

## 04.03.01: Report . Deadline: 22:00, Monday the 21 th of May

### Problem area and problem formulation

Instead of finding one big problem, we found many small ones, which we are committed to solve by inventing an innovative KEA app for current students.

Workshops, schedule, exams, tutors, events- information about all the things mentioned can be found on Fronter or Facebook, but in these web pages there is also a lot of superfluous information students are not using every day, which makes finding the thing you need highly time consuming.

**How to filter and select only the most relevant and useful information from different educational information sources and combine it in one unite platform in a reasonable and understandable way?**

As current KEA students, we are feeling that different semester students are divided from each other and are having a hard time to reach students from other semesters, considering

that the only actively used communication platform currently is Facebook and communication takes place only between our particular Facebook group of our semester students.

This lack of communication between the semesters deprives the opportunity for students to share knowledge and information between each other for both educational and entertaining/social purposes.

**How to connect students in a successful way in order to tear down the barrier between different semesters and encourage them to approach each other?**

Another problem we found, was that there is no possibility to personally contact the tutors and ask for help online, if for some reason the student is not able to be present at the tutoring hours.

**How to connect the tutors and students in order to provide direct communication between both of the parties if the necessity has arose?**

Our concerns and the existence of the problem we found for ourselves was confirmed also by other fellow students by analyzing the results of our survey- more than 75% surveyed admitted, that they are having trouble to find all the education related information in one place.

### Mission:

“Guide and help the KEA students all the way through to their learning journey.”  
Our ultimate purpose is to build up a helpful online platform for all the existing KEA students that offers the possibility to plan school activities, ask for help, have control over assignments and interact with other semesters fellow students.

## Vision:

“Create a cooperative learning environment for all KEA students and satisfy their needs.” Through our digital concept, we want to give a more structured and easier to understand method to the already existing information on the KEA website, Fronter and different Facebook groups. Also, we want to break the barrier between danish and international lines and gather all the students together more easily.

## Values:

### Communication

Communication is the key to using this app, and through communication, the students can develop towards their future goals.

### Fun

Study period has no meaning if there is no fun in it. This is why the KEA study guide gives the possibility to plan events and parties that the students want to attend to.

### Learning

Our main goal is to give the ultimate KEA learning experience in all its shapes and colors.

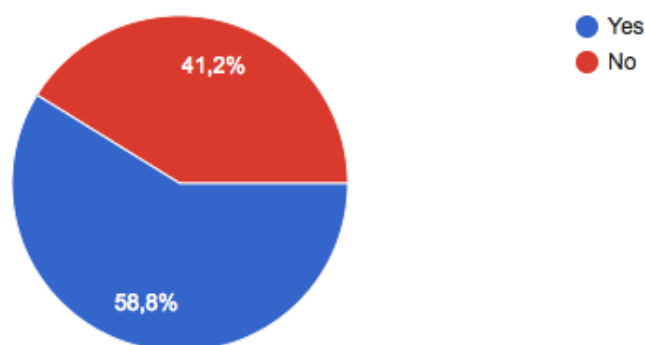
### Caring

In order to build future characters at KEA, we need to give all the support and care that we can and guide our audience in the best way possible, in order to make their student life easier.

## Screenshots of user survey:

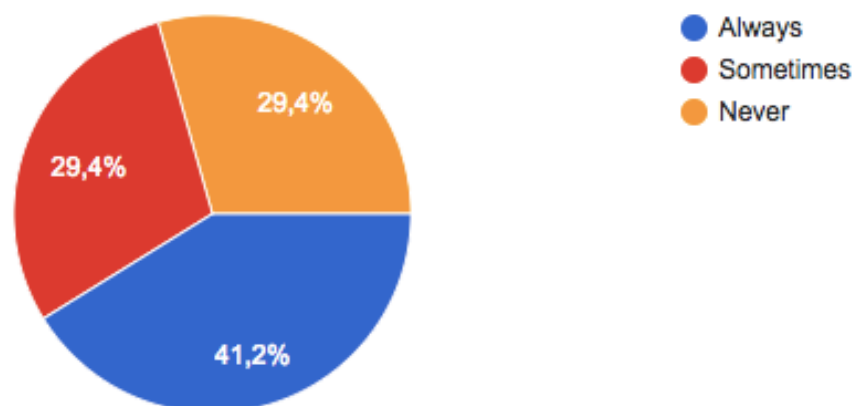
### 1.Are you having a difficult time right now to get information about your education?

