



REPORT

Basic UX

Kea Copenhagen School of design and technology

SPISER APP

Brice Modete
Indre Karalkeviciute
Anastazja Galuza
Paulina Borowiecka
Jan Wloczewski

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PROBLEM AREA **PROBLEM FORMULATION**

Since 2013 students from EU/EEA, on top of free good quality Danish higher education, got access to receiving a state educational grant (called SU). Students from EU/EEA countries have been increasingly taking advantage of such opportunity (SU). A very high proportion of SU receiving international students come from Eastern Europe, who, according to analysis by KRAKA in 2016, are more motivated to stay in Denmark than other international students due to higher salaries in comparison to their homelands. Unfortunately for Denmark, 4 out of 10 SU receiving students from EU/EEA countries leave once they have finished their studies according to analysis by Danish Ministry of Education and Research in the end of 2016. According to another Ministry report from 2017, even 57 % of graduates from professional colleges and 31 % of graduates from business academies leave Denmark within two years after finishing studies, and only one fifth is working in Denmark two years after finishing studies. As a result, in 2017 a political decision was taken to reduce the number of international students at Danish business academies and professional colleges by 25%. At the same time, Danish economy is doing very well and in tact with population decline, is in need of foreign talents to be able to sustain the growth. Recently even the Crown Prince of Denmark Joachim took his time to encourage international students to stay.

But why does such high proportion of the EU/EEA students leave, even though Denmark is year after year ranked among the top world's happiest nations and what could make them stay?

According to a joint report by two Danish ministries from 2015, named "International students in Denmark - What has importance on whether the international students stay in Denmark after finishing their studies?", three major factors that affected students decision to leave were: 1) job offer outside Denmark, 2) professional network outside Denmark, 3) social network outside Denmark. While there is not much that can be done regarding the first one, the remaining factors point to an interesting direction, namely, a lack of both social and professional network. Arguably, several years of study should be enough time to create a sufficient network.

According to a similar report, conducted by Damvad in 2013, of those students who had no intentions of looking for jobs in Denmark once they have finished their studies, the three most common reasons for their decision were: 1) language and cultural barriers (42%), 2) a wish to be close to family and friends (29%), 3) lack of network in Denmark (26%). Students who socialized with the Danes regularly were more likely to stay in Denmark than those who socialized less .

Why is having a network so important and why is it hard to create one?

First of all, network is essential when searching for jobs in Denmark. Network is the second most used recruitment canal by danish companies in 2017 (job ads (72%), network (53 %), LinkedIn (49%). Such a network, that can help to smoothly enter the job market, can be created during study period. Secondly, having local friends creates possibilities to better understand the local culture, learn local language and helps to integrate into a new society. Unfortunately, it is really hard to make Danish friends. According to Ease of Settling in Index 2017 conducted by expat organisation InterNations, Denmark ranks 65 out of 65 countries. The above mentioned index includes the following categories: feeling welcome, language, friendliness and finding friends. According to the survey, “nearly half of respondents in Denmark (46%) say their social circle mainly consists of other expats”. In other words, it is difficult to socially integrate. For example, according to Head of External Relations at Microsoft, Sara Kolka, “We have had many employees who after several years still only have contact with other expats. These are usually the people who decide to move away again. For many international employees, it is difficult to fit in among Danes. They can be difficult to connect with and have their own social circle from school and that sort of things”.

On top of that, a new law by the Danish government will enter into force on July 1, 2018, according to which tuition fees of 2,000DKK per Danish language module will be introduced to self-sufficient course participants, meaning, that it will cost a total of 10,000DKK to complete five Danish language modules as opposed to being free of charge as has been the case. According to survey conducted by Education association at their 11 language centers, only 31% of respondents could afford paying. It is very unlikely that international students will be able to afford attending Danish language courses, making it more difficult to crack the local cultural code and integrate into the job market (according to ballisager's recruitment analysis from 2016, 94% of surveyed Danish companies responded, that “it is hard or impossible to get a job at our company, if one does not speak Danish”).

Problem formulation:

Having all the above mentioned in mind, how to go about retaining international students in Denmark, facilitate their integration to Denmark, and specifically, how to bring Danish and international students together, so they can form meaningful relationships?

