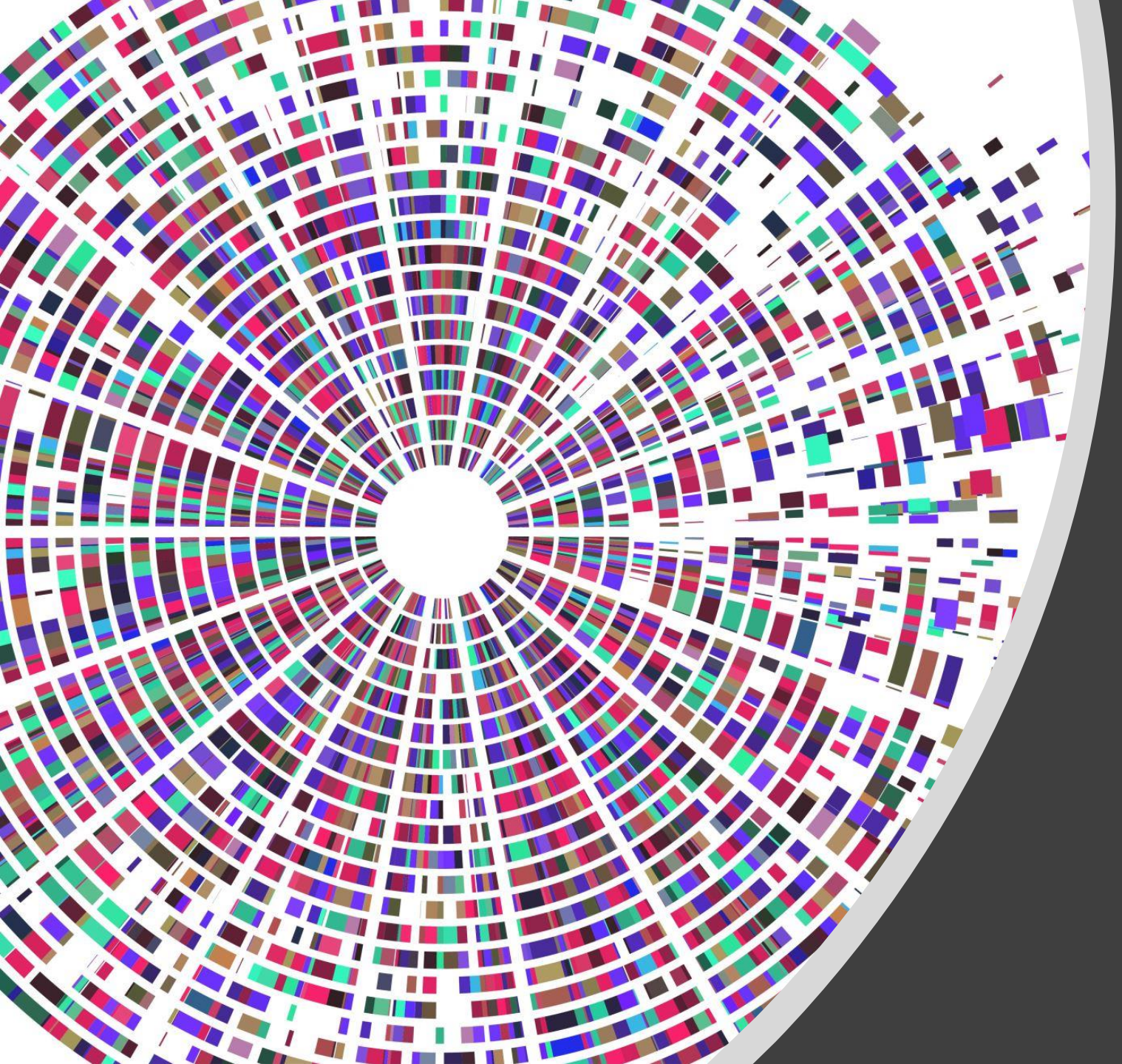
