reKreate

RETHINK THE FUTURE

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reKreate

We are a young flexible team of new creators. Our main goal is to use digital solutions to make a more eco friendly environment and a simplified future.
We are using the latest technology to create new and improved products. By creating future proofed products, we will develop products which sets the futures trend.
Our main focus is the customers satisfaction and overall impression, therefore we act upon several testing and by failing fast we get a quick and improved result.

MISSION

Our mission is to recreate some of society's habits by using the latest available technology, and hopefully reach a more eco-friendly solution.

VISION

Our vision is to come up with new ideas that will make people more aware of their every day actions and how they affect the environment and the economy, both on a personal and a worldwide scale.

VALUES

As a company we value innovation, using technology to create a simpler and more eco friendly everyday life.

INTRODUCTION

mon tree

It has been proven that in the production of receipts consumes over 250 million gallons of oil, 10 million trees and 1 billion gallons of water. In general it cost the United States alone 12,5 billion DKK (Hines, 2013). The main idea with our app, is to make a digital place to keep your receipts, saving the environment and helping the cost of printing receipts.

But how? And what can it do?

MonTree is an app which gives the user a general track over their expenses for grocery shopping. This app collects your receipts in one place, making sure you have a better everyday overview. With the app you do not need the physical receipt, in hope of creating a more sustainable environment with less paper waste.

The app is connected to your bank account, so whenever you use your card when grocery shopping, it will cash up your receipts. At the same time you are able to write in a monthly budget, which is being tracked according to the spendings, making sure your budget is as scheduled.

For business and more bigger use, we offer MonTree+, which is a paid version of the app. This upgrade gives you the opportunities of making grocery lists, creating a shared shopping and expenses between household and other things. This idea is under development.

The people we are targeting as potential users are basically everyone who has control over their own economy and would appreciate having a better overview of it. It also targets people who want a more sustainable future, without all the paper waste from receipts. Our focus then ends up being men and women between the age of 17-50, where the younger audience will be the top priority. This is due to the fact that budgets might be more useful for students and younger people.
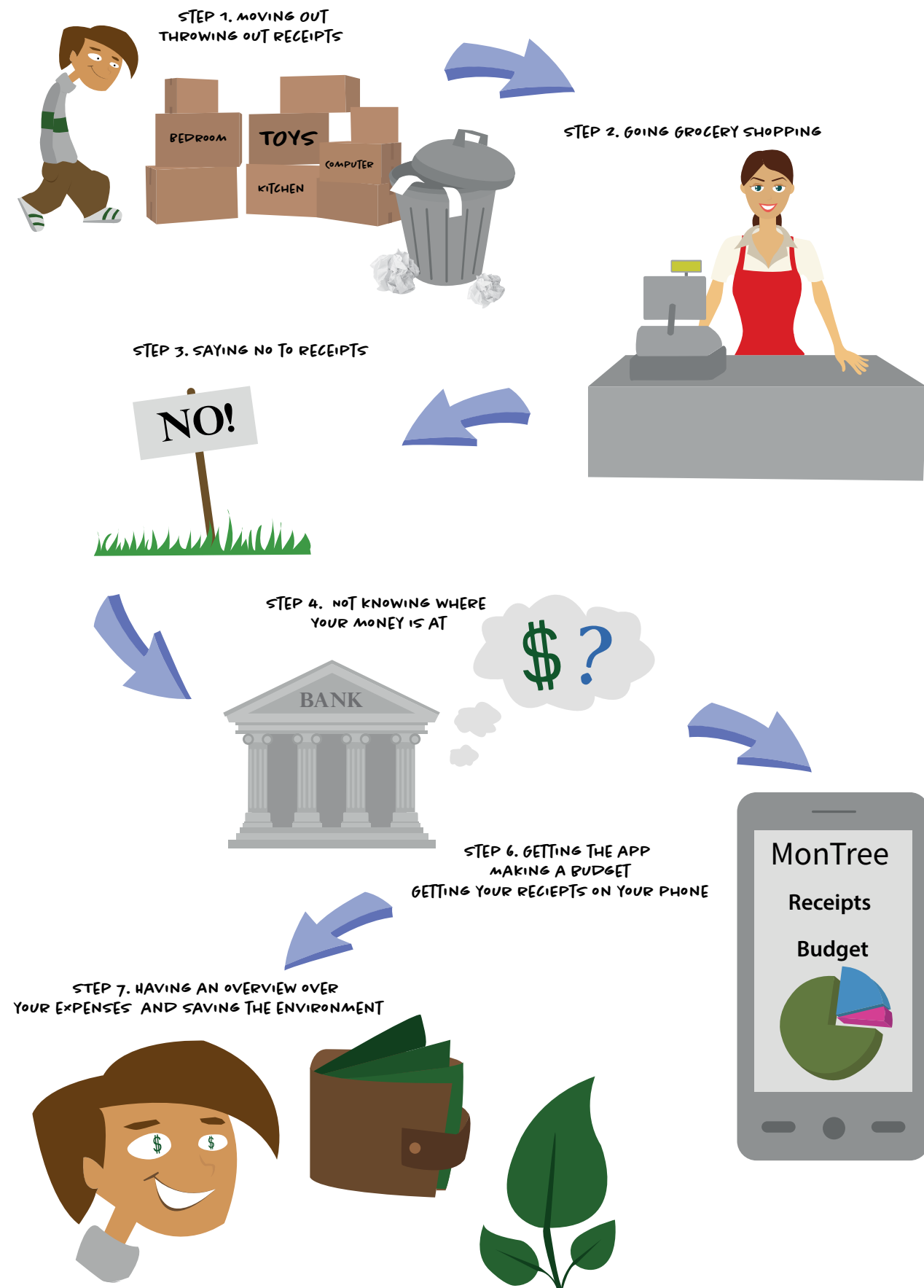
Personas