17 răspunsuri



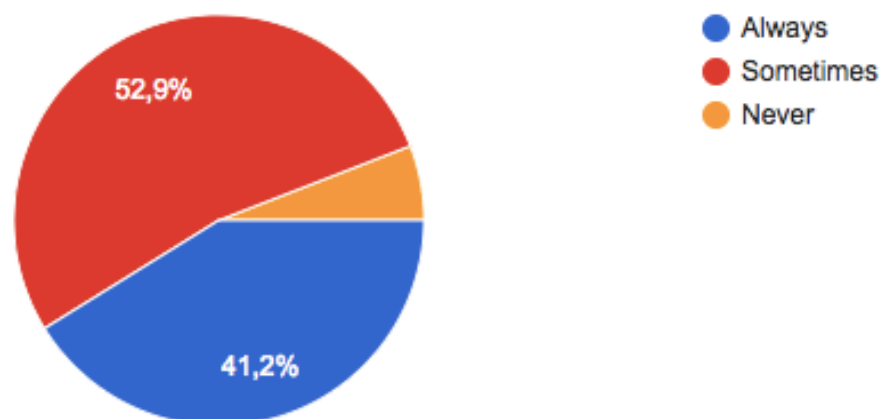
## 2.Are you often using tutors help?

17 răspunsuri



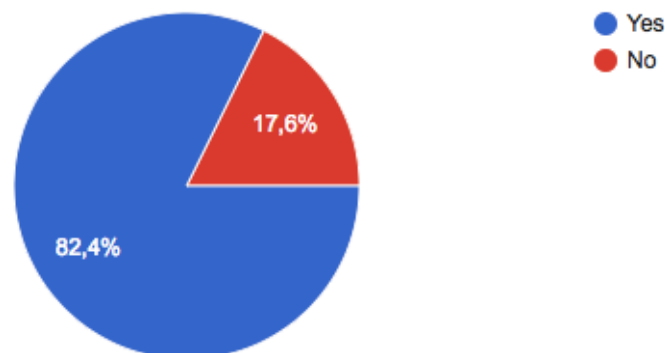
## 3.How often are you asking for help from other students?

17 răspunsuri



#### 4. Do you encounter problems when finding a lot of information about workshops, exams, educational events in one place?

17 răspunsuri



#### 5. What would you think would be helpful to have in this app as a current KEA student?

17 răspunsuri

? (2)
A downloadable iCal calendar
What is This app?
I would like a combination of fronter and Facebook functionality in one.
I'm not sure, but it's a great idea!
Organized reading list with content access, Event's hub/calendar, Job postings/internship opportunities, Exchange information - all in one app
Schedule for tutor help / time windows you can book
Easy to use
Study schedule, events, deadlines, social activities, contacts to administration
I think it's enough :) good idea 💡
no need for this app
don't know

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Organized reading list with content access, Event's hub/calendar, Job postings/internship opportunities, Exchange information - all in one app

Schedule for tutor help / time windows you can book

Easy to use

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I think it's enough :) good idea 💡

no need for this app

don't know

Schedule

Everything is good :)

No problem

Calendar with every events - not only inside school (maybe some events outside school in our field)

## Persona:

### James Richardson

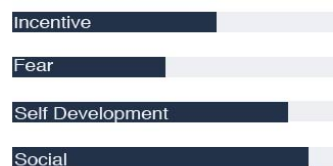
**AGE:** 23  
**OCUPATION:** Photographer & KEA student  
**STATUS:** Single  
**LOCATION:** Copenhagen, Denmark  
**ARCHETYPE:** The hipster

Friendly   Unorganized   Dreamer



"People who are mad enough to think that they can change the world are the ones who will succeed in doing it."

#### Motivations:



#### Goals:

- Go touring with famous bands as official photographer.
- Write a concert photography book
- Have a BA in Design and Business at KEA
- Teach his grand-grand children how to dance

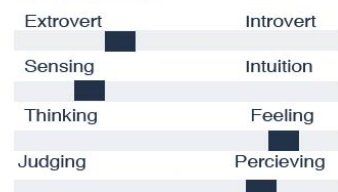
#### Needs:

- To have a girl in his life
- To find a balance between school and photography jobs
- To be more organized

#### Bio:

James has been having a quite difficult time the past 3 months at KEA since he missed some classes due to his job as a photographer, but now he is back and wants to get a proper understanding of the programme and get some help from the tutors. He is a little bit confused with his hand-ins for the next weeks and he is not in a group yet.