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INTRODUCTION

AN INCREASING NUMBER OF YOUNG PEOPLE DECIDE TO STUDY ABROAD NOWADAYS, ESPECIALLY IN EUROPE. HIGH LEVEL OF UNIVERSITIES AND FREE EDUCATION ENCOURAGE THEM TO CHOOSE DENMARK AS AN EXCHANGE OR STUDY DESTINATION. AT THE BEGINNING A NEW PERSON DOES NOT HAVE LANGUAGE, FRIENDS AND KNOWLEDGE ABOUT CULTURE WHICH RESULT IN A SENSE OF LONELINESS AND DIFFICULTY WITH ASSIMILATION.

FACING THESE PROBLEMS WE CAME UP WITH AN IDEA WHICH IS GOING TO HELP FOREIGN STUDENTS IN THE NEW ENVIRONMENT. THE IDEA OF MAKING AN APPLICATION THAT WILL HELP IN GETTING TO KNOW NEW PEOPLE, CULTURE AND SELF-SOCIALIZE IN GENERAL THROUGH SHARING MEALS AND COOKING TOGETHER. ONE OF THE TOUGHEST BARRIERS TO OVERCOME IS LACK OF TOPICS TO TALK ABOUT. BY ADDING SHYNESS TO IT, WE GAIN SOMETHING DIFFICULT TO BREAK. SHARING MEAL COULD BE THE SOLUTION TO THIS PROBLEM BECAUSE OF A WIDE TRADITION ASSOCIATED WITH FOOD ALL OVER THE WORLD.

WE WOULD LIKE TO CONNECT INTERNATIONAL AND DANISH STUDENTS NOT ONLY FROM THE SAME UNIVERSITIES, BUT BY CREATING A NETWORK ABOVE THE SCHOOL LEVEL. BY DEFINING THEIR PREFERENCES, STUDENTS WILL BE ABLE TO MEET ON THE BASIS OF WHAT KIND OF CUISINE THEY LIKE OR WHETHER THEY PREFER TO COOK THEMSELVES, ORDER THE MEAL OR EAT IN RESTAURANTS. THE APPLICATION WILL BE CLEAR AND INTUITIVE, WHICH MAXIMIZE THE USABILITY. WE WILL DO OUR BEST TO COMPLY WITH OUR VALUES WHICH ARE TOLERANCE, BROAD-MINDEDNESS, CARRYING AND SHARING. BY INTRODUCING THIS IDEA TO REAL WE BELIEVE, THAT IT WILL HELP TO ESTABLISH A RELATIONSHIP BETWEEN INTERNATIONAL AND DANISH STUDENTS AND THAT WE WILL ACHIEVE OUR GOAL OF NO EXCLUSION FOR FOREIGN STUDENTS.

MISSION

OUR MISSION IS TO CONNECT INTERNATIONAL STUDENTS LIVING IN DENMARK WITH LOCALS BY CREATING NETWORK BASED ON SHARING A MEAL AND INTERESTS

VISION

FOREIGN STUDENT WILL NO LONGER FEEL EXCLUDED, NEVER.

VALUES

TOLERANCE, BROAD-MINDEDNESS, CARING, SHARING

3

ANALYSIS

IN ORDER TO GET A FEEL OF WHETHER WE ARE GOING TO THE RIGHT DIRECTION WITH REGARDS TO THE NEEDS OF OUR TARGET GROUP AND OUR BUSINESS IDEA, WE CONDUCTED AN INTERVIEW WITH TWO DANISH STUDENTS (QUALITATIVE METHOD) AND CREATED TWO SURVEYS (QUANTITATIVE METHOD) - ONE FOR INTERNATIONAL STUDENTS (WE GATHERED 15 RESPONSES) AND ONE FOR DANISH STUDENTS (WE GATHERED 20 RESPONSES). ALSO, WE RESEARCHED THE MARKET FOR SIMILAR SERVICES.

INTERVIEW FINDINGS:

SINCE IT IS DIFFICULT TO MAKE DANISH FRIENDS, WE CHOSE TO INTERVIEW DANISH STUDENTS IN ORDER TO UNDERSTAND THEM BETTER AND GATHER THEIR THOUGHTS AROUND SOCIAL DINING.

	Jacob (20)	Asger (28)
Do you have international friends?	has around 3 international friends	has a few Australian friends who live abroad
How did you meet them?	one is his flatmate, the rest he met while he was out in the city and while he was on Interrail trip	through his friend while Australians were visiting him in Copenhagen
Would you like to have more international friends?	of course, but I would not target international people specifically, it does not matter where you come from	it depends, if they are nice
Have you heard of social dining platforms?	I have heard about it, it is not something I would participate in, I guess	I have heard about it, refugees in Denmark and so on
Do you ever cook for your friends?	at least once a week my friends come over for food	I almost never cook
Do you go out to other people's house for a meal?	I am very lazy, so I invite people to come over instead, my friends also prefer coming over to my place	x (data loss)
If you were an international student abroad, would you be interested in meeting new people via social dining?	I would	x (data loss)

KEY TAKEAWAY:

BOTH STUDENTS HAVE VERY FEW INTERNATIONAL FRIENDS AND HAVE NOT ACTIVELY SEARCHED FOR NEW FRIENDS AMONG INTERNATIONALS, BUT THEY ARE OPEN TO MAKING NEW ONES. THEY HAVE HEARD ABOUT SOCIAL DINING CONCEPT, BUT IT HAS NOT CROSSED THEIR MINDS TO PARTICIPATE.

MAIN FINDINGS FROM THE SURVEY FOR DANISH STUDENTS:

- 1/3 OF RESPONDENTS **DO NOT HANG OUT WITH INTERNATIONAL STUDENTS**, 13,3 % RESPONDED "HARDLY EVER", WHICH MAKES UP **ALMOST A HALF OF RESPONDENTS**.
- **80% OF RESPONDENTS WOULD LIKE TO EXPAND THEIR CIRCLE OF FRIENDS WITH INTERNATIONAL STUDENTS**, 5% CHOSE "MAYBE".
- **46,7% OF RESPONDENTS THINK THAT SHARING A MEAL WITH AN INTERNATIONAL STUDENT THEY HAVE NEVER MET BEFORE "SOUNDS INTERESTING"**, 26,7% THINK "IT SOUNDS WEIRD/AWKWARD", 20% "DO NOT HAVE AN OPINION", 5% THINK "IT DEPENDS".
- **20% THINK FOOD SHARING IS A GOOD IDEA, 40% HAVE NEVER TRIED IT, BUT WOULD LIKE TO, 33,3% HAVE NEVER HEARD OF IT.**
- **80% DO NOT USE SOCIAL PLATFORMS FOR MEETING NEW PEOPLE** (LIKE MEETUP, COUCHSURFING), 20% DO.

KEY TAKEAWAY:

EVEN THOUGH **DANISH STUDENTS** DO NOT HANG OUT THAT MUCH WITH INTERNATIONAL STUDENTS, BUT THEY ARE INTERESTED IN DOING SO MORE OFTEN AND THEY ARE ALSO RATHER INTERESTED IN TRYING OUT OUR CONCEPT. ON THE OTHER HAND, DANISH STUDENTS DO NOT SEEM TO USE SOCIAL PLATFORMS FOR MEETING NEW PEOPLE.

MAIN FINDINGS FROM THE SURVEY FOR INTERNATIONAL STUDENTS:

- **60% ARE UNDECIDED WHETHER THEY WILL STAY IN DENMARK AFTER STUDIES.**
- THOSE WHO WERE **NOT GOING TO STAY IN DENMARK/WERE UNDECIDED**, WERE ASKED TO ELABORATE BY CHOOSING ONE OR MORE OPTIONS, OR ADDING THEIR OWN. **THE THREE MOST COMMON CHOICES: 70% REPLIED "MISS MY FRIENDS/ COUNTRY/FAMILY", 42,9 % - "LANGUAGE BARRIER", 28,6% - "I DO NOT HAVE A NETWORK HERE". THESE REPLIES VERY MUCH CONFIRM THE FINDINGS PRESENTED IN THE PROBLEM AREA.**
- **35% REPLIED THAT THEY HAVE NO DANISH FRIENDS**, 5% RESPONDED "I WOULD NOT CALL THEM FRIENDS".
- **45% RESPONDED THAT THEY RARELY HANG OUT WITH DANISH PEOPLE, 35% RESPONDED "SOMETIMES"** AND ONLY 10% RESPONDED THAT THEY HANG OUT WITH THE DANES REGULARLY.
- **60% DO NOT USE SOCIAL PLATFORMS FOR MEETING NEW PEOPLE, 30% USE THEM OCCASIONALLY, 10% USE THEM FREQUENTLY.**
- **30% LIKE THE IDEA ABOUT MEETING DANISH PEOPLE THROUGH A SHARED MEAL, 55% HAVE NO OPINION, 10% DO NOT LIKE THE IDEA.**

