

**Theme: Basic UX**  
**Build your own innovative digital concept and user experience**  
**Report**

Jessica Kaplan  
Joshua Kaplan  
Ewa Skowronska  
Dorota Szymanska  
Alex Lenta

## **Problem area**

Many people enjoy visiting museums but because of the vast number of museums around Denmark it can be difficult to search for artists or exhibitions that you are personally interested in.

## **Problem formulation**

How can Danes conveniently search for art or exhibitions that they find personally interesting?

## **Purpose**

The purpose of our digital service is to provide an easily accessible and convenient app for Danish people (niche market) that helps to show them museums that have the same style or similar art as the art they wish to find recommendations to other museums or events such as specific exhibitions or perhaps auctions.

## **Mission**

To provide a revolutionary digital service that will help our customers explore their creative preferences by searching for similar art or artists in their area by using photo recognition technology and recommendations of museums where they can find it. This will help guide them to have a good experience when visiting art museums.

## **Vision**

Change the way you make decisions via a simple app, which allows users to easily search for what they are looking for when exploring art.

- Easy usability
- Accessible
- Innovative searching and recommendation

## **Values**

- Reliability
- Consistency
- Innovation
- Creativity
- Passion

**Describe how your digital service helps the user by fulfilling a need or solving a problem:**

Art is a form of communication in which the artist tries to say or show something to the viewer. The artist's vision of his art will, most likely, be subjective and was created with different emotions and thoughts. This applies for the viewer as well. A work of art creates a different feeling and story to each and every one of us, thus being subjective to our history and perspective.

We are constantly looking for things we appreciate and understand. Because of that, we came up with the idea of an app that helps the user decide on what type of art to consume based on his taste.

[app name]'s core idea is to provide the user with a tool in which he is able to find the type of art he likes whether it is in a museum or an exposition. The app makes it possible for the user to snap a picture of the work of art he admires and instantly find similar artists, artworks or art auctions in his area.

The problem we solve is a matter of taste [maybe subjectivity?]. Our users would be more willing to visit museums and exhibitions knowing what to expect and discovering works of art closer to their viewpoint and understanding.

**Persona:**

We chose Mette as our persona because during our market research we found that the average age of people visiting museums in Copenhagen was 30 years old. We also focused her to be passionate about art because this would be the basic personality for a user on our app. She is a student so the discounted prices that are available through using the app would work in her favour.

**NAME**

Use a realistic name. Don't use names of colleagues.

Mette Hansen

**DESCRIPTOR**

What type of persona is it. Describe the most prominent differentiator.

Danish, She has been a Danish citizen her whole life.

**QUOTE**

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.

I am a 30 year old Danish art student.

**WHO IS IT ?**

Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.

Age: 30

Location: Copenhagen

Job title: Student

Status: Married, no kids.

Interested in art, reading books, travelling and exploring her city.

Always up for going to new places and finding the best deals for her budget.

**WHAT GOALS?**

Wat is the supreme motivator? What are (latent) needs and desires?

She has the need and desire for convenience and reliability when it comes to art and finding out which museums or exhibitions would best suit her style.

**WHAT ATTITUDE?**

What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.

The advertising for the app would catch her attention and make her want to try out the app because she is so passionate about art and having this simple solution can really be of a benefit to her.

**WHICH BEHAVIOUR?**

What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media).

What works well, what are the frustrations, what is stopping her from choosing a function, service or product?

Because she is a young adult she would use social media a lot and the app would be recommended as an advert on possibly her Instagram for example, because of her relevant searches connecting her to the app she would find the app interesting because it is related to her interests and therefore she would click on it and notice that it is free and easy to use which she likes. She would then easily search for art or artists which she is interested in and possibly buy a ticket for the occasion.

Which Trends, mindstyles or other indicators are applicable for this persona?

Intelligent, sophisticated, middle class, student

How important are functional, emotional, expressive benefits.

Expressing emotion is top priority for her whether it is through art or words.

Fast or slow decision maker?  
Why, how can you tell?

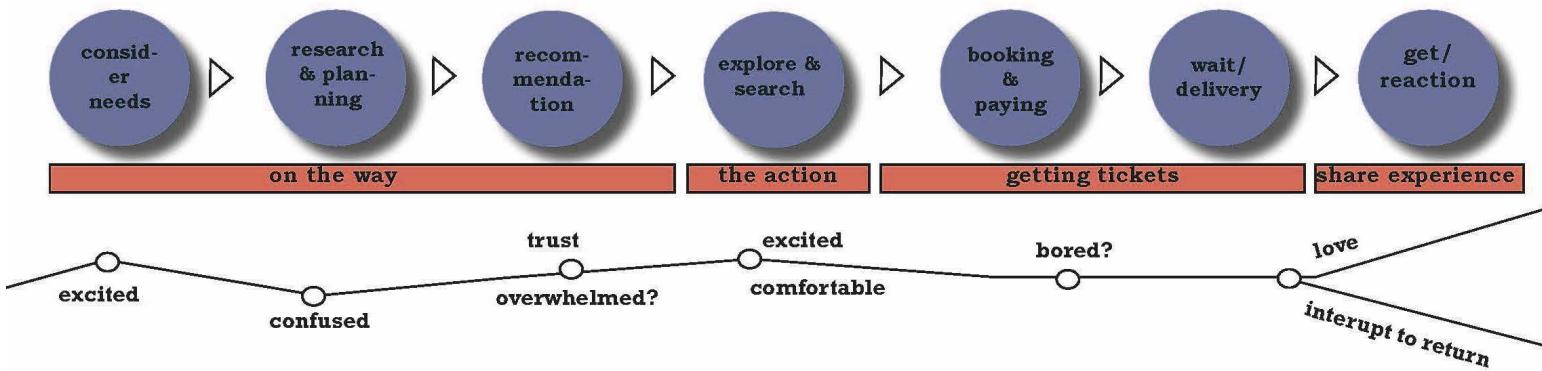
Slow decision maker because she believes in precision and perfection.

Decisions made on facts or emotion?  
Why, how can you tell?

Emotion, because she is extremely invested in her emotions and expressing them well.

## Customer journey:

### Customer Journey Map



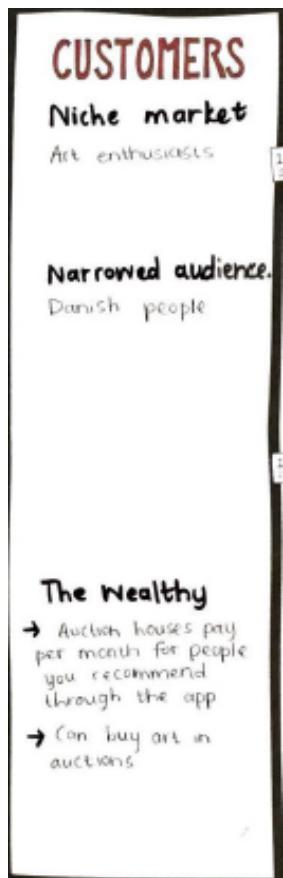
I want to find art that matches my unique taste	I want to have a personal experience	I want to find what I want but there is too many options	I want to find the art quickly and easily	I want to see the chosen piece of art in real life	I want to have my ticket ASAP	<b>what's their reaction?</b> posting reviews on our website or museum sites, recommending in AppStore
search	comparing different websites/ searching google/ reviews	provide the customer with reliable information about the product	choosing to find it via app and downloading the product	refund and return policy	different payment options or free tickets for open exhibitions	<b>what do they still need?</b> even quicker access to the exhibitions/galleries and auction houses in the near future
what do I really want? how do I find it?	how to find something similar to what I like?	what option should I choose and how can I achieve my goal in the easiest way possible?	where do I begin and how to navigate?	can I return/change the ticket?	what to do when credit card is refused/customer wants to cancel	
the user might not think of digital options of discovery	the user might not want to use the app	advert not matching customer's mood	the app might not be readable enough/ problems with quality of sent pictures	price too high, database errors	mail not delivered	

media recommendation - advertise on online magazines, news, internet banners, offer promotions and discounts

fast delivery system via email, open customer review on official website

encourage people to share their experience on our website

## Business model canvas:



### Customer segments:

#### Niche market

The customers we will focus on marketing our app to will be art enthusiast, people interested in art and art history.

#### Narrowed audience

We will be focusing on Danish people because they will be the ones using the app to find and visit specific artists in museums and art exhibition, unlike tourists who mostly like to view the museums in general.

As a future addition to the app we could add another market such as wealthy people who will be using the auction house feature where they can find and art they would like to purchase.

### Value Proposition:

Our raw idea is to create a quick image searching app that will help you find similar art or artist in your area.

#### Cost reduction

#### Newness

#### Convenience

#### Accessibility

#### Cost reduction

When using our app to find other museums and exhibitions we will offer a discount price for tickets purchased through the app

#### Newness

Our app is a new concept, which has never been done before in the art field. There is no other app existing with quick picture searching technology to find specialized recommendations.

#### Convenience

Easily find what you have been searching for with a simple snap of a picture. It is also convenient that you can purchase tickets and see upcoming exhibitions and events.

#### Accessibility

Everyone will have access to the app but it is only for museums and exhibitions in Denmark.



## CHANNELS

- **Online advertising:**  
Create video ad that displays features to Danish people who like art
- **Physical:**  
Leaflets /QR codes in museums to download the app
- **Ambassador:**  
Who? A famous artist or curator.  
How could you make the best use of such an ambassador?  
Create a video advert with a special appearance from a famous artist etc.

### Channels:

Our main way of communicating our product will be through simple flyers and possibly QR codes to download the app when worked in conjunction with museums located in Denmark. They will be placed by the entrance desk so that people will be able to notice it first hand and decide whether or not they will download the app. It will be easy to raise the awareness of our product (app) by directly targeting people who already visit museums or to people who are visiting them for the first time.

There will also be a website which is search-engine optimized in order to help people find the app very easily when they search terms like 'more art like \_' or 'similar art to \_'. The website they come across will be a single page explaining the product in an easy to understand way, by having a short video explaining the app with some text underneath it explaining the features with the possibility of having a famous artist or curator feature in the videos as an ambassador of the app.

## CUSTOMER RELATIONSHIPS

- Leaflets
- advertising stands at exhibitions.
- museum website
- rewards
- discounts

### Customer relationships:

Leaflets and advertising stands for our app will be available at museums who collaborate with us

Self service through the museums websites and through the app itself which will be easy to use and reliable enough to cause the customer minimal confusion.

Automated services such as  
Giving personalized rewards and discounts by recognizing individual customers and their

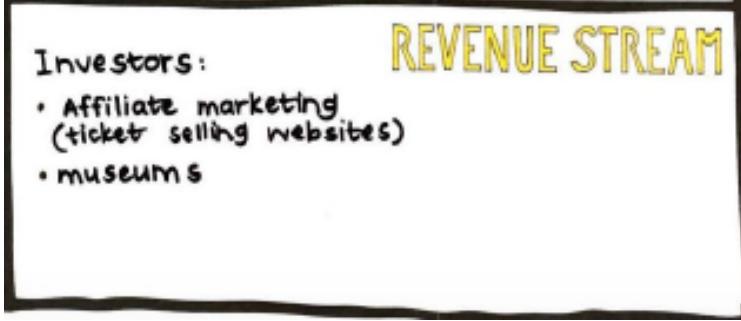
characteristics as well as other information related to their searches and personal profile information.

This type of customer relationship will simulate a personal relationship between our company and our customers.

## Revenue streams:

Revenue will mostly be made by displaying ads within the app. These ads can be paid for by artists/museums/events, making it a good choice for companies and advertisers who wish to target a defined audience art enthusiasts, tourists and students. Another way, which we will gain a source of revenue, will be via ticket sales to events/exhibitions. This will be available for people who might seem interested, but is not the main purpose of the app. The way in which it will work is by becoming affiliates to event and exhibitions, meaning that we

will have a button to link to the ticket purchasing websites for said exhibitions. By helping companies and museums to make sales to their events, they will allow us to keep a percentage of the sale. So it is a win/win situation for our company and to those who wish to have tickets sold.

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- REVENUE STREAM**
- Investors:**
- Affiliate marketing (ticket selling websites)
  - museums

## Key resources:

Our main resource would be Museums. We need to work in conjunction with the already-existing museums throughout Denmark to be able to make this app work, as our only target market consists of Danish people and museums can help us obtain knowledge about our target audience

Another resource we can use is Facebook Advertising. We can simply target an audience that we wish to through this platform with great relevancy.

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- RESOURCES**
- Knowledge
  - Money (funds, investors, or owners money)
  - Network

## Key activities:

Our activities where to first find a suitable audience for out app. We then created a problem formulation and brainstormed some problem solving ideas and finally came up with a solution to our problem and started prototyping our customer journey and our communication plan.

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- ACTIVITIES**
- |                    |   |   |   |                  |
|--------------------|---|---|---|------------------|
| 1                  | 2 | 3 | 4 | 5                |
| Start Date: Friday |   |   |   | End Date: Monday |
1. Find audience
  2. Problem formulation
  3. Brainstorm
  4. Problem solving
  5. Prototyping

## PARTNERS

**CREDIBILITY**  
partnering with  
museums,  
art institutions,  
Auction houses,  
and art schools  
to strengthen  
the companies  
credibility.

### Key partners:

Museums in Denmark

Exhibitions being held in Denmark

Ticket selling sites

Museums in Denmark

We will be partnering up with museums all around Denmark who would like to advertise certain exhibitions or display their information as search results.

Exhibitions held in Denmark

Can sell their tickets through our app when and customers can receive push notifications on new events and the cost of the tickets through the app.

Ticket selling sites

Can link their website through our app when selling tickets.

## COST STRUCTURE



### Cost structure:

As for our cost structure our main focus will be most of our budget on marketing which will entice our target audience and possible users to download the app and make use of it on a regular basis.

Our second focus will be to spend our budget on app creation.

Our third focus will be getting money from our investors.

## **Communication plan:**

### **1. Purpose**

Our purpose is to provide a service helping customers to understand our app and to make it easier for them to install on their phones.

The website will be good for advertising the app and having a download link.

The user will have the opportunity to get relevant information easily and to their preferences.

### **2. Effect**

It would have a positive change in attitude for the customer because they will find what they are looking for simply and it will ultimately make them less stressed. Nevertheless, we will provide information in a professional, but still easy understandable way to fulfill the needs of our broad target audience. By making our customers more aware without making them doing much research we will keep all of our potential customers satisfied.

### **3. Message**

Find the artist and the art you like without struggling!

### **4. Sender**

Identity: A group of 5 young adults trying to make life easier by providing their creative ideas!

They are keen-on-art students taking their Multimedia Design and Communication faculty in Denmark – a country filled with so many museums and art places, they wish to provide a digital service improving the ability of finding a piece of art or an artist the customer finds themselves interested in.

Mission:

Vision:

Values:

Goals:

"Wanted" identity: This group would like to become more successful and popular with their digital service while spreading the desire of the bigger interest in art.

Image: Credible, creative, well-known, confident, growing with the needs of users, positive minded

### **5. Audience**

The target audience is living in Denmark with access to the new technology including smartphones. They are keen on art with the desire of deepening knowledge in every type of it. They are a very demanding

audience as it is mostly concentrated on Danish students and art enthusiasts. As they are extremely broad between 20 – 40 years old group their needs are hard to fulfill, nevertheless what they have in common is passion about finding what they want and how they can achieve it the easiest way. The target audience is our primary target group.

## **6. The receiving audience**

The receiving audience as our secondary target group is also a larger group comparing to the primary target group. Sharing some of the same values and needs with the target audience they are group of tourists coming to visit Denmark and explore the art market. They are people from all over the World, mostly families, parents with their kids, this is why their specific age is hard to evaluate. This group is already interested in visiting museums, but with completely different purpose. What differentiate them from the target audience is fact that they are focused on exploring the Danish art market in general, not on deepening their knowledge in it.

## **6. User profile**

See personas

## **7. Communication Environment**

In the World we live in every single day is filled with tones of information coming from all different types of media. The media which has the biggest power right now is non-negotiable, the Internet - The mine of data. Through Internet we can find the knowledge we need not only in the fastest, but also the cheapest way. This is the reason why whoever wants to have some influence in what is happening in the World and wants to get users has to take an active part in the Web.

This situation has as many advantages as disadvantages. You have to find a great way to get attention of users when time of influencing potential customers is getting shorter every minute. Thanks to smartphones our target audience has access to Internet everywhere in the World, on the other hand, the places we mostly browse and search is at home, school or work. Unfortunately, in all those places we can get easily distracted, that is why we focus our communication also in the environment of museums.

We believe we could get a proper attention through leaflets and posters placed in museums. For example, while getting a ticket to get inside the exhibition a user could along with that get a leaflet with all the needed information about our app and visiting the website for more details if needed.

## **8. Media Elements**

We are aware that we have to get attention of users in the best creative way by appealing design and catchy text, this is why we are going to try to achieve our goal with the following media elements:

- Leaflets – with leaflets we will try to get attention of the users by combining catchy graphical elements with short, concrete message what it the app about.
- Banners – with banners we will be able to get bigger attention of our users by placing them in the most strategic areas, like nearby the museums with similar design when it comes to leaflets but for a bigger scale;
- Website ads– with website advertisements on the websites of the museums in Denmark we could get the attention of our target audience the easiest and fastest way, because the users will already feel safe and confident about the idea with the approval from the museum site;
- Social media advertisements – with social media advertisements we could a lot of attention of the young part of our potential users while spreading the idea through the most common social media like Facebook or Instagram.