#### Personality:



#### Technology:



#### Brands:











## User presentation:

### TARGET AUDIENCE KEA MOBILE APP FOR STUDENTS

	Demographic aspects	Behaviour	Geographic information	Lifestyle
Users	<ul style="list-style-type: none"> <li>Gender – the users can be both – male or female;</li> <li>Ethnicity – can be different ethnicities, because the students are divided in 2 groups – the internationals and danish</li> <li>Income – does not matter, because the application itself will be free;</li> <li>Qualification – depends on the student – can have previous work/education experience or not</li> <li>Marital status –depends</li> </ul>	<ul style="list-style-type: none"> <li>All the users have previously worked with education related systems, e.g. – fronter or wiseflow, in order to follow up the learning and education process. That means, the students have adapted to this kind of learning habits and will be able to adapt to our application as well</li> <li>Also, using of the mobile applications is a part of everyday life of the potential users</li> </ul>	As the studies take place at KEA buildings, which are located in Copenhagen, most of the students are living in Denmark during the studying period, which means, that most of the users are located in Demark.	The students have different activities, interests and opinions. The students from the same programmes might have the same perception and interests]

## Customer journey:

### CUSTOMER JOURNEY KEA MOBILE APP FOR STUDENTS

	AWARE	SEARCH	INSTALL	USE	FEEDBACK
USER GOALS	To get a positive recommendation and suggestions in order to be interested to use the KEA mobile app(could be suggested by other students, lecturers, etc.)	To not get any obstacles in the searching process(means, that the application is available and easy to find at the marketplace – e.g. App Store)	To find the first page easily understandable and clear(in this case – the log in page optimized only for KEA students – can access only with your KEA mail, account)	To be able to easily access all the content and receive the important messages and information primarily( in this case – fronter updates as notifications)	To give a positive or negative feedback and suggestions to other potential users(depends on their personal experience with the application, also on their perception, age etc. – target audience)
USER EXPECTATIONS	To get a positive and clear message about the app - suggestions	To find it easy to search and install the mobile application	To not get any obstacles during the registering and login process	To have an application, which is easy and understandable to use – clear menu layout and divided sections	For a potential user it is important to receive a positive feedback from an active user of the app, so that the individual is interested in becoming a user.
TOUCHPOINTS	Interaction between the student (ref. – user) and the individual, who is recommending to install and use the app.	Interaction between the user and the application market	Interaction between the user and the application market	Interaction between the user and the mobile application (the direct contact between the developer and user)	Interaction between the user and other potential users (e.g. – student between student or lecturers between students)
PROCESS	Getting to know about the existence of the KEA mobile app for students	Searching for the app at the marketplace	Installing the application and registering with KEA mail, (access only for the students with KEA mail, and password)	Using the application on the daily basis and finding it useful.	Giving the feedback based on the personal experience throughout the process of using the app
USER EXPERIENCE			 	 	 
POSSIBLE PROBLEMS	To get a negative feedback from the users of the app or the previous users	Not being able to find the suggested app	Not having the requirements in order to classify as a user – in this case, not having the KEA mail, password and email.	If the user finds the application hard to use and complicated	Not being able to give the positive feedback, because of a negative experience – depends on the users values and point of view

\*UX – divided by colors – Red – positive;  
Green – neutral;  
Black – negative



## Business Model Canvas:

### BUSINESS MODEL CANVAS KEA MOBILE APP FOR STUDENTS

\*To describe the business model canvas for our application, we used the nine blocks to cover the four main areas of business - customers, offer, infrastructure and financial viability.

<b>KEY RESOURCES</b> The resources we need to use in order to make the application - human resources. All of the work is being based on the team of professionals who plan, visualise, test, develop and improves the application even after it is done. Also, in order to develop the application, there is a need of devices and programs.	<b>KEY PARTNERSHIPS</b> Because of the main purpose of our application, our main partnership is with KEA university - in order to get all the information (databases), assistance and support.  <b>KEY ACTIVITIES</b> In order to build up the KEA application, there is a sequence of steps. We have to plan: 1) Establishing the main idea in collaboration with KEA and gathering the user test results, to develop the content; 2) Gathering a team of professionals, to compass; 3) Working on the wireframe and possible design solutions; 4) Coding the app; 5) Selling the app in marketplace (in this case for 0,00) 6) To maintain and update the platform, if needed or if anything changes in the general systems (fronter or KEA website)	<b>VALUE PROPOSITIONS</b> The app provides the most important and usable functions for all KEA students. The users might find the functions beneficial, for planning their schedule and getting answers to all kinds of education related questions. We emphasize on the fact, that this platform will gather together only the most important and valuable information from different sources - KEA webpage, fronter, wiseflow. Adding the communication possibilities is an extra we came up with, taking in consideration the communication barriers we might have if other platforms are being used (such as email, facebook or even fronter).	<b>CUSTOMER RELATIONSHIPS</b> The starting phase of establishing the relationship with the users is giving the opportunity to use the app for free and giving the suggestions for new potential users - the new students by lecturers and students from the next semesters. We are convinced that the user groups (ref - customer segments) are interested in using the application, taking in consideration the complexity and chock-full systems, that are in use at the moment - e.g. KEA fronter. The length of the customer relationships depends on each user individually (on the study period, individual perception about the usability of the application, etc). After finishing the studies/degree, the user might delete the app, but still give the suggestions to other potential users.	<b>CUSTOMER SEGMENTS</b> The mass market we are focusing on - students (more in detail - KEA students). The unifying aspect is the fact, that all the users are students at KEA, also the geographical aspect because most of all the students, during the studies, live in Denmark, but the users are different and divided in groups, taking in consideration: <ul style="list-style-type: none"> <li>The education programme;</li> <li>Degree;</li> <li>Age, gender and psychological aspects of the individual.</li> </ul> All of these groups are being served in the same way - all the users are required to have the access to KEA mail, and the password. The difference is in the information being provided in the app, taking in consideration the segments of the users - that is going to be dependent on the education programme and degree.
<b>COST STRUCTURE</b> The costs in order to make the application are divided in 2 sections: <ul style="list-style-type: none"> <li>Building up process costs - during the development process starting phase, it is necessary to gather a team of professionals (designers, programmers, developers, etc.) and pay them salary for the job.</li> <li>The costs of publishing - when the application is made, it can be purchased by the users, who use different platforms, mostly - android or iOS, in order to publish the application, there is a need to pay the fee for getting it in the marketplace.</li> </ul>			<b>CHANNELS</b> <ul style="list-style-type: none"> <li>Visual channels - ads in the KEA webpage and posters in KEA buildings, also presentations in the intro weeks about the application;</li> <li>Community - potential users might hear suggestions or feedback from the students, who are using the app.</li> </ul>	<b>REVENUE STREAMS</b> Non-profit project, which is beneficial, because it might attract more students (causing more profit, because of the study fees).

## Communication Plan:

Communication Plan				
KEA mobile app for students				
Why? Communication is the key to using this app, and through communication, the students can develop towards their future goals.				
For Who?	What?	How?	When?	By Whom?
For everyone who has KEA mail and password.	Students can communicate about school life, problems and other things what can cause problems in student life. They can choose to communicate in the private chat or public one.	<ul style="list-style-type: none"> <li>Forum;</li> <li>Workshops;</li> <li>Memos;</li> <li>Media Releases;</li> <li>Newsletters;</li> <li>Email;</li> <li>Web Page;</li> </ul>	Timing is not very specific thing in this app. We won't make any campaign or a project launch.	First of all it is students, teachers, tutors who will help to communicate with each other, but also we will have a partnership with communication services.

## Selling propositions:

Before defining our advantages over our competitors, it would be useful to understand what do they provide already and what are their disadvantages. One of our competitors undoubtedly is Fronter, but it immensely lacks simplicity and it is really hard to find the relevant thing not only from our point of view, but also concluding from our survey results.

Another potential competitor could be Facebook, but here we also found one very big problem-although it provides us with a chance to communicate really fast and easy, there is no division between work/study life and leisure, which complicates the communication that sometimes results in a mess. Also the harsh division between semesters and international/Danish students appears to be a problem when using Facebook.

Our trump and the thing, that differs us from others is simplicity-simplicity within a design, which makes it easy to orient and find the relevant thing for the user and simplicity of the content in a way that the app will provide us only with the most needed and useful information. These features will hopefully benefit in a much faster problem solvation and will decrease the time of looking for a relevant information.

## Media elements:

Since our app serves as a very practical tool only within educational matters, we did not want it to be cluttered with too much “loud” graphics, not to distract user from his main aim when using the app. For this reason, there are not going to be any animations or videos in the app, that in our case could not add any value to the existing content. Instead we chose different media elements to the app more appealing and easier to orient:

- Symbolic elements
- Tables
- Images

## Symbolic elements

Symbolic elements are playing a big role in leading a user in the right direction. Symbols are widely known for their simplicity and unambiguousness, if designed successfully, and are the fastest and shortest way to transmit information. The reason for symbolic element usage in our app is also very practical-since we are making a digital solution for relatively small screen, symbols are a great tool to save some space.

One of the main symbols we are going to use is the logo- our recognition mark.

Interesting, that it consists from a symbol itself-lightning bulb, which in most cases is being associated with new ideas, guidance and bright mind.

Another symbol, that is being used in our app-icon. As an example, I could mention burger menu and search icon (well-known magnifier).

## Tables



Table is another graphical element, that orders the content in a reasonable and easily perceptible way. The only page we are going to use a table is the calendar page, where it is an integral graphical element.

## Images

Images makes the content much more visually appealing and interesting, but as mentioned above, they, as well as other media elements like video and animation, are not always needed. The only pages, where we found a useful reason to use images is the users profile page as well as pages of other student profiles and images in the chat section and KEA shop. The need for an image in an online shop is quite obvious-to know what to buy, you need to see the product first, especially when it comes to clothing. It is a bit more interesting with the profile images-when seeing the face of the person someone is communicating with, people feel much more connected with the other person + usually people tend to feel more responsible for the content of the message, since their identity is uncovered.

## Description of the app

KEA school guide is going to consist of 5 different sections:

- Student forum
- Tutors
- Calendar
- Student's profile page
- KEA shop

### Students forum

In this particular page, student will have a chance to engage with other fellow students from different semesters to share knowledge or ask for help about education related subjects. If the question covers only the topics related to one specific program or semester, user will be able to filter the results of the potential receivers of the message. We assumed, that the reason why Facebook is so rarely used as a place where to seek help is because there is no option to write a post anonymously there, and some people may find asking for help difficult or sometimes even embarrassing-for this reason, we decided to add an option to write a question anonymously in our chat section. With the chat, that will connect all of the current students from different semesters, we will break the harsh division between Danish and international student line, as well as division between different semesters.

### Tutors

In the tutor section the student will be able to find a relevant information about tutoring hours, place and available tutors on that specific day, as well as contact the tutors personally with study related issues. Since the information about tutoring differs depending on a program and a semester student is currently in, it will be suited for the specific student based on the information provided on his profile. There will be a chat section, where student will be able to express his problem to a tutor who is available online at the moment by explaining the problem in words or sending a picture of it and

get the help he needs-this type of online communication will supposedly provide us with much faster problem solvation to small problems plus the student will be able to avoid long waiting lists and more students will get help in a short amount of time. Those students, who are not able to be present in school at the tutoring hours will undoubtedly be the winners in this situation-no distance is an obstacle for an online communication.

## Calendar

Study program, semester and weather the student is Danish or international- all of these factors are going to play a key role in the content of a certain student's personal calendar. Calendar will consist of educational events, workshops and study schedule- it will serve as a student's personal planner, where he will also be able to make some changes himself for example there will be an option to mark the things student finds the most relevant to him.

## Profile page

Student's profile page will contain all the study related information about the student, that others could find relevant. Profile information is filled in the sign-up process, but can be changed any time.

## KEA shop

While working on a business model canvas, we came up with the idea to include online shop in our app, where students would be able to purchase different things and clothing with school's logo. We assumed that there will be a great interest in this kind of offer, since there does not exist anything similar what we concluded after the research. It will be very similar to any other online shop-there will be a picture of the available product and its price, as well as the chance to order the desired product.

## Kanban Chart:

