



## **Group “Northern Lights’ Hunters”**

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## NORTHERN LIGHTS' HUNTERS APP

Idea of digital company: the idea of the app is to provide necessary information for everyone who is experienced in hunting Northern Lights or planning to travel for the first time to see Northern Lights and create a community.

Market researches, competitors' analysis and target groups' surveys were conducted in order to come up with functional, useful app which could meet all of the following requirements to create the very best user experience: useful, usable, findable, credible, desirable, accessible, valuable.

Northern Lights' Hunters App is providing necessary conditions (weather, KP's index, solar activity) forecast in accordance to location and travel date. Next to this, an app is providing "to plan" function, where the user has an option to review and book flights, accommodation and check other places to visit. Least but not last function on app is to unify Northern Lights hunters to a community, where they would be able to advice, share experiences and inspire each other. The community is self-regulated and everyone has a right to post articles, questions, inspiring ideas and share experiences.

This app is not only providing necessary information, but also it connects Northern Lights hunters with like-minded people to create the very best experiences. The scope of functions is wide, therefore every Northern Lights hunter would find the app functional, valuable and fun to use.

### Mission – Vision –Values

Mission, vision and values provide a powerful direction and coordination towards decisions to make and actions to take in order to ensure optimal business strategy and use of resources.

#### **Mission statement**

A clear and concise statement that represents the reason for being. It is also unique, reflects values and is motivational.

In order to come up with a clear mission for our project, following questions were raised:

- What defines function?
  - Lifetime experience
  - Adventure
  - Discover
  - Nature
  - Far away from problems
  - Freedom
  - Joy
  - Make friends for life
  - Travel
  - Free your mind
  - Let your creativity evolve
  - Get to know other cultures
  - Enjoy life and beauty
- What function is performed?
  - Support to make decision where to travel
  - Support to exchange knowledge, advices, insights and inspiration
  - Support to connect with like-minded people and discuss
  - Support to have an amazing experience
  - Support to real life/interactive experience

- Inspiration Gallery
- How is the function performed?
  - By creating a platform to provide support to run/maintain all the functions
  - Helpful
  - Supportive
  - Private
  - Safe
  - United
  - Easy
  - Comfortable
  - From home
- For whom is the function performed?
  - People from all over the world
  - Adventurers
  - Travelers
  - Photographers
  - Beginners
  - Professionals
- Why is the function performed?
  - To share experience, information and knowledge
  - Provide easier way to every dreamer to tick a point on their bucket lists
  - Expand your horizons by exploring
  - Connect with like minded
  - To discuss
  - To discover
  - Common interests and united community
  - To inspire
  - To help our users to find the experiences they wish for, without risking their hard-earned days-off
  - To make the experience even more better

The answers to these five questions formed the basis for company's mission statement. In order to represent the uniqueness of the brand and to make the distinguish from the competitors and pass *litmus* test one of company's values was incorporated. In this way, the statement is specific, personalized and also emotionally appealing.

Final version of the statement:

***We believe in enhancing experience by interchanging knowledge, advice and support, therefore we unify northern lights' hunters to create unforgettable moments together.***

This mission statement is specific enough to create specific focus, but broad enough to allow for flexibility in execution and unique enough to convey the company's uniqueness. Mission statement score = 5 points:

We believe in enhancing experience by interchanging knowledge, advice and support, therefore we unify northern lights' hunters to create unforgettable moments together.



Convey the company's uniqueness



How is it performed?



What function is performed?



For whom is it?



Why is it performed?

This mission statement also reflects values and is motivating to share knowledge and support each other. Therefore, mission statement works both on the logical and emotional level so it serves to motivate and contribute everyone.

### **Vision Statement**

A vision represents future purpose, providing a picture of the aspirational existence in the future.

Vision statement answers the question: "Where is our purpose headed in the future?"  
*Become top unifying platform for Northern lights hunters in all over the world.*

Sub-missions:

- To provide support in order to get better the experience
- Empower everyone to exchange knowledge, advice
- Help expanding horizons and exploring new places
- Connect with like-minded without borders
- Based on real practice and real people advices

Formulation of vision statement is focused, desirable, strategical, flexible and imaginable.

### **Values**

Values are the ideals and principles which guide the thoughts and actions and define its character. Values are related to all the aspects of the company and the following are the most deeply embedded beliefs and values for our company:

- Solidarity
- Integrity
- Freedom
- Contribution
- Respect

### **Competitors**

In order to define the necessity of our app and to identify specific features to make a distinguish between our app and the ones which already exist, the research about the competitors and the scope of features available on these apps was conducted.

APP	My Aurora Forecast	Northern Eye Aurora Forecast	Aurora	Aurora Forecast - Northern Lights Alerts
Logo				
Description	If you want the latest updates on geomagnetic activity and enjoy viewing the aurora borealis, this app is right for you.	Are you tired to look in dozens of websites? Or to always call you Northern Lights forecast expert friend? Then this app is your new expert friend!	This free iPhone application taps into the latest live data from satellites and ground based stations around the world (with thanks to NASA and NOAA) to keep you abreast of the latest space weather	Aurora Forecast is app to help you keep track of Aurora Borealis (Northern Lights). It will notify you, when you have the best chance of seeing aurora in your location. With this app, you'll never miss the northern lights again!

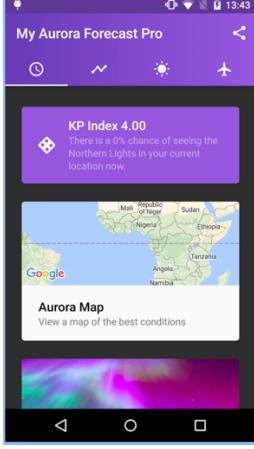
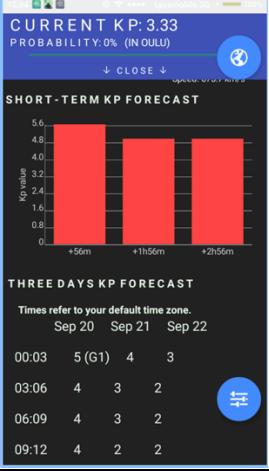
			conditions that influence the aurora.	
Mission	My Aurora Forecast is the best app for seeing the Northern Lights. With this app, you'll be seeing the Northern Lights in no time	Northern Eye App helps you keep track of northern lights' activity daily and hourly. Don't miss out on things you love the most.		
Functions	<ul style="list-style-type: none"> <li>- Find the current KP index and how likely you are to see the Northern Lights.</li> <li>- View a list of the best locations to view from right now.</li> <li>- Map showing how strong the aurora is around the world, based on the SWPC ovation auroral forecast.</li> <li>- Free push notifications when auroral activity is expected to be high.</li> <li>- Forecasts for the next hour, several hours and several weeks so you can plan your Northern Lights viewing long in advance (subject to weather conditions).</li> <li>- Solar wind statistics and sun imagery.</li> <li>- Tour information so if you're considering to go to locations such as Iceland, Sweden, Finland or even Alaska or Canada, you'll be able to find tours that we can recommend to you.</li> <li>- Completely free of charge for all functionality, no in-app purchases.</li> </ul>	<p>Northern Eye App helps you keep track of Northern Lights (aka Aurora Borealis) activity daily and hourly.</p> <p>It can inform you about:</p> <ul style="list-style-type: none"> <li>- the probability of viewing the northern lights in your location at any given time;</li> <li>- the weather and visibility conditions in your location;</li> <li>- long and short term forecast of Northern Lights activity</li> <li>- Useful indicators about sun's activity.</li> </ul>	<p>This free iPhone application taps into the latest live data from satellites and ground based stations around the world (with thanks to NASA and NOAA) to keep you abreast of the latest space weather conditions that influence the aurora.</p> <p>Additionally, Aurora features the latest ovation prediction tool which gives you an easy to digest visual representation of the likely strength of aurora in your area.</p>	<p>Features:</p> <ul style="list-style-type: none"> <li>- Automatically notifications when auroral activity is high</li> <li>- Find the current KP index and probability to see the Northern Lights in your location.</li> <li>- Forecasts for next hour</li> <li>- 3-day Aurora Forecast</li> <li>- Long Term Outlook (up to 27 days)</li> <li>- Cloudiness in your location</li> <li>- Map showing how strong the aurora is around the world</li> </ul>
Rate	4,5 (2 617)	4,2 (1267)	X	4,1 (58)
Example UX	  			
web	<a href="https://www.jrustonapps.com/apps/my-aurora-forecast">https://www.jrustonapps.com/apps/my-aurora-forecast</a>	<a href="http://www.northerneyeapp.com/">http://www.northerneyeapp.com/</a>	<a href="http://www.aurora-alert.com/">http://www.aurora-alert.com/</a>	X

Chart above identifies the main features of similar apps in the market which might be referred as the competitors to an app.

Mentioned apps are providing these functions:

1. the current KP index and probability to see the Northern Lights in your location.

2. forecasts for specific time periods (from 15 ins to Long Term Outlook (up to 27 days))
3. other weather conditions
4. map showing how strong the aurora is around the world
5. automatically notifications when auroral activity is high

It is obvious, that the main function of these apps is to provide the information about the probability to see northern lights in specific location. Some of the apps have notification system, however, referring to the reviews, many of these notifications were false and provided inaccurate information. Overall, the functionality of the apps is very limited and in most of the cases not really very accurate. One of the apps had a feature of guided tours, however, there is too little information about how it works.

Moreover, the user interface looks in most of the apps looks very poor and does not have consistence in style, which makes the apps visually unappealing and also difficult to navigate. Some of the users referred to inaccurate or difficult to understand graphics as well as not consistent color palette, which adds up on a poor usability.



Matthew Cann September 27, 2017

★★★★★

While not very visually appealing it does condense its information nicely, and all the info I could want is all right there.



Photographer's Arsenal September 27, 2017

Thank you for your review!

September 27, 2017

★★★★★

Gives the info that I wanted to know but the UI could be improved by a different color scheme. Looks a little too dark and I'm not a fan of the ghoulish green.



im a bonnanba hob lander

July 17, 2017

★★★★★

App doesn't even load properly when I first use it



Kerem YILMAZ November 24, 2016

★★★★★

**Broken notifications** Notifications keep coming every 10 minutes although it's 0% probability. So I uninstalled.



Pure Falconry January 24, 2017

★★★★★

Painfully basic. Surface weather and current Kp don't even work. Still waiting for a decent aurora app, as this is just more of the same WingKp/Ovation/RTSW rippling. Nothing new to see here.

To sum up, taking into consideration factors, which impact user experience (useful, usable, findable, credible, desirable, accessible, valuable), it looks as most of the apps on the market create little value to the user and users' experiences are quite poor using mentioned apps. Despite that, there is a specific group of people who are using these apps as they find the provided information useful and relevant in order to track the Northern lights.

### Target audience

#### Keywords:

- Photography
- Adventure
- Travel
- Innovative solutions
- Environment friendly
- Enjoy life
- Health
- Sport
- Influencer
- Friends

#### Education:

- Highly educated

#### Shopping:

- Apple, The North Face, Tesla, GoPro, Canon, Nikon,
- High quality, innovative, expensive brands

Free time:

- Traveling, photography, cliff climbing, friends, Fine dining restaurants, cozy cafés and bars
- When travel:
- they are not price oriented, quality time is what matters
- keen on revolutionary solutions
- ready to try new things
- tend to share their memories

Our target audience is Northern Lights' hunters in all over the world. Target audience might include everyone who has a passion for travelling with the purpose – to chase Northern lights. According to our research, the potential age might be defined somewhere from around 20 to 55+ years old. Potential users are specified by the main feature - interest to travel and chase Northern Lights. These people might be specified by their “experience” level from the beginners to professionals and the app is suitable for all independently on their experience.

### Personas

Persona 1. Name: Horia

Who is he?

- A Romanian guy, living in Norway for 5 years.
- Single, 30 years old photographer.
- Financial status: upper middle class.
- Education: university
- He is an innovator and isn't afraid of taking risks.

What was his reason to go to Norway?

Diversity of the landscape, inspirational surrounding, people mentality.

What he wants:

- friend related activities
- amazing landscapes
- freedom

What he doesn't want:

- office work
- get bored

What could be the most valuable feature for him?

Live weather forecast for clouds AND solar activity forecast at the same time -> Forecast part

Name: **Dorin**

Who is he?

- Photographer,
- 28 years old,
- married, 1 kid (2 years old),
- hipster,
- Romanian,
- visited Norway and Iceland,

What was his reason to go to the northern countries?

He wasn't interested in the northern lights specifically, he just wanted to make good photos of the arctic life.

What he wants:

- good pictures
- fresh air
- inspiration

What he doesn't want?

- Outrageous theme

What could be the most valuable feature for him?  
Communicating with other northern photographer fellas.

### Persona 2. Name: Vivien

Who is she?

- 27 year old
- Hungarian female
- living and studying in Denmark
- In relationship
- Likes to keep everything planned and organized
- Wants to travel a lot during her studies

What is the reason she wants to visit the Nordic countries?

Collect memories, experiences, see the northern lights, meet new people...

What she wants:

- Safe, cheap travel ideas
- Memorable experiences
- Great Instagram photos

What she doesn't want:

- Waste money and time

What could be the most valuable feature for her?

Plan a personalized trip for herself

### Customer journey

**NORTHERN LIGHTS HUNTER APP - [Customer Journey]**

**(I) USER - WHO WANTS to SEE:** THE NORTHERN LIGHTS

What is his travel process like?



① Decision making - where to go?  
 ↳ research  
 ↳ compare options  
 ↳ Choose the best option  
 ② Travel  
 ↳ need some practical advice from experienced friends  
 ③ Share experiences, memories

He needs a lot of information to plan his trip :

- Where to go? - find the right destination
- When to go? - which is the best time to go there?
- How to go? - which transportation option to choose?

**(II) A tool is needed to make the planning process easier, faster, cheaper, safer and more enjoyable.**

Main functions of the App:

- Plan your trip depending on:
  - the forecast of the Hot Spots
  - the country you want to visit
- Get useful advices and inspirations from the other members of the hunter Community
- Help the others by Sharing your own experiences, pictures, useful information.

**(B) HUNTERAPP**

**(C) \***

## Potential audience survey

In order to better identify the real necessity and the possible scope of service, we have conducted the survey with real potential users based on the following questions:

- How often you go for Northern Lights hunting?
- What are the main factors which influence the country you go to chase Northern Lights?
- What are steps you are planning before your trip?
- Are you googling on these topics?
- If so, what are the most reliable resources for you? (any forums, organizations, etc)
- Are you using any apps in relation to your trip/experience for Northern Lights hunting?
- What functions you find the most useful?
- What functions ideal app for you might provide?
- Are you communicating with fellow Northern Lights hunters?
- If so, how do you stay in contact with them?
- Would you like to get to meet these fellas?
- Share our app idea; would you think such app would be relevant for you?

### **Survey review:**

There were 5 correspondents in this survey and summarizing the results, they said that they would use an app if there would be a good one. They are looking for the KP index to see in which areas is the most powerful magnetic activity, while at the same time the weather is important, looking for the best combination between this and the KP index. They said that it does not matter if there is a lot of magnetic activity if the sky is filled up with clouds, because the Boreal Aurora won't be visible. Other correspondents are using special websites to check information about KP's and solar activities, so they could plan the trip and their time accordingly.

Most of them picked the location they have chosen to go to because of the diverse landscape. One of them for example wanted to visit Norway both for the fjords and the aurora, while another one visited Iceland and just had luck to see the aurora, being there in September when the island roads are not closed yet. They would like to have a map with the best spots to see this natural phenomenon, while also having other activities to do on the rest of the time, like going to a spa centre, riding a snowmobile or going fishing. Older correspondents (up to 35) told, that usually they are travelling without families, exceptionally to see the Northern Lights, therefore they can't spend a lot of time for these type of trips and are going exceptionally to see Northern Lights and don't really have time for other activities.

Younger correspondents (up to 27) told, that if they have the opportunity, they travel with a travel buddy, but usually they are coming with a bunch of friends or just alone. Older correspondents (up to 35) told, that they already have a small community, however are always keen meeting new people with same interests.

To sum up, all of the correspondents find app idea interesting, functional and appealing. The scope of functionality depends a lot on the experience, age and habits of potential users, however everyone would find it useful if they would want to follow forecasts, or check new locations or communicate with other members to share knowledge and experience or just to get together with other like-minded folks.

## Digital service

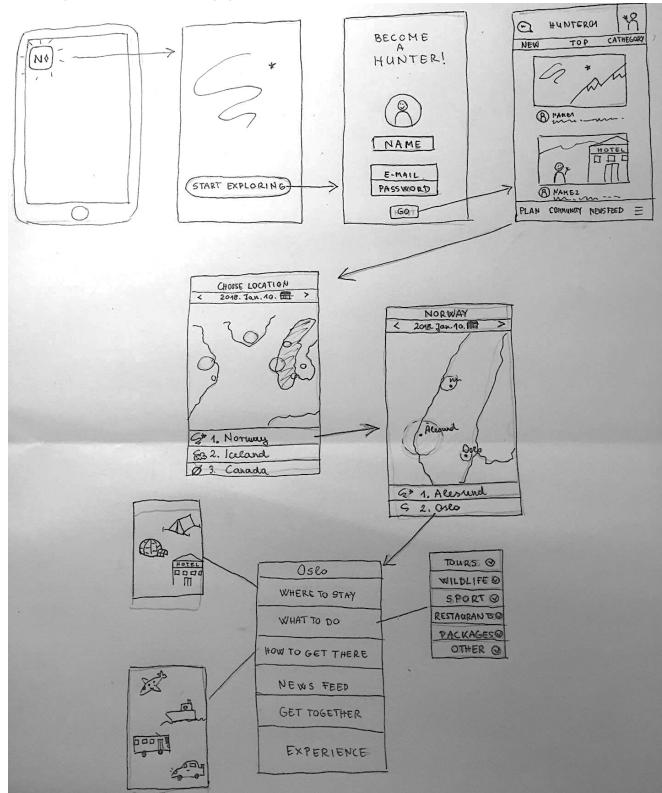
Market analysis, customer journey and potential users' survey mentioned above revealed, that only by providing information about forecasts and planning trip options an app would not actually create additional significant value and stand out from other existing apps, also such an app would be more likely approached and used by the beginners and usually younger users (in terms of Northern Lights hunting experience) in order to plan their trip which reduces the possible regular use of an app.

Therefore, next to providing necessary information about possibilities to see Northern Lights, an addition function - to create a community, where all like-minded people would share relevant information about traveling, planning their trips, hunting experiences and inspiration is added. In this way, an app creates more value and is more useful for Northern Lights hunters independently to their experience and age. Moreover, it creates conditions, that the app would be used by Northern Lights' hunters consistently.

Digital services to be provided by app:

1. MAP where to travel : MAP with indicated "hot spots" according to weather and KP's, solar activity forecasts -> you can zoom in to specific location -> providing list of places in a specific location ranked by biggest possibility to see Northern Lights
2. TO PLAN : weather forecast, Flights, where to stay, other activities to do
3. NEWS feed / general BLOG / Forum (articles created by everyone; based as self-regulated community) principle based on *reddit*: exchange knowledge, advices, insights and inspiration + sort out according to: specific topics, *including gallery* AND specific location (useful for particular location relevant questions, ..)
4. GET TOGETHER : meetup groups based on shared location / guided tours
5. EXPERIENCE : live streaming or 360 experience, image gallery

Blueprint of an app:



## Communication plan

### 1. Purpose.

The purpose of the app is to provide necessary information for everyone who is hunting or planning to travel for the first time to see Northern Lights and to unify all like-minded people to a community. It is reflected in company's mission statement ("We believe in enhancing experience by interchanging knowledge, advice and support, therefore we unify northern lights' hunters to create unforgettable moments together").

The app is a platform to communicate and share real experiences, reviews, advices, inspiration based on users' insights and experiences. Therefore, the general purpose of the user is to get necessary information and to become a part of a community.

### 2. Effects.

The app should be informative, useful, fun, accessible, valuable and easy to use. An app should be approached / become a "buddy" for every Northern Lights Hunter. Providing combination of different functions (information about possibility to see Northern Lights, best locations, planning the trip and community) expands the group of potential receivers as well as increases the possibility, that the app would be used between the users more often and not necessarily only when they are travelling. An option to observe others experiences (live streaming) and to discuss (on news feed) is inspiring and keeping the audience focused and attached to the use of an app.

Creating bigger community and creating a consistent use of an app provides bigger chance to generate more accurate information, expand discussions, share locations and reviews, therefore it should lead to an expansion of an app, community, investors accordingly.

### 3. Message.

The user of an app should feel, that an app is his best "buddy" when it comes to Northern Lights hunting by following:

- Provision of information
- Helping expanding horizons and exploring new places
- Support in order to get better experience
- Empowering everyone to exchange knowledge, advice
- Helping expanding horizons and exploring new places
- Connecting with like-minded without borders
- Based on real practice and real advices

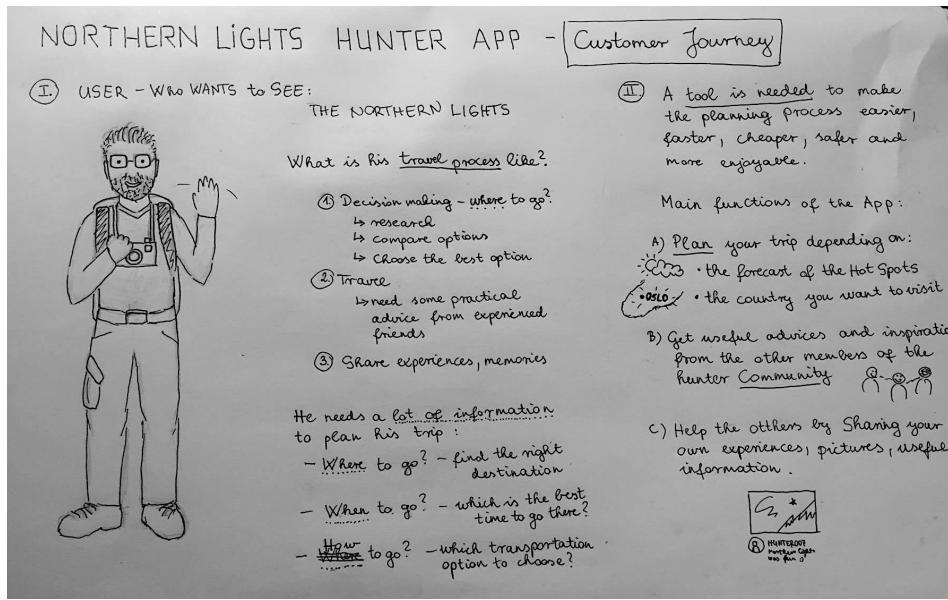
### 4. The sender and identity.

The sender is an app which provides necessary information for everyone who is hunting or planning to travel for the first time to see Northern Lights and unifies all Northern Lights hunters into a community no matter where they are from and despite their experience. Next to planning trips in order to have the best experience, an app is also a self-regulated community, where everyone is welcome to ask, share, inspire and advise each other.

### 5. Target audience.

Our target audience is Northern Lights' hunters in all over the world. Target audience might include everyone who has a passion for travelling with the purpose – to chase Northern lights. According to our research, the potential age might be defined somewhere from around 20 to 55+ years old. However, this is just an additional criteria, whereas the main feature is to an interest to travel and chase Northern Lights. These people might be specified by their "experience" level from the beginners to professionals and the app is suitable for all independently on their experience.

### 6. User scenario



## 7. Media elements.

Taking into consideration our target group and main functions of an app, our app should be very informative, visually stimulating and interactive. Therefore, following media elements are needed:

1. **Maps**, with indicated “hot spots” according to weather and KP’s, solar activity forecasts
2. **Interactive materials**, with using interactive materials you get the user participating with an app. The user will have possibility to zoom in the map as well as customize the search according to his preferences (traveling date, budget, location, etc)
3. **Graphical elements**, which will let to make the app not only visually appealing but also easy to use and visually stimulating. By combining graphical elements with images we can make the content of the app more interesting and informative for the user.
4. **Pictures**, with pictures you can tell a story in a more interesting way. When you have pictures to back up your article you can create an affect that you feel closer to the story.
5. **Videos**, they will let to experience others’ experiences even better than pictures.
6. **Live streaming / 360 experience**, creates even better and more realistic experience. It lets the user to feel real-live experience. It is the most visually stimulating. 360 experience is interactive and provides an opportunity for the user to choose what the user wants to see.

## 8. Media channels

Website main elements.  
Facebook Ads.  
Facebook communities.  
Instagram promotion.  
Google Adsense.  
Google Display Network.

## Selling propositions

We are offering you the northern lights hunting buddy, an app that is made for your need of adventure and in the same time, it brings you closer to nature. We are in contact with many companies and customers to make your experience worthy. We know why you are here and we know what you are

searching for. Here you will find not only all the answers to your questions, but a community where everyone is supporting each other to create unforgettable moments and experience.

***We believe in enhancing experience by interchanging knowledge, advice and support, therefore we unify northern lights' hunters to create unforgettable moments together.***

USP – informative advisor and community, free of charge, safe, reliable, worldwide

ESP – creating and exploring together, unforgettable moments, sharing is caring, member of community

## **Literature**

Croft, Richard S. (2004): "Communication Theory"

Foulger, Davis (2004): "Models of the Communication Process"

Jensen, Jens (2000): Interactivity & Interactive media ". In Haugsbakk, Geir & Fritze Yvonne (red.): Workshop: Interactivity, technology and learning. Unipub, Oslo.

Bruner, Jerome (1998): "Culture of education". Gyldendal.

