

TrendGraphic

-Report-



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1. Introduction

We are living the times when technology is changing from one day to another, everything is becoming better and better when being updated continuously. An absolute advantage is that technology makes the world move faster, the speed of interactions is increasing all the time, therefore we prefer to make the best out of this, meaning that we provide our customers with a friendly, easy-to-use app that saves time and crosses the barriers of distance that once in a while may interfere between the dear ones. Wherever in this world you might find yourself, you have the chance to deliver unforgettable well-packed memories to your loved ones.

If you find yourself among the people that are always running out of time, but you still think about the traditional kind of attentions. Here we are to help you. Our team is made out of six eager students that have only one final goal: to deliver happiness by collecting, printing and preserving all your great memories from “back then”. Sticking to the traditional way of printing while embracing the state-of-the-art technology, we are the ones to work tirelessly so that we are able to come up with something unique. What makes us so special? We are making handmade decorations that fit each of our customers’ personalities, not to mention that we also take into consideration the people’s ideas and wishes.

We offer free consultancy in order to get people inspired and help them take the final decision. What we actually make? We make holiday cards, personalised boxes, wall decorations, photobooks, prints on almost every type of paper, personalise calendars, magnets, and last but not least prints on a wide range of products that we offer or you are more than welcome to come up with. Such examples would be bottles, cups, mugs, clothes and so on and so fourth.

2. Mission, vision, values



2.1. MISSION

We believe that our purpose as a company build with passion by a professional team is to provide artistic, visual and creative products and services - in order to print moments, memories and tell stories which will satisfy the customer's wish.

As an employee of our company is your mission to keep up with the newest technologies and trends as well as developing your skill sets.

2.2 VISION



Building a brand that our target audience will trust and follow is our main goal. Moreover, we plan to expand the number of our services and the quality of it in the following years.

2.3 VALUES



PASSION: We believe that being passionate about your work, makes it more enjoyable and, also, increases the quality of the product.

COMMUNICATION: Permanent communication with the client, from the beginning of the collaboration and throughout the process, is vital to the success of the product.

RELIABILITY & QUALITY: All of the company's projects should be successfully delivered and it is our commitment to do it so. We shall use accumulated know-how to adapt easily to any situation, so we can provide optimal solutions.

3. Competitors

As we are speaking about digital era, it is more than obvious that we have loads of competitors. Anyway, the one that stands out is LALALAB, an app created in 2012 that as on-growing profit being spread in 50 different countries. Their concept is similar to ours, however, what makes us unique is that we aim to create strong bounds with our customers, going beyond the printing service, we understand their personalities that are reflected in the final good -“Be who you are and say what you feel”-

4. Selling Propositions (USP)

“PRINT. RECEIVE. ENJOY.”

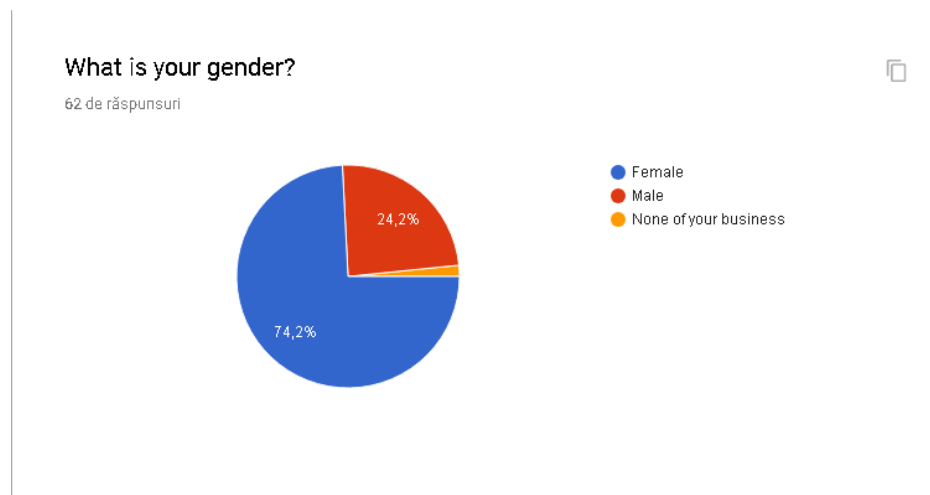
Taking in consideration that we live in the age of technology and digital media, where the Millennials and the Z generation are our customers, we have decided to give a simple, yet efficient, selling proposition.

Nowadays, the customer is looking for less time-consuming solutions and fast services. Therefore, our app offers exactly what the user needs: speed (fast delivery), quality (professional photo editing) and customer satisfaction.