KEY TAKEAWAY:

3/5 OF **INTERNATIONAL STUDENTS** ARE UNDECIDED ABOUT STAYING IN DENMARK AFTER THEIR STUDIES, MAINLY DUE TO THE SAME REASONS AS PRESENTED IN OUR PROBLEM AREA. INTERNATIONAL STUDENTS ARE MORE PRONE TO USING SOCIAL PLATFORM FOR MEETING NEW PEOPLE THAN DANISH STUDENTS, BUT THEY ARE LESS ENTHUSIASTIC ABOUT TRYING OUT OUR CONCEPT THAN DANISH STUDENTS.

MARKET RESEARCH ON SOCIAL DINING PLATFORMS/APPS PRESENT IN DENMARK: TASTEPLEASE (INCLUDES DANISH INTERFACE, GIVES "OPPORTUNITY TO DINE WITH LIKE-MINDED INDIVIDUALS, WHILST SHARING YOUR PASSION FOR FOOD AND ADVENTURE"), EATWITH ("TASTE THE WORLD WITH LOCALS"). THEIR BUSINESS MODEL IS IDENTICAL TO THAT OF AIRBNB (COMMISSION BASED FROM BOOKINGS THE GUESTS PAY). WE COULD NOT FIND ANOTHER SOCIAL DINING PLATFORM TARGETED AT BRINGING INTERNATIONAL AND DANISH STUDENTS TOGETHER.

SWOT

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • we understand the user as we are students ourselves • our idea is unique • we are trying to solve a real problem 	<ul style="list-style-type: none"> • it is not entirely in our control whether the hosts and guests alike will enjoy themselves • this is not the kind of service that people would use regularly
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • government funding • cooperating with universities for promotion purposes 	<ul style="list-style-type: none"> • not being able to engage potential users • not being able to make it financially viable

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DIGITAL SERVICE

IF SOMEONE EVER MOVED TO ANOTHER COUNTRY, THAN CERTAINLY KNOWS THE STRUGGLE OF BEEING ALONE IN A NEW CITY AND THE NEED OF MEETING NEW PEOPLE AND MAKING FRIENDS. DIGITAL SERVICE WHICH WE ARE CREATING WILL FULFILL A SOCIAL NEED OF MEETING PEOPLE, WILL HELP TO BUILD AN INTERNATIONAL NETWORK IN NEW PLACE OF LIVING AND WILL PROVIDE ENTERTAINMENT ALONG WITH BROADENING HORIZONS.

IN EVERY PLACE IN THE WORLD, IF YOU LIVED THERE FOR A QUITE A LONG TIME YOU HAVE FRIENDS WHICH YOU PROBABLY HAVE KNOWN FOR A LONG TIME. IT IS NOT SO OBVIOUS FOR THE PERSON WHO HAS RECENTLY MOVED TO THE NEW CITY OR COUNTRY AND DO NOT HAVE ANY OLD FRIENDS THERE. IT IS ALSO NOT EASY TO JUMP IN INTO THE CIRCLE OF FRIENDS WHO ALREADY KNOW EACH OTHER FOR A FEW YEARS AND THEY HAVE LANGUAGE AND CULTURE IN COMMON. THAT'S WHY WE WANT TO SOLVE THAT PROBLEM AND HELP THE PEOPLE WHO JUST CAME TO THE NEW COUNTRY AND FEEL EXCLUDED FROM SOCIETY OR WHO JUST HAVE A NEED TO INTEGRATE AND MEET NEW INTERESTING PEOPLE. OUR DIGITAL SERVICE WILL CONNECT PEOPLE WHO WANT TO COOK MEALS TOGETHER AND ENJOY THEM IN THE NICE, FRIENDLY ATMOSPHERE ALONG WITH GETTING TO KNOW EACH OTHER.

Jens Dansker

How can I better integrate with international students in Denmark?



Active

Friendly

Out-going

Open-minded

Copenhagen

Student

20 years old

House parties

Cooking food

Bio

Jens is 20 years old. He lives and studies in Copenhagen. He loves spending time with people, he parties a lot but still, he feels a bit disconnected from international students in his city. He would love to meet new people, who aren't originally Danish, get to know them and build an international network, which will be useful for him once he graduates and starts his employment, however he is missing a more personal way to meet people and being able to talk to them, than just on the parties. He doesn't feel comfortable enough to come up to some foreign students and just start talking to them without any specific pretext. He also likes cooking in his free time and hate eating alone.

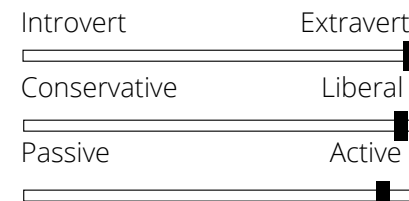
Goals

- to meet new people
- to share meals with others
- to build an international network
- to broaden his horizons

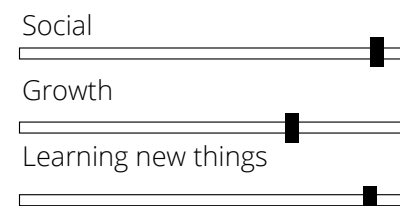
Frustrations

- loneliness
- difficulties meeting with international students
- eating meals alone

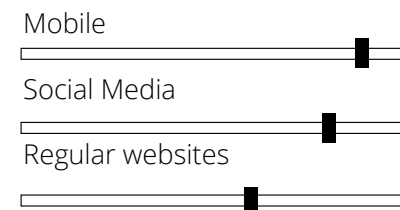
Personality



Motivations



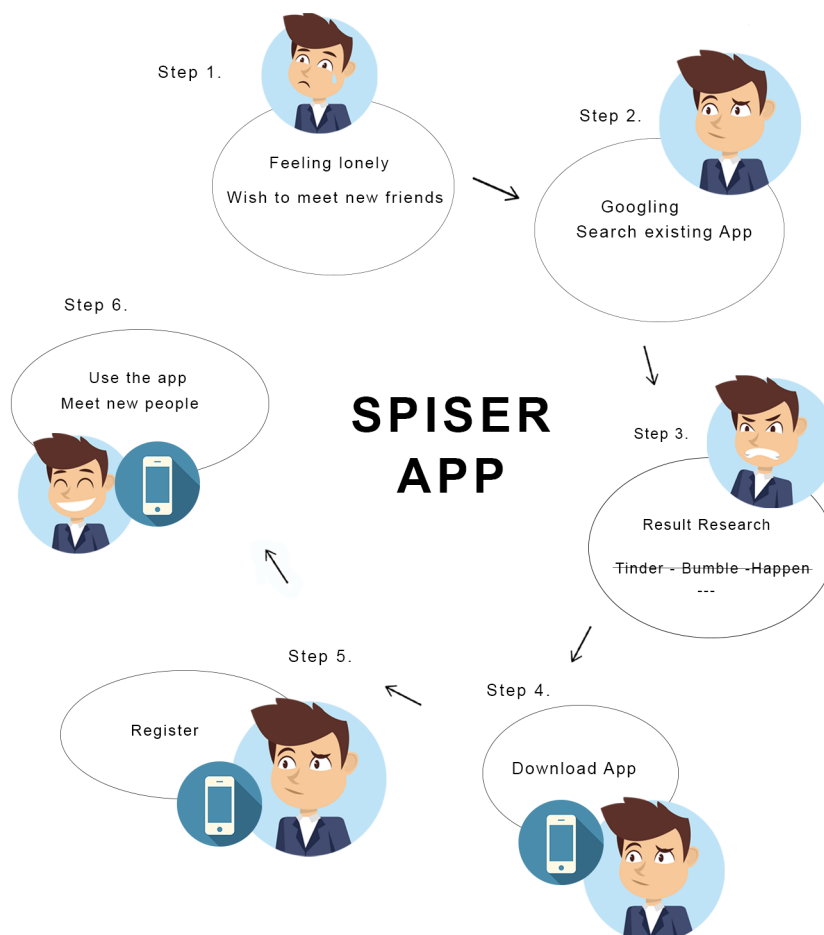
Preferred channels



6

CUSTOMER JOURNEY

The customers journey shows a clear vision about how it is difficult to find an app to meet international students and danish students for a dinner. The general user doesn't know where to find an app to meet people. The majority is dating app. For a change they can with our app find one or several persons for dinner. The result is the users meet new people, start new friendship and escape the loneliness.





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COMMUNICATION PLAN

COMMUNICATION IS AN IMPORTANT ELEMENT DURING THE CREATION AND DEVELOPMENT OF THE APPLICATION. BY COMMUNICATING BETWEEN US, CUSTOMERS AND PARTNERS WE CAN REACH CERTAIN PURPOSES SUCH AS ENCOURAGING CUSTOMERS TO USE THE APP OR PROMOTE THE PRODUCT IN A STUDENT ENVIRONMENT. MOREOVER, USERS WILL BE ABLE TO BECOME MEMBERS OF THE UNIQUE COMMUNITY AND MEET NEW PEOPLE IN THEIR SOCIETY. THE BENEFIT FOR PARTNERS WILL CERTAINLY BE PROMOTION AND ADVERTISEMENT FOR THEM.

WHILE DEVELOPING THE APPLICATION, WE EXPECT AN INCREASE IN THE NUMBER OF USERS. AT THE BEGINNING, IT WILL BE PROGRESSING AS FAST AS THE CONTACT WITH PARTNERS WILL ALLOW, AFTERWARDS, IF THE IDEA TURNS OUT, THE EFFECT WILL ACCELERATE WHICH WILL GIVE US NEW CUSTOMERS.

WHEN COMMUNICATING WITH USERS, WE PLAN TO BASE OUR ACTIONS ON SOCIAL MEDIA. OUR APPLICATION IS CLOSELY RELATED TO THEM, FURTHERMORE, OUR TARGET GROUP ARE STUDENTS WHO ARE THE LARGEST GROUP OF SOCIAL MEDIA USERS TODAY. ADDING TO THAT, WE WILL COMMUNICATE THROUGH PARTNERSHIP WITH UNIVERSITIES WHICH WILL HELP US REACH THEM ALSO AT SCHOOL . THE MESSAGE SENT TO CUSTOMERS WILL BE CLEAR AND ENSURING STUDENTS, THAT OUR PRODUCT IS A PROPOSITION HOW TO SOLVE THEIR DIFFICULTIES.

THE CREATING GROUP IS ALSO STUDENTS, WHICH OBVIOUSLY WILL HELP US TO UNDERSTAND THE PROBLEM. BY FACING SIMILAR ISSUES, WE STRIVE FOR CONNECTION BETWEEN INTERNATIONAL AND DANISH STUDENTS BY CREATING A UNIQUE NETWORK BASED ON SHARING WHICH WILL HELP THEM TO ASSIMILATE. WE BELIEVE THAT THE IDEA A GOOD SOLUTION FOR AT LEAST PART OF DIFFICULTIES AFFECTING STUDENTS IN DENMARK AND THANKS TO HER FOREIGN STUDENTS WILL NO LONGER FEEL EXCLUDED IN SOCIETY. WE WANT TO FILL OUR PRODUCT WITH VALUES SUCH AS TOLERANCE, CARING AND BROAD-MINDEDNESS AND PASS THEM ON TO A WIDER AUDIENCE.

RECEIVERS OF OUR MESSAGE ARE STUDENTS IN DENMARK. AS WE PRESENT IN THE PROBLEM AREA, THE IMPORTANT ISSUE TOUCHING THEM, ESPECIALLY INTERNATIONAL, IS LACK OF NETWORK. THERE MAY BE MANY REASONS FOR THAT CASE. FOR A NEW FOREIGN STUDENT IT CAN BE SHYNESS, NO FRIENDS AT ALL IN A NEW PLACE OR LACK OF TOPICS FOR CONVERSATION. ON THE OTHER HAND, DANES MAY FEEL NO NEED TO MEET NEW PEOPLE BECAUSE OF THEIR CURRENT NETWORK BUILT OVER THE YEARS. AS WE KNOW, APPEARANCES ARE WRONG AND SOMETIMES THE PROBLEM IS JUST TO BREAK AN ICE.

AS IT IS MENTIONED, SOCIAL MEDIA WILL BE OUR MAIN COMMUNICATION CHANNEL BECAUSE OF THEIR COMMON PRESENCE IN THE YOUNG PEOPLE LIVES. IT WILL CERTAINLY BE THE EASIEST WAY TO COMMUNICATE, BUT ALSO THE MOST EFFECTIVE ONE. THE OTHER WAY TO REACH THE TARGET GROUP WILL BE USE OF TRADITIONAL WAY OF ADVERTISING AT UNIVERSITIES WHICH ARE NATURAL ENVIRONMENT FOR OUR TARGET GROUP, WHERE THEY ARE FACING THEIR PROBLEMS AND OUR PRODUCT CAN BE NICE ALTERATION FROM THEM. BY USING POSTERS AND ATTRACTIVELY DESIGNED POSTCARDS WE CAN ACHIEVE HIGH RECOGNITION. WE PLAN TO COOPERATE WITH YOUNG CELEBRITIES, BLOGGERS AND YOUTUBERS WHO ARE POPULAR AMONG OUR TARGET GROUP AND WERE FACING SIMILAR ISSUES THEMSELVES IN THE PAST. MOREOVER, WE CAN PROMOTE A PRODUCT DURING INTEGRATION TRIPS FOR NEW STUDENTS, SO THE PRODUCT WILL ASSOCIATE WELL WITH THE INTEGRATION AND MEETING NEW PEOPLE.

TO SUM UP, WE ARE GOING TO COMMUNICATE WITH OUR TARGET GROUP FOR A PURPOSE OF CREATING THE NETWORK BETWEEN STUDENTS AND HELP THEM TO ASSIMILATE AT UNIVERSITIES. BY USING SOCIAL MEDIA, TRADITIONAL ADVERTISING AND PROMOTION ACTIONS WE CAN REACH THE TARGET GROUP AND THANKS TO PARTNERS, INCREASE THE RANGE OF COMMUNICATION CHANNELS. IT IS IMPORTANT TO KEEP THE PROPORTION IN COMMUNICATION DURING DEVELOPING AND IMPROVING THE APPLICATION TO MAXIMIZE PROFIT AND EXPAND THE GROUP OF RECEIVERS. ADDING TO THIS ACTIVITY CONSISTENT WITH OUR VALUES, IT WILL RESULT WITH THE FULFILMENT OF OUR VISION OF NOT EXCLUDING STUDENTS FROM THE NEW SOCIETY.

9

SELLING PROPOSITION

USP(UNIQUE SELLING PROPOSITION)

OUR SELLING PROPOSITION IS UNIQUE BECAUSE THE CLIENT WILL THINK THAT THE PRODUCT IS FREE AS THE MAIN INCOME FOR OUR COMPANY WILL BE FROM COOPERATION WITH DIFFERENT BRANDS, NOT FROM THE DIRECT SALE OF THE PRODUCT TO THE CUSTOMER. CUSTOMER WILL NOT GET ANY TANGIBLE PRODUCT, HE WILL GET UNIQUE EXPERIENCES

WHICH EACH TIME WILL BE DIFFERENT. WE STRONGLY BELIEVE THAT THOSE UNIQUE EXPERIENCES AND OPPORTUNITIES, WHICH THE CUSTOMER DID NOT GET WITH ANY OTHER COMPANY, WILL BUILD A POSITIVE IMAGE OF THE COMPANY.

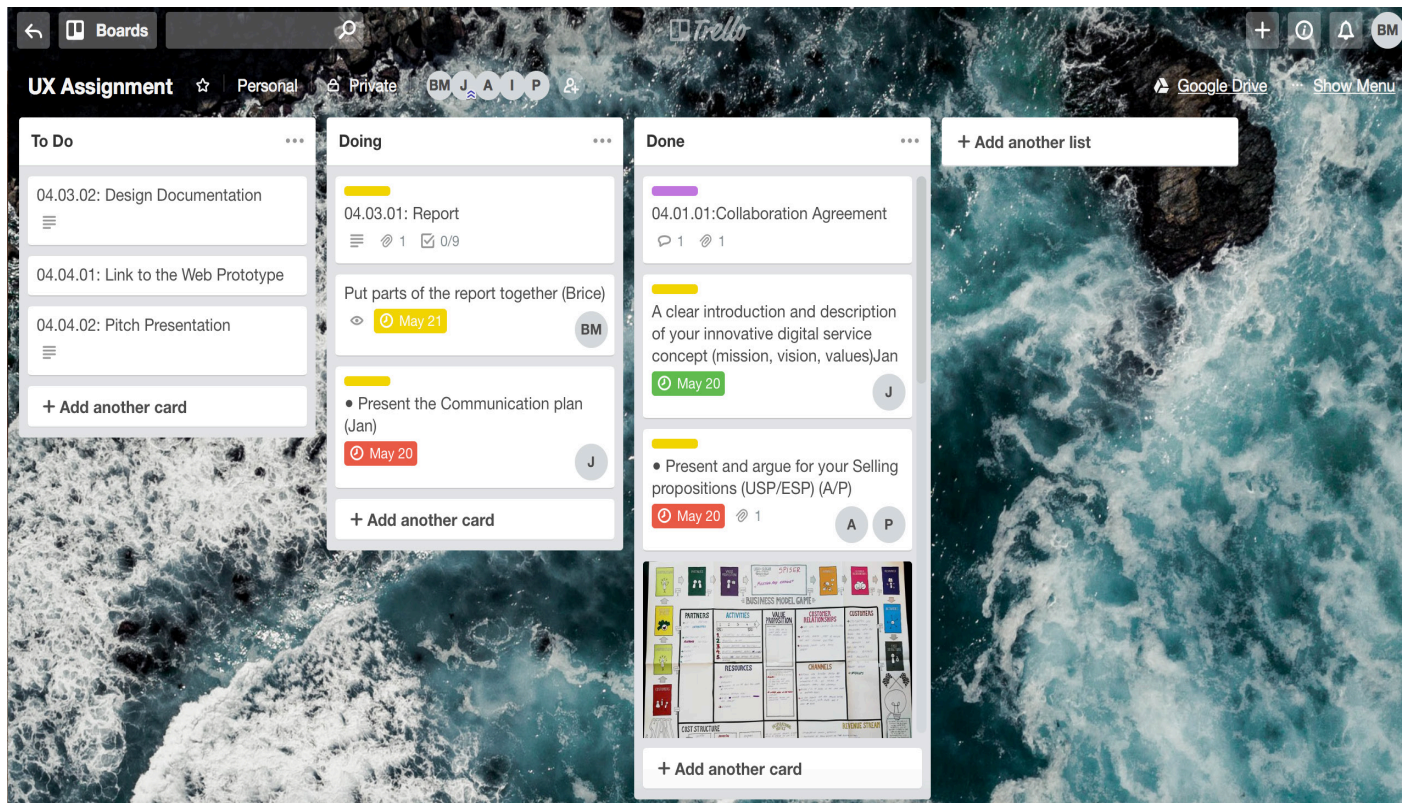
ESP

DEVELOPING AN IDEA FOR OUR APP WE WANTED TO FOCUS ON STUDENTS IN DENMARK – BOTH LOCALS AND INTERNATIONAL – WHO WERE FEELING LONELY AND DISCONNECTED FROM EACH OTHER. OUR APP HELPS USERS TO FEEL MORE AS A PART OF THE DANISH SOCIETY, WHICH KEEPS ON EVOLVING BY INCLUDING MORE AND MORE FOREIGNERS. DUE TO OUR APP, USERS WILL BE ABLE TO FIGHT FEELING OF LONELINESS DURING THE PREPARATION AND CONSUMPTION OF MEALS, BUT WILL ALSO BROADEN THEIR HORIZONS AND STRETCH THEIR INTERNATIONAL NETWORK, WHICH BASICALLY MEANS – GETTING NEW FRIENDS. DANISH STUDENTS WILL NOT STRUGGLE ANYMORE, FINDING A PRETEXT TO START A CONVERSATION EITHER JUST SPEND SOME MORE TIME TO BECOME CLOSER TO INTERNATIONAL STUDENTS. AT THE SAME TIME, THE FOREIGN STUDENTS WILL BE LESS ISOLATED AND MORE INCLUDED INTO DANISH SOCIETY, WHICH MIGHT HELP THEM TO FEEL MORE LIKE AT HOME AND STOP THEM FROM LEAVING DENMARK RIGHT AFTER THEY GRADUATE. BOTH PARTS WILL FEEL, THAT THIS IS WHERE THEY BELONG.

10

APPENDIX

KANBAN CHART



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