### **Selling propositions:**

Features	Customer benefit	Importance /10	Standard or different
Search feauture	Customer can expect in-depth search results of art/artist they are interested in in their area	10	S
Map feature	Shows where one can see a specific piece of art	8	S
Buy tickets	One can easily buy tickets on the app for multiple current or upcoming exhibitions in different museums	8	D

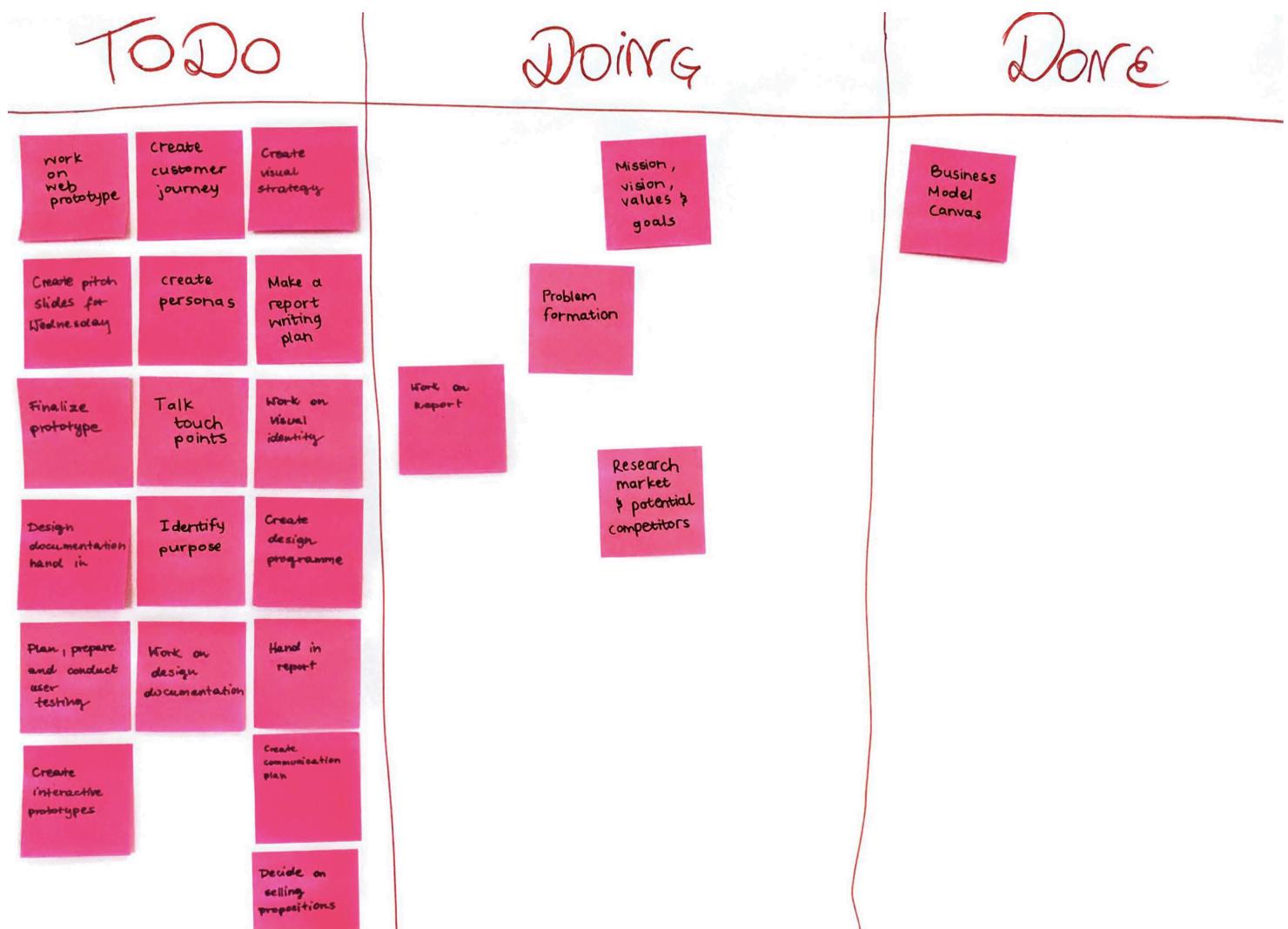
Competitive prices	Offers discounted tickets prices when purchasing through the app	10	D
Automatic reminders	Push notifications from museums regarding new events	8	S

Our unique selling point is that there is nothing similar on the market, therefore there are no other competitors, which gives us full leverage to be the best in the business and focus all our energy in to creating a new concept our customers will love and find convenient.

Our emotional selling point is creative convenience where a customer can conveniently and effectively fulfill their search fro creativity they find interesting.

## Appendices:

### Kanban chart:



## Business model canvas:

