

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.

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| <u>KEY RESOURCES</u> 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 | <u>KEY PARTNERSHIPS</u> 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 <u>KEY ACTIVITIES</u> 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) | <u>VALUE PROPOSITIONS</u> 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). | <u>CUSTOMER RELATIONSHIPS</u> 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. | <u>CUSTOMER SEGMENTS</u> 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">• The education programme;• Degree;• Age, gender and psychological aspects of the individual 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. |
| <u>COST STRUCTURE</u> The costs in order to make the application are divided in 2 sections: <ul style="list-style-type: none">• 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.• 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 | | | <u>CHANNELS</u> <ul style="list-style-type: none">• Visual channels – ads in the KEA webpage and posters in KEA buildings, also presentations in the intro weeks about the application;• Community – potential users might hear suggestions or feedback from the students, who are using the app | |
| | | | <u>REVENUE STREAMS</u> Non-profit project, which is beneficial, because it might attract more students (causing more profit, because of the study fees) | |