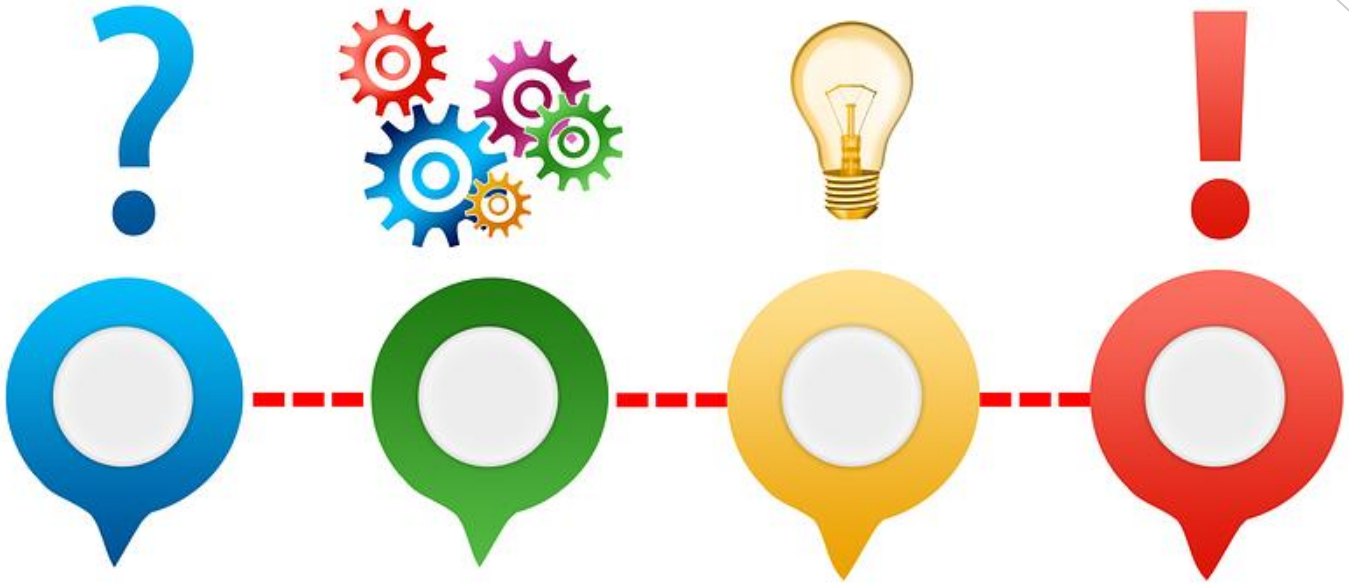