Anna is 20 years old and just recently moved from her parents to the big city to study. This is the first time she has full responsibility for her own economy. She is used to having a job and having control of her expenses, but she has never been in charge of the grocery shopping herself before, which is why managing the expenses of food will be one of her biggest economical challenges.

Daniell is 25 years old, danish boy, currently living with his friend in an apartment in Copenhagen. Daniell is sharing his grocery expenses with his roommate, making sure they have a good economy. He is currently working full time as a math teacher, where to his is pendling every day. After work Daniell enjoys playing football and watching movies with his friends, therefore he don't have much time to look at his expenses, but they need to be in order.

Mark is 37 years old husband and father of a preschool child, working full-time as a psychiatrist, living in a spacious apartment with his family in Aarhus. His wife Mathilde works as an investment analyst. His routine: workdays 8-16, after work either picking up their son from school or taking care of the grocery shopping (approximately 3 times a week.) Couple of times a year Mark travels abroad for seminars. In his spare time he enjoys spending time with his family, other than that he treats himself with a good bottle of whiskey with his friends from university.

STEP 1. MOVING OUT
THROWING OUT RECEIPTS

BEDROOM TOYS
COMPUTER
KITCHEN

STEP 2. GOING GROCERY SHOPPING

STEP 3. SAYING NO TO RECEIPTS

NO!

STEP 4. NOT KNOWING WHERE
YOUR MONEY IS AT

$?

BANK

STEP 6. GETTING THE APP
MAKING A BUDGET
GETTING YOUR RECEIPTS ON YOUR PHONE

MonTree

Receipts

Budget

STEP 7. HAVING AN OVERVIEW OVER
YOUR EXPENSES AND SAVING THE ENVIRONMENT

The customer's journey shows a clear confusion about how your expenses is used when grocery shopping. The general user throws away his/her receipts and doesn't have a clear idea of what they are using they money at. Therefore they will be confused when they look at their expenses. For a change they can with our app MonTree make a budget and getting the receipts on their phone, giving them a more clear image of where their money is going.
The result is the user saves money and you are able to save the environment by not wasting paper on receipts.

COMMUNICATION PLAN

Purpose

reKreate A/S has named its goal in a mission statement as "to recreate some of society's habits by using the latest available technology, and hopefully reach a more eco-friendly solution" therefore the purpose of communication is to inspire the target group to become more aware of the their every day choices and how they affect our environment and start using the MonTree app.

