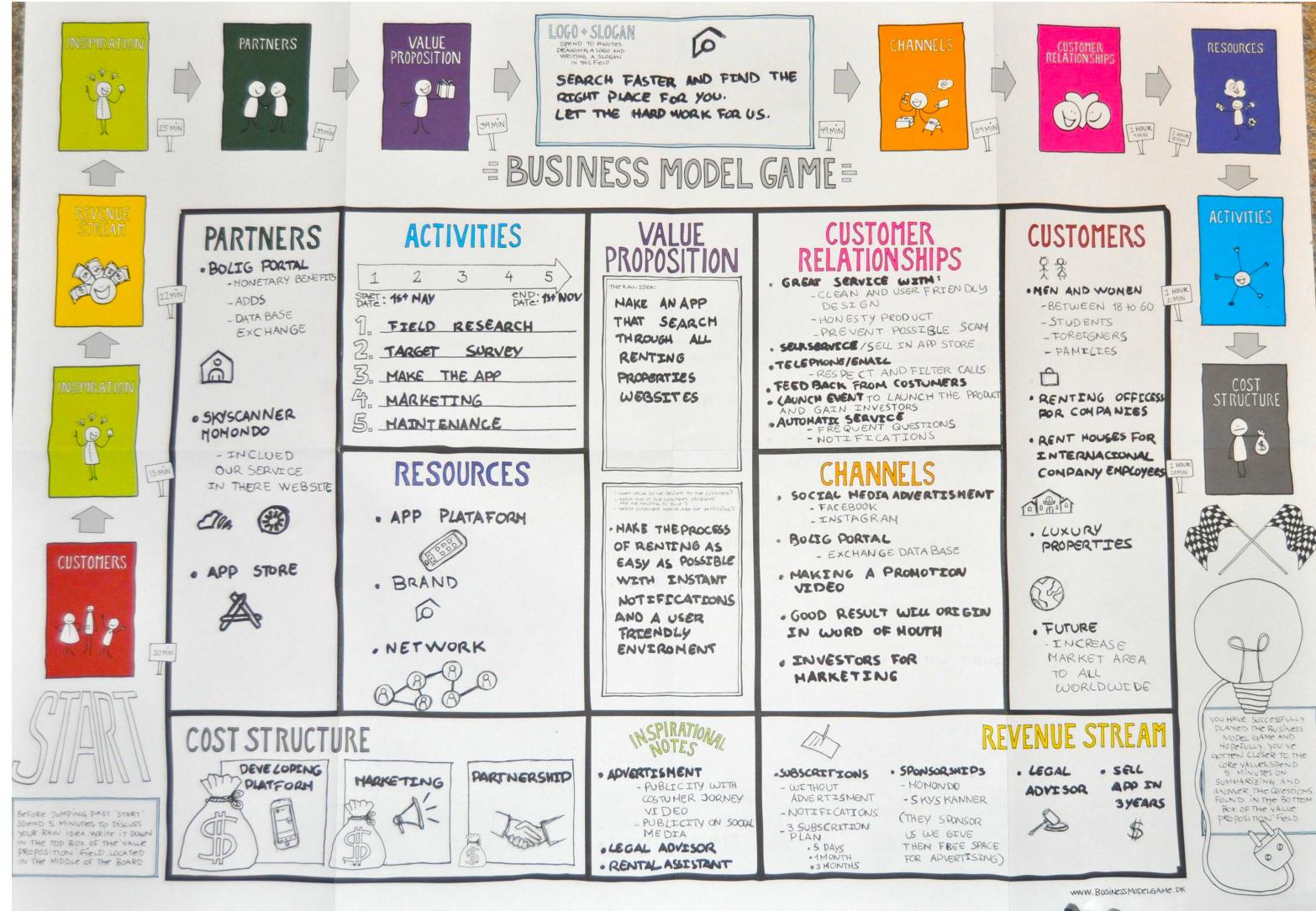
9. Signs the contract and takes the keys.