InterCos 31

Diana Marjanovic, Sophia Weißenberger,

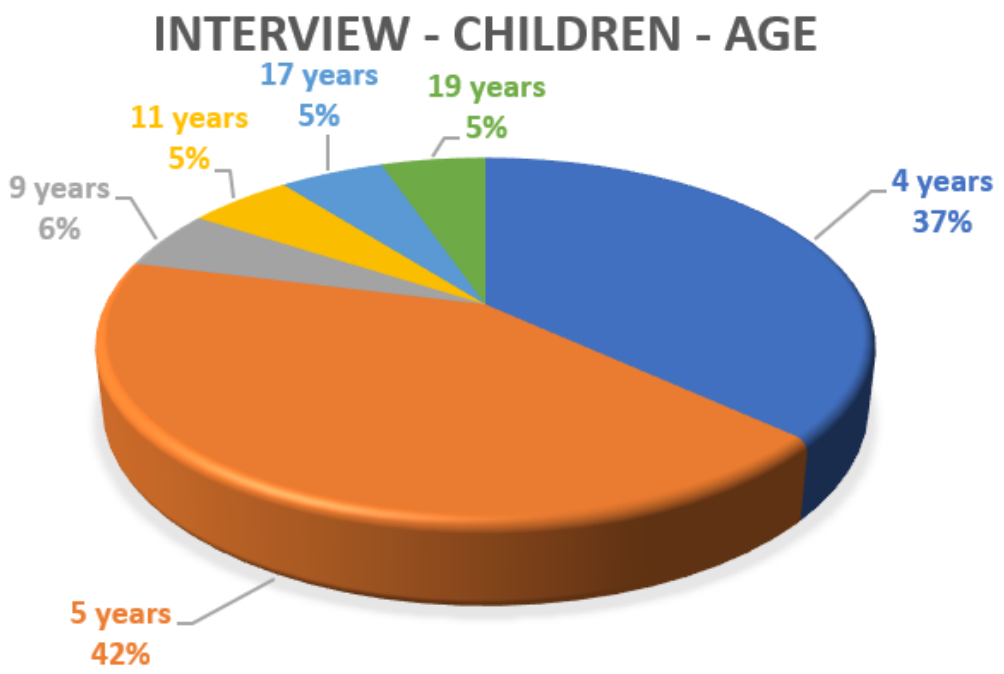
Adrian Berger, Min Ho Kim

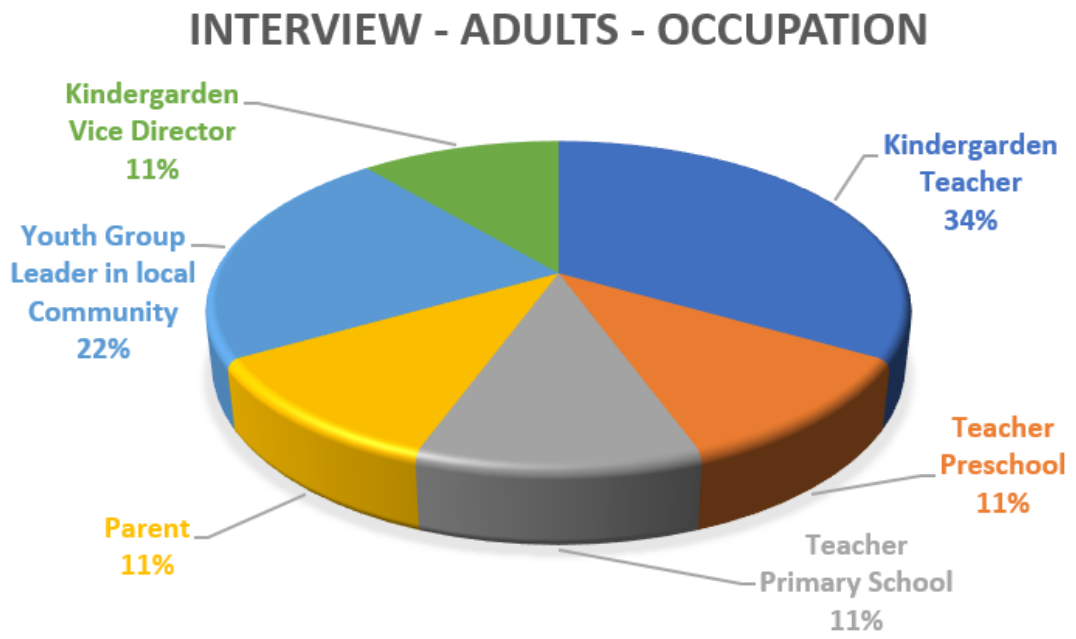


The Problem

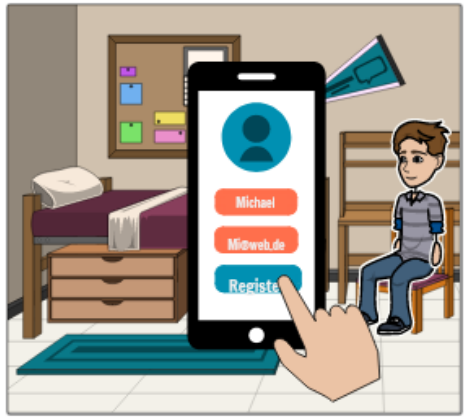
Stakeholder Interviews

- Adults (pedagogues & parents)
- Children (possible end users)





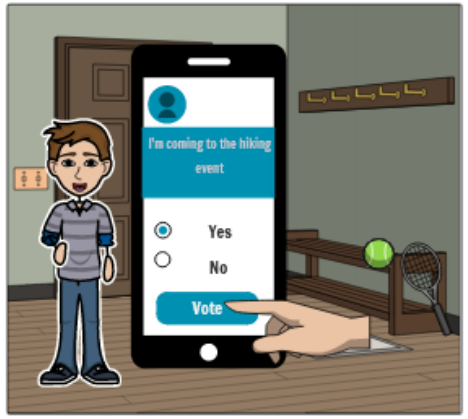
14-year old Michael is meeting with his friends in the park. He tells them about how he would like to be more involved in the youth community. Marie and Jo tell him about the new KJR App.



At home Michael remembers the conversation with Jo and Marie and he researches the KJR App on their website. He decides that he wants to participate and registers on the app. He then has to wait for a moderator to approve his registration.

Once Michael's registration is approved by a moderator, he begins to search for groups that he would be interested in joining.

Michael joins the group and reads the information that is already submitted. He can watch introduction videos, and see votes and discussions.

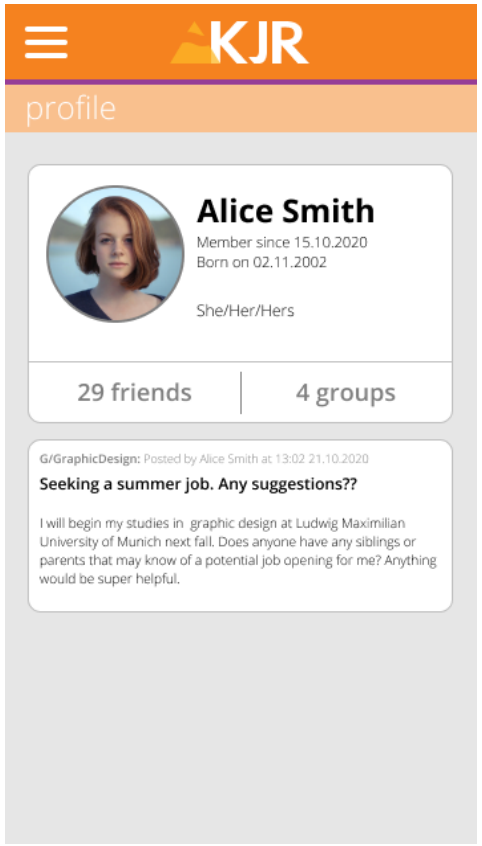


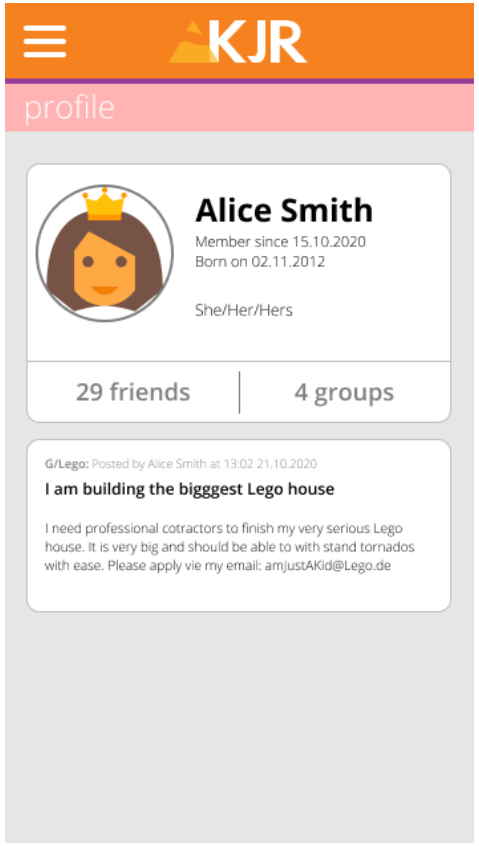
There is an upcoming event. The group wants to organise a hiking trip to a nearby forest and votes to see who might be interested. Michael votes that he will join the event.

A few days later Michael goes to his groups hiking event and meets his friends as well as new people from the group.

Our Challenge Contribution (Story Board)

KJR
Since this is your first time
starting the App
Please select your viewing mode.
Can later be changed in the settings.
Kids Mode
Simplified UI
Grown up Mode


KJR
profile
Alice Smith
Member since 15.10.2020
Born on 02.11.2002
She/Her/Hers
29 friends
4 groups
G/GraphicDesign: Posted by Alice Smith at 13:02 21.10.2020
Seeking a summer job. Any suggestions??
I will begin my studies in graphic design at Ludwig Maximilian University of Munich next fall. Does anyone have any siblings or parents that may know of a potential job opening for me? Anything would be super helpful.


KJR
profile
Alice Smith
Member since 15.10.2020
Born on 02.11.2012
She/Her/Hers
29 friends
4 groups
G/Lego: Posted by Alice Smith at 13:02 21.10.2020
I am building the biggest Lego house
I need professional cotractors to finish my very serious Lego house. It is very big and should be able to with stand tornados with ease. Please apply vie my email: amjustAKid@Lego.de

Prototype

And now the business side of our contribution!

Business Model Canvas

Key Activities
What key activities require our value propositions? Our channels? Our customer relationships?

Value Proposition
What value do we deliver to the customer? Which customer needs do we satisfy?

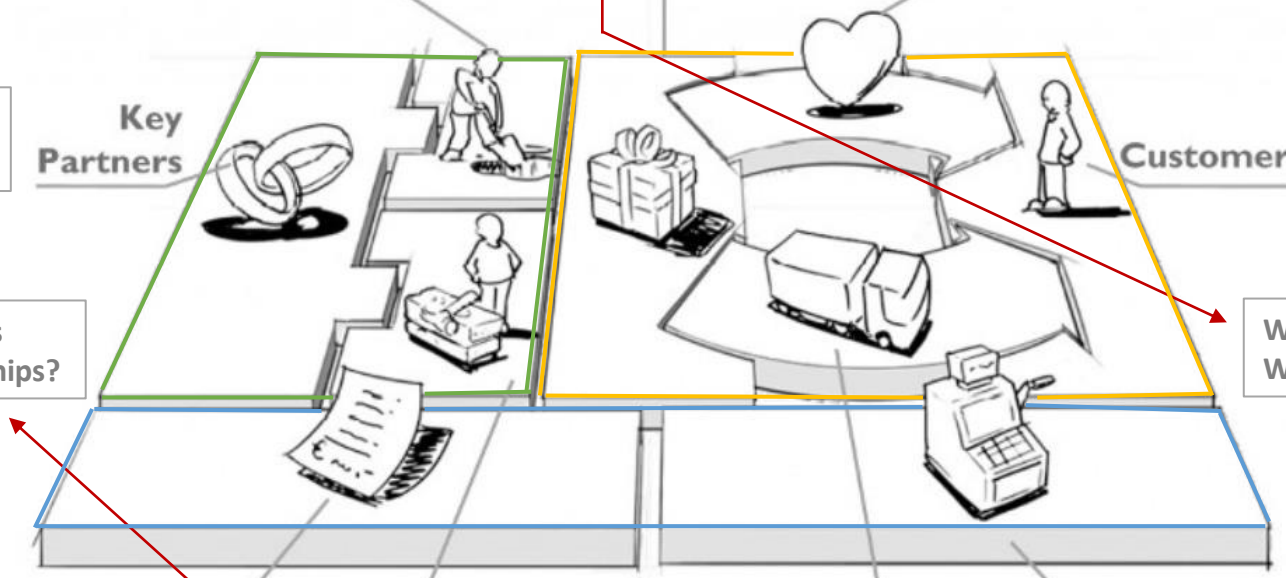
Customer Relationships
What kind of relationship does each of our customer segments expect from us, which we build and maintain with them?

Key Partners
Who are our main partners? Who are our main suppliers?

Customers
Who are our most important customers?

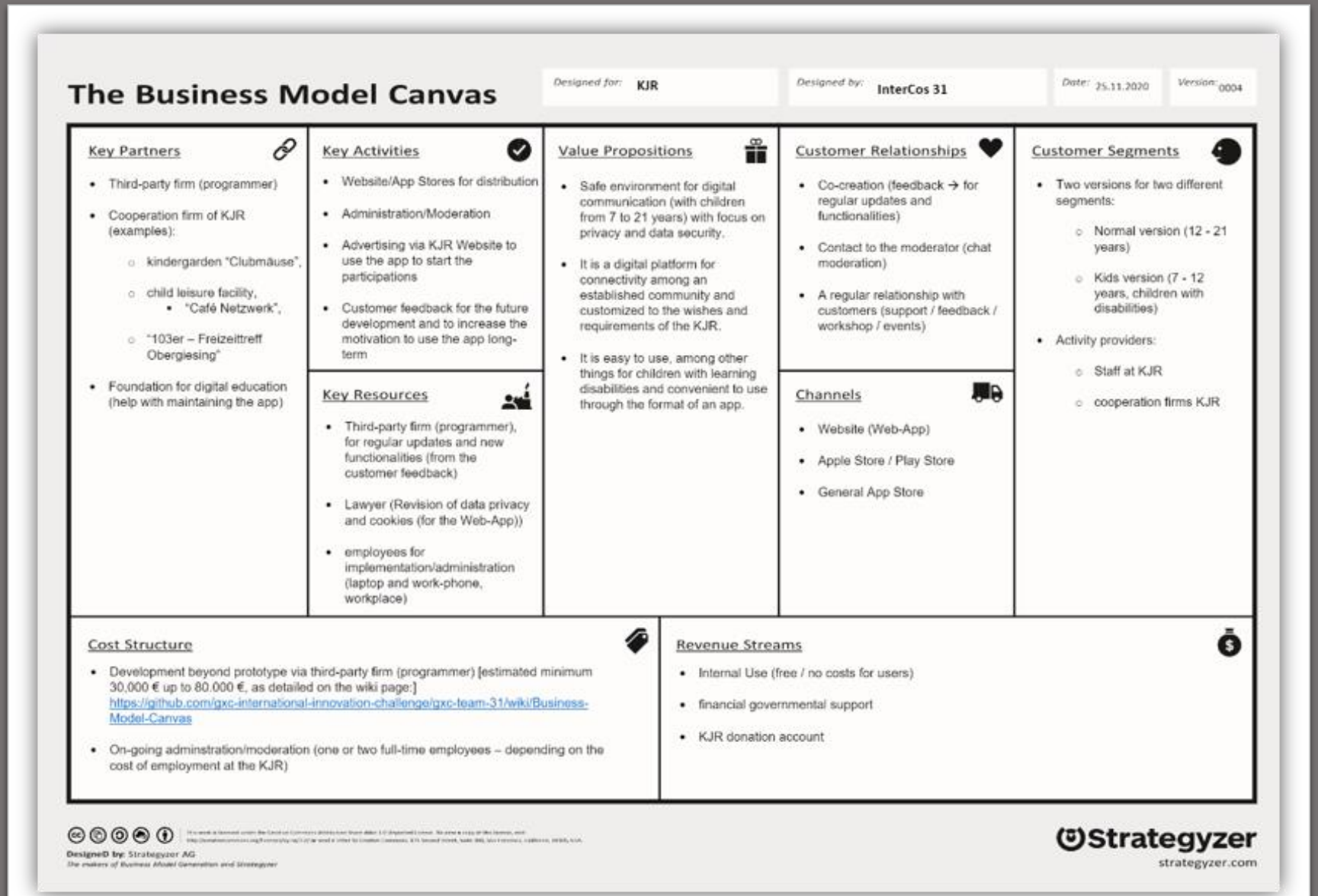
Key Resources
What key resources do our value propositions need? Our channels? Our customer relationships?

Channels
What channels do we want to use to reach our customer segments?



Costs
What are the most important costs in our business model? Which key resources are the most expensive?

Revenue
What value are our customers really willing to pay for?



The Business Model Canvas

Designed for: KJR | Designed by: InterCos 31 | Date: 25.11.2020 | Version: 0004

Key Partners

- Third-party firm (programmer)
- Cooperation firm of KJR (examples):
  - kindergarden "Clubmäuse",
  - child leisure facility,
    - "Café Netzwerk",
  - "103er – Freizeittreff Obergiesing"
- Foundation for digital education (help with maintaining the app)

Key Activities

- Website/App Stores for distribution
- Administration/Moderation
- Advertising via KJR Website to use the app to start the participations
- Customer feedback for the future development and to increase the motivation to use the app long-term

Key Resources

- Third-party firm (programmer), for regular updates and new functionalities (from the customer feedback)
- Lawyer (Revision of data privacy and cookies (for the Web-App))
- employees for implementation/administration (laptop and work-phone, workplace)

Value Propositions

- Safe environment for digital communication (with children from 7 to 21 years) with focus on privacy and data security.
- It is a digital platform for connectivity among an established community and customized to the wishes and requirements of the KJR.
- It is easy to use, among other things for children with learning disabilities and convenient to use through the format of an app.

Customer Relationships

- Co-creation (feedback → for regular updates and functionalities)
- Contact to the moderator (chat moderation)
- A regular relationship with customers (support / feedback / workshop / events)

Channels

- Website (Web-App)
- Apple Store / Play Store
- General App Store

Customer Segments

- Two versions for two different segments:
  - Normal version (12 - 21 years)
  - Kids version (7 - 12 years, children with disabilities)
- Activity providers:
  - Staff at KJR
  - cooperation firms KJR

Cost Structure

- Development beyond prototype via third-party firm (programmer) [estimated minimum 30.000 € up to 80.000 €, as detailed on the wiki page:] https://github.com/gxc-international-innovation-challenge/gxc-team-31/wiki/Business-Model-Canvas
- On-going adminstration/moderation (one or two full-time employees – depending on the cost of employment at the KJR)

Revenue Streams

- Internal Use (free / no costs for users)
- financial governmental support
- KJR donation account

DesigneD by: Strategyzer AG
The makers of Business Model Generation and Strategyzer
Strategyzer
strategyzer.com

Business Model Canvas

Digital Prototype

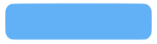
Value to the challenge

Our prototype and underlying ideas have undergone a multitude of iterations and research based improvements

Based on target group interviews and reviews, including Educators, Children and Parents

Prototype done with alpha phase.
A development team could start programming process right now

Research gives insight into App demands from Youngsters and Educationalists, relevant beyond scope of this app



Specify technical details according to your needs

What's next?

Does the research align with your target group ?

Key areas of Prototype meet expectations?

Define specifications

Conduct more research in your specific target group

Focus on features that are releveant too you

Hand Project over to Software Developer

Take Away

Diana

- It was a very good experience to work with KJR as organization and to develop something together.
- It is important to get to know the team. It was very good that we all searched for contact to each other from the beginning.
- It has been very interesting for me to meet other students from other countries and learn about them.

Adrian

- Working in an interrnational team is a very usefull experience, timezones matter
- Having a real Challenge with real data is the motivation makes getting results satisfying

Sophia

- Get to know the team. You will meet often either really early or late in the evening because of the time difference, so get to know each other and make it fun.
- I loved to get to know other cultures.
- I liked the experience to work with the KJR in this challenge. Normally university projects are for fictional end users and it was a good experience.

Min Ho

- It was my first time working on a virtual collaborative project (probably for most of us) and I feel lucky to have been able to participate in an international effort to effect real change.
- I would have loved to have studied abroad in Munich, but this was nice too, getting to know some folks across the pond even in the midst of a pandemic.

The Before After Team

Tips for Teams following in our footsteps

Understand the Problem and the environment that allowed yours to arise in the first place

Focus on Strengths and keep the feature creep light

Communication Initialization establish multiple channels as early as possible

References:

- https://ut11.net/de/blog/dein-geschaftsmodell-kompakt-der-business-model-canvas/
- business model canvas people - Bing images

Thank you for your time