The general purpose of the user is to identify himself as a part of the green movement and acknowledge the economic and environmental cost of printing the receipts. Furthermore, the target group can learn how to manage their budget more efficiently and eliminate unnecessary expenses. In addition, they are supposed to feel better about themselves because they are contributing to the society with very little effort while enjoying tangible advantages.

Effect

The receiver is going to get particular informations once visiting reKreate's website. Having read about the economical and environmental cost of the receipts it is important to make him concerned. Therefore the front-page of reKreate's website should make him curious how he can help to reduce the damage that is made to the planet he lives on.

Entering the page it is vital that he is faced with the actual numbers - money spent and trees cut. With an emotion of frustration, he are willing to dwell on the subject after finding out that it is actually really easy for him to make this numbers smaller and profit himself.

The receiver is experiencing the urge to take an action. His chances of downloading the Montree app and therefore becoming reKreate's customer are very good.

The effect on the user will have an effect on the company as it will make profit and the environment as the user will become one of the receipt-free people. Increasing the number of the users will increase the profit that equals more resources and more promotion that hopefully will ends printing the receipts for good.

Message

After visiting the company's website, the user should instantly reach to the following conclusion:

I have to/can do something to stop destruction of the environment and money waste through printing the receipts and improve my budget managing.

Reasoning to that conclusion, the receivers feel they have the power to make changes by taking as effortless as possible actions in using the MonTree app, having digital receipts, learning how to manage his budget, save money and the environment.
printing the receipts for good.

The sender:

reKreate A/S via MonTree app

Identity:

reKreate A/S is a digital agency that uses digital solutions to create a more eco-friendly environment and a simplified future. The agency consists of a young and flexible team of creators who are using the latest technology to create innovative products that set the future trends. reKreate main focus is the customer satisfaction, always improving agency's results and helping the environment.

Wanted identity:

reKreate is pursuing an identity as a successful agency, which is not focused solely on making profit, but also making a real change for the environment. It wants to be recognized as a serious company that works hard for its customers satisfaction and the improvement of its products.

Target audience

Required target audience would understand the basic need to apply eco-friendly actions to his daily routines and would have a basic economic drive.
Having that in mind, the following characteristic of a target group with an age between 17 to 50 years will serve the purpose of the campaign in the best and most effective way, because they

- **have a basic understanding of modern technology**
- **have to manage their our budget**
- **are busy with their professional duties and personal life**
- **ideally have a stable income**
- **are interested in eco-friendly actions as long as they don't require too much effort**
- **having rich social life, so that they can promote the app via word of mouth marketing**

Communication environment

Whatever environment feels natural and the most comfortable to the user. Both the app and website can be viewed and used on mobile devices, therefore available everywhere.

Media elements

The website should contain short and on point text messages about how much money and resources are used on the paper receipts that was thoroughly researched. Pictures showing the damage done to the environment that are supposed to stimulate the user to action. There should be infographics about the app and a link to the app store.
Another valuable addition should be social media channels such as Instagram and Facebook.

SELLING
UPROPOSITIONS

USP

Apps that give users overview over their overall economy already exist, but we wanted to evolve the idea into something more specific, while also adding the idea of getting rid of paper receipts.

Our unique selling proposition is that the app uses machine learning to gather information from the receipts that are automatically transferred from the terminal at the grocery store to your smartphone. The information from the receipts are used to manage your monthly grocery budget, and also getting an overview through a list over what you spend the most money on that you may not already be aware of. It is a problem for many students that they cannot follow how much money they are spending on food, so instead of an app covering all expenses, we solely focus on grocery expenses.

ESP

Even though our app has unique features that we hope will intrigue users, our main focus is still the emotional selling point. We want to develop an app that triggers emotions within the user, such as a feeling of safety and importance. When users downloads our app, the goal is that they will feel more confident due to a better economic overview. Users will hopefully feel safety over that they can go back and look at their receipts at any time, and that they can see what they spend the most money on. It is also important for us to inform the users that they are making a difference when they use the app; by not receiving paper receipts every time they go grocery shopping they are saving the world from a lot of paper waste, overproduction of the receipt paper, and they are avoiding the chemicals said to be found in them.

APPENDIX

THE BUSINESS MODEL CANVAS

KANBAN CHART

Formalities:

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 https://www.huffingtonpost.com/will-hines/going-paperless-the-hidde_b_3008587.html