

A detailed topographic map of a mountainous region, likely in the White Mountains of New Hampshire. The map features contour lines in various colors (green, blue, yellow, orange, red) indicating elevation. Key geographical features include the Gorham River, several brooks (e.g., Dolly Brook, Culhane Brook, Branch Brook, Cowboy Brook), and a prominent peak labeled 'Radio Tower (WEDB-TV)'. Other labels include 'Mineral Spring', 'Triple Falls', 'Barnes Field & Camping Area', 'Garnet Pool', and 'Imp Face'. The map also shows various trails and landmarks like 'BM 1475' and 'BM 1210'. The text 'HINA BUSINESS MODEL CANVAS' is overlaid in large, bold, black letters.

HINA

BUSINESS MODEL CANVAS

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PARTNERS

Utopia: AirBNB = ultimate Partner
- Authentic stay

Contrast: Tinder, dating apps.
- getting the date out of the APP. Less chat more doing.
- give ideas for things to do in your own city.

Non Competition: Airlines, Travel Agency, hotels,

- ACS on Airlines. Showing the destination in a new way.

- hotels, giving the hotels the information to give educated recommendations.

ACTIVITIES

1	2	3	4	5
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START:
DATE:

END:
DATE:

1. Design User Test
2. Collect Data
3. Design / Style / Logo
4. Prototype + User Test
5. Final Product + AD

RESOURCES

- Brand
- Network
- Knowledge

COST STRUCTURE



User Test

DATA

DESIGN

5

PROPOSITION

THE RAW IDEA:

- Authentic / Personal experience.
- Planning + map
- Time.

Comm

- Profiles
- Self Se
- Bad vi
lots
- Shari
you p
easy!
- From
- Connec
+ What

- WHAT VALUE DO WE DELIVER TO THE CUSTOMER?
- WHICH ONE OF OUR CUSTOMERS PROBLEMS ARE WE HELPING TO SOLVE?
- WHICH CUSTOMER NEEDS ARE WE SATISFYING?

- Personalization
- organizing tools
- Time management
- getting the most out of a short trip
- Community through Friends.

- Word
- Social
Friend
- Amba
- Physi

CUSTOMER RELATIONSHIPS

Community / Self-service / Participation / BAD VIBES

- Profiles, sharing, creating, rating Thumbs up/Comments.
- Self service, fill out user profile/test.
- Bad vibes: No images, Lots of text, big test too + Q's.
Lots of Ads. that disrupt the flow. NO SHARING.
- Sharing + Creating lists. the user is in control.
you Plan YOUR Trip we offer the tools + make it easy!
- From start + Finish it is up to the individual.
- Connecting to your friends to see where they go + what they like! ;)

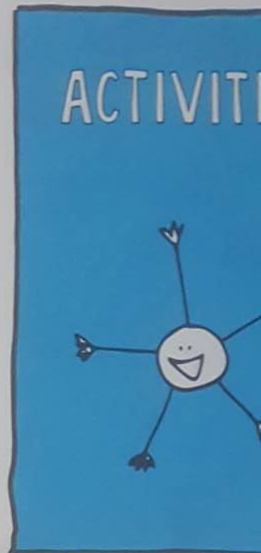
CHANNELS

- Word of Mouth - Friends sharing w/ friends.
- Social media: FB, Instagram. Connecting w/ friends + other travellers.
- Ambassador: Travel Bloggers, TV Travel hosts (Bordain)
- Physical Ads: on Airlines, MAGS + Airplane TVs
Billboards in Airports.

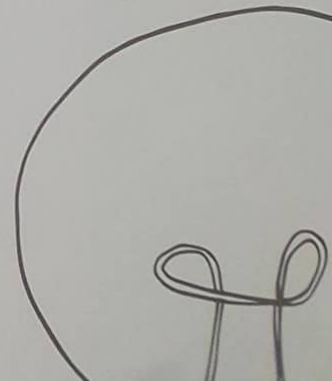
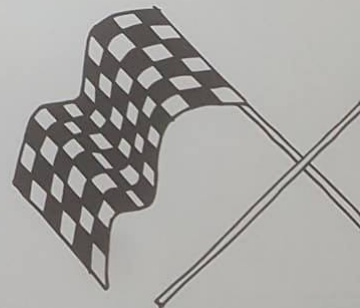
CUSTOMERS

- Travellers
- limited time
- Single, Couple + groups.
- younger demographic in style but app is for everyone.

1 HOUR
21 MIN



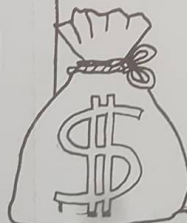
1 HOUR
28 MIN



COST STRUCTURE



User Test



DATA



DESIGN

INSPIRATIONAL NOTES

- AIRBNB:
 - Rating Concept.
 - Profiles
 - A Platform where you can be the consumer + creator.
 - Authentic experience.
- Spotify:
 - Customizing, Promoting not owning.
 - Libraries.

Expertise: Selling our user info. How our users enjoy Travelling. From the Personal Tests. Each profile is individualized + Company's could use this info to understand their Clients.
ie. Hotels, Airlines, Airbnb

REVENUE