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;

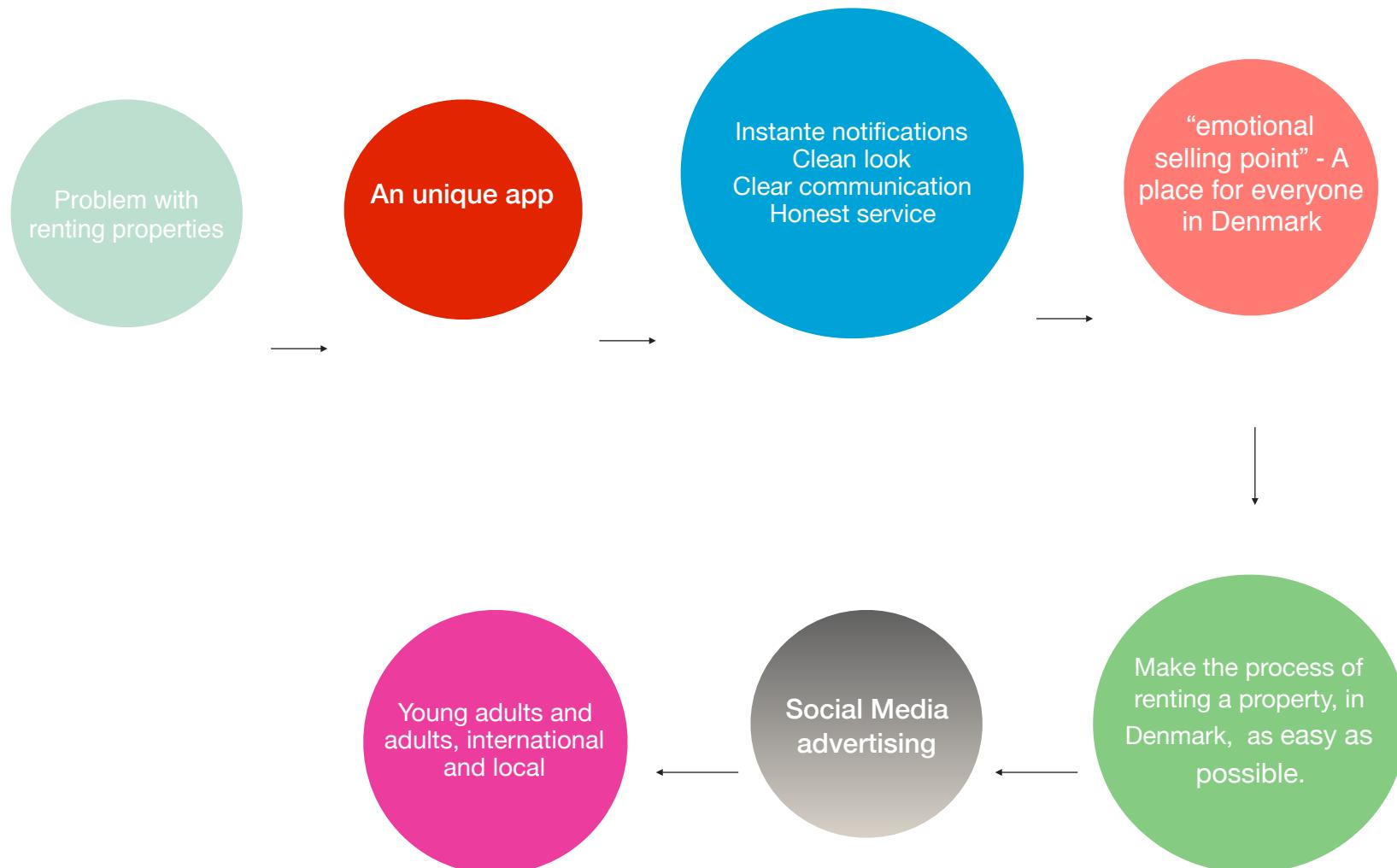
Channels - how do we deliver our solution to our customers; where our customers will find us;

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

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;

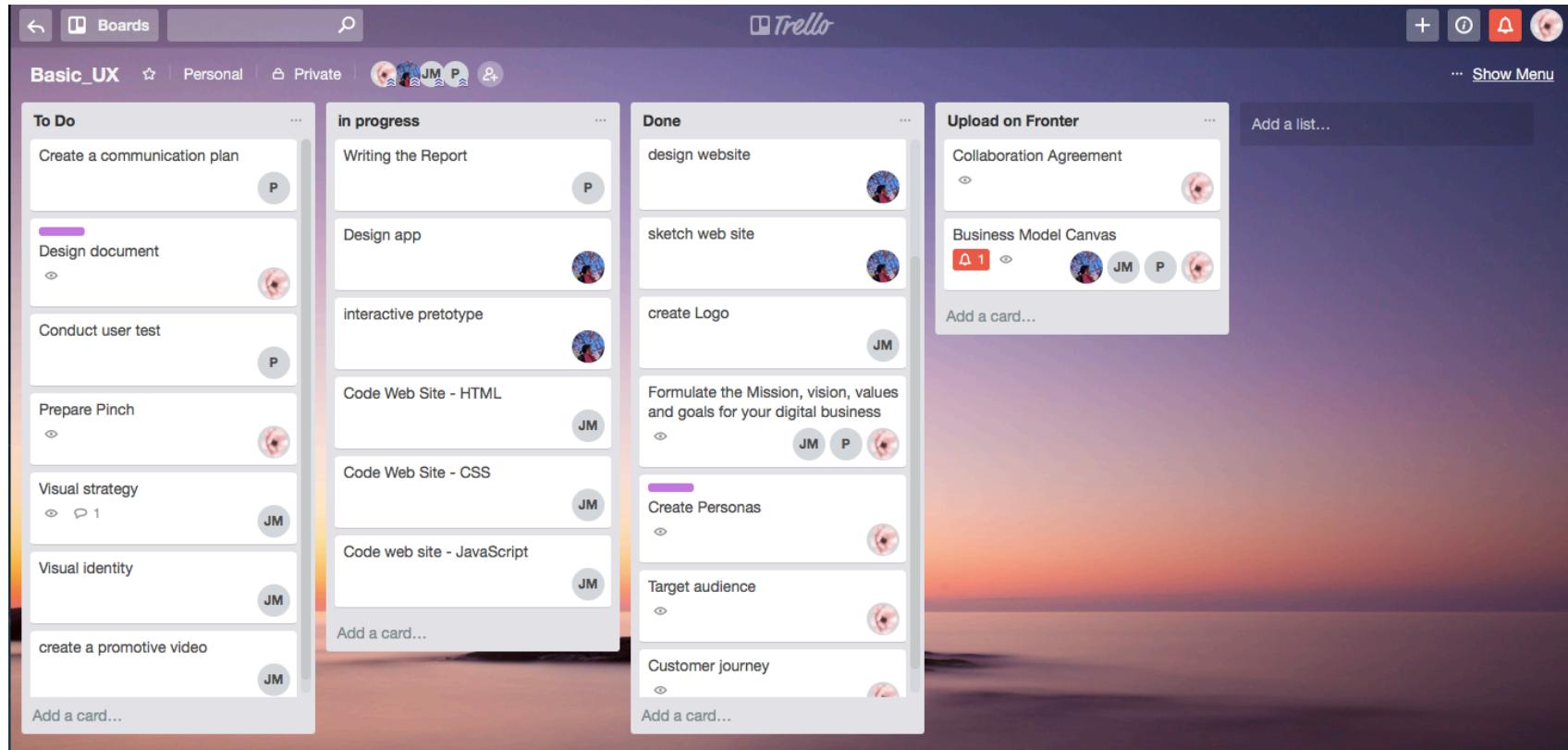
Selling Propositions:

- 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



Our Kanban Board.