## **Tools**

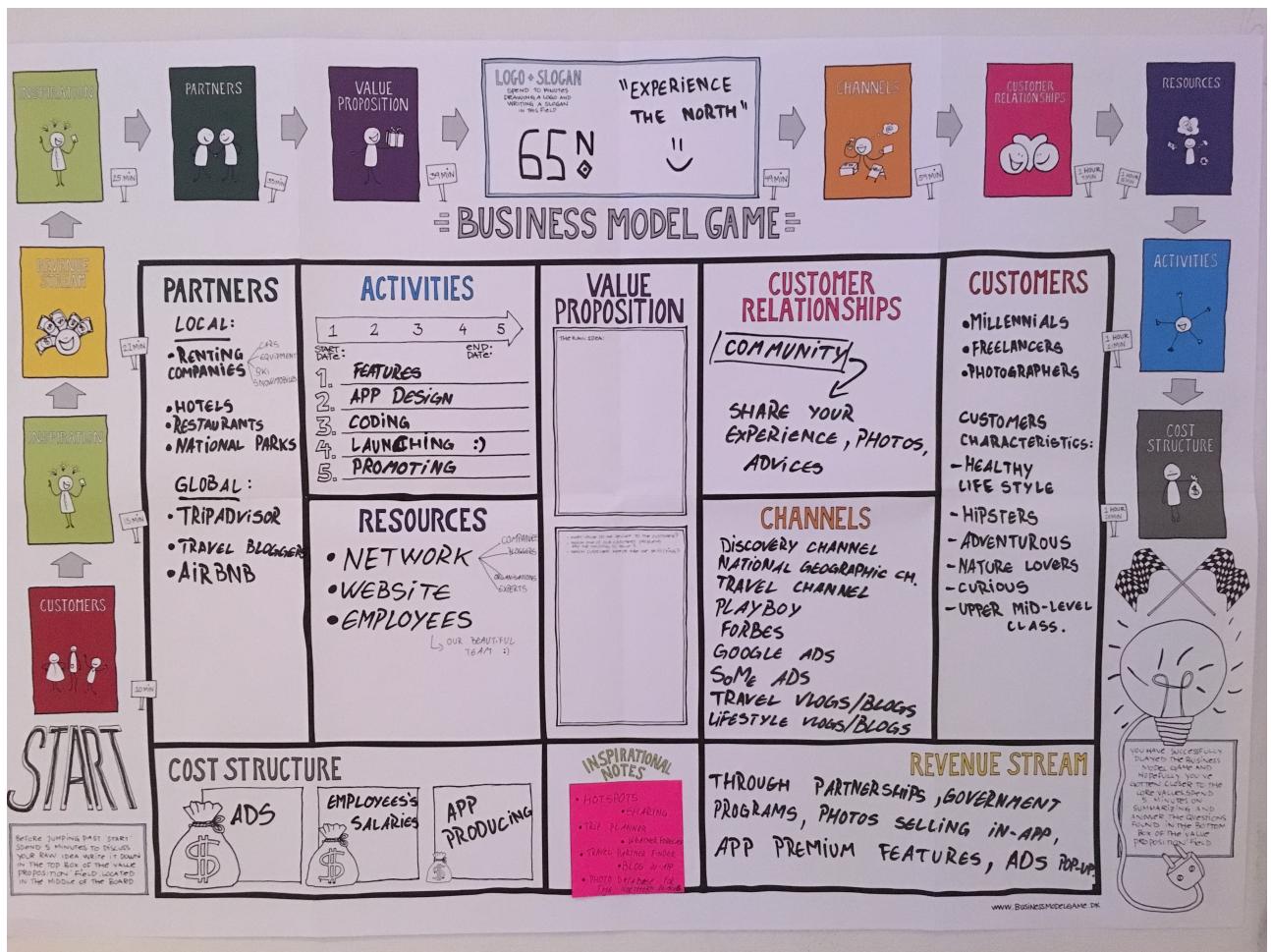
Trello board

Google forms/ survey

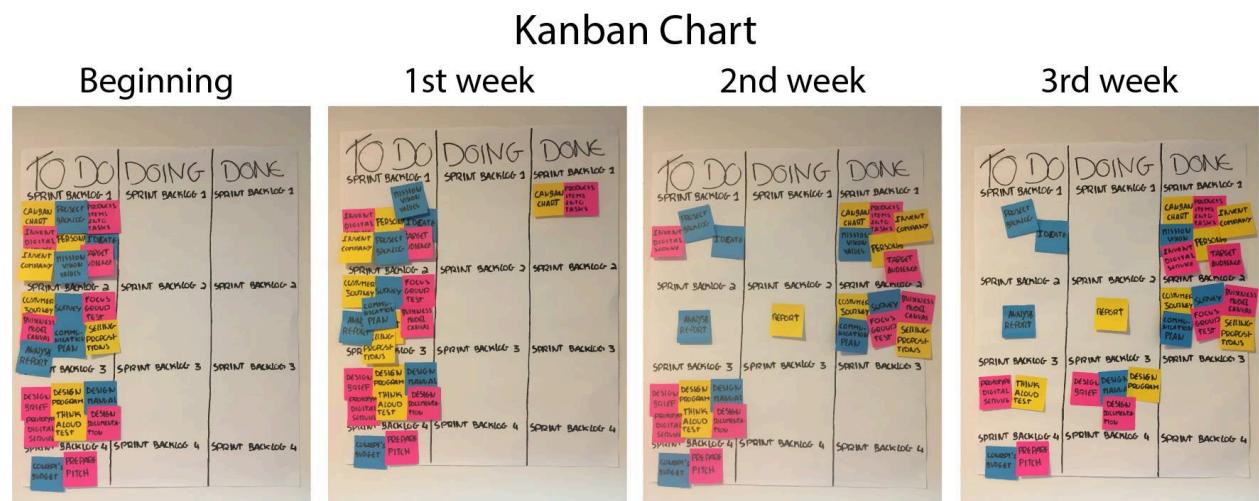
Business canvas game

## Appendix 1

### Business Model Canvas



## Appendix 2



## Appendix 3, Trello board