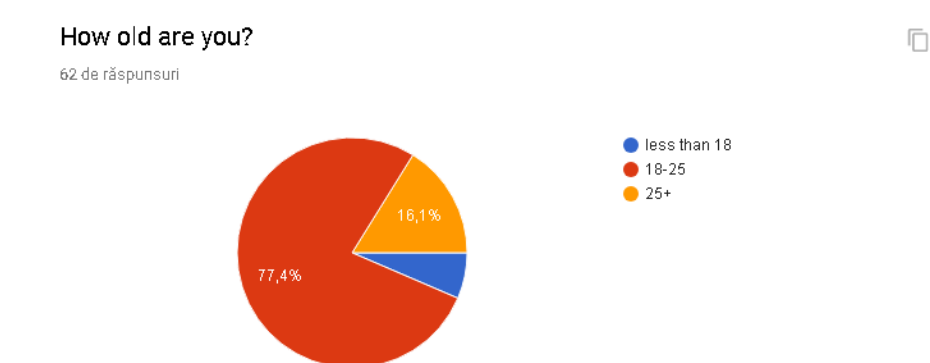
The USP is one of the many selling propositions used nowadays. It dates back to the early 1940s, showing a remarkable and long-lasting selling strategy. TrendGraphic’s logo is based on this selling proposition because it’s different from the competitors and gives a youthful vibe.

5. Research about the user

TrendGraphic is based on more types of design so a lot of people can be interested in it, but most of our customers would be women.



The same as the gender, everybody can use our app, but the most common age would be between 18 and 25 years old.

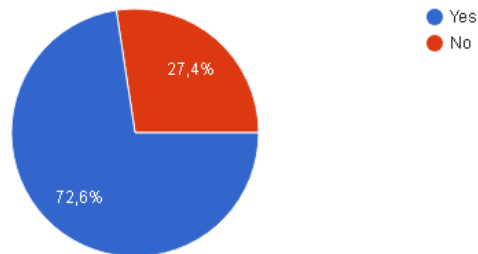


Based on our survey, 72.6% of those people would like to personalize their prints for T-shirts, mugs etc.

Would you like to personalise the prints on your T-shirts or mugs?



62 de răspunsuri

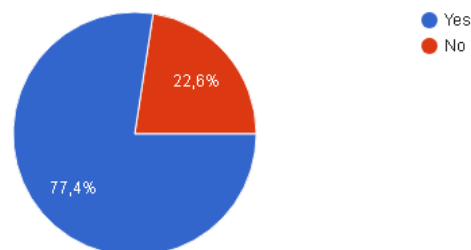


At the end we asked them if they would use our app and 77.4% said yes.

If you would have all these facilities in one app, would you use it?



62 de răspunsuri



After receiving their answers, we came to a conclusion that our app will be mostly used by individuals and small companies (big companies could use it too, but we will have to be able to take in so many orders from them and at first, we have to get the business going). Individuals would mostly be women because they are more into fashion and designed things, our customers' ages would mostly be over 18 years old.

6. Customer journey

Journey Map Canvas

Journey title: TrendGraphic

Persona: 18-25 years old

Scope of the Experience: Personalise and sell our products

Organization:

Phase		Before					After
Thoughts and Feelings	Felt like printing two t-shirts for her and her best friend	Interested about deals and offers			Unpatient for the parcel to be delivered		The customer feels satisfied with the product
Customer Actions	Went online and found our app	Scrolled through our app and noticed deals and offers	Uploaded her image and instructions for printing	Finish the order and pay	Wait for the product to be delivered at the specified address	Get the product and give feedback or contact the customer service for any issues with her purchase	Recommend the app to other friends
Touchpoints and Devices	Searching for an app to satisfy her needs	Installing the app through Google Play or Appstore	The app runs smoothly and user friendly	No difficulties met through payment			Pleased with the quality of the product
People and Environment	Seen an ad with the company on social media						
Value to Organization				Receive the payment and process the order given	Finish the order and dispatch it to courier	Rating increase, more experience with the customers	Sales and profit increase; providing a unique experience/product for the customer
Value to Customer						The customer understood its importance in the company development by giving a rating and a review	The customer has now a personalised product and is happy with the services provided

Opportunities: Expansion possibility if the company sales are ascending

7. Communication plan

7.1 Purpose

Our main goal is to inform the client about a simple and inexpensive way to order shirts, mugs, albums, business cards that match their own needs and tastes (mass customization). We want the campaign to provide the highest quality products and services possible in a timely fashion and at a competitive price. We will not only promise to listen to the customers wishes and needs, but also we will help our customers to achieve their goals.

7.2 Effect

To reach our goal the following objectives will be created:

Through creativity, simplicity and uniqueness, our app will have a strong brand identity, so consumers will associate the message and the image with our product. Our brand will increase awareness through the following methods: partnership with another brand, advertising, pro story telling.

The website will help customers understand how they can save their time and money through the application we promote. The application allows the customer to create their own style.

To attract the attention and curiosity of our clients, a friendly user interface will be designed, where the client can feel relaxed and full of creativity. This pleasant environment will be defined by colorful pictures, short and colorful texts, a brand new graphic style.

7.3 Message

Print. Receive. Enjoy.

7.4 Sender- TrendGraphic

Identity: TrendGraphic is a start-up that is trying to make people's life easier through the power of the internet. For the moment, the start-up focuses on young people because they represent our target audience.

“Wanted” identity: Trend Graphic wants to become more popular and credible among the younger ones.

Image: Well-known, trustworthy, active, optimistic, transparent, actual, serious, open-minded company.

7.5 Target audience

Our target audience is based on English speakers. They are energetic and creative people aged between 18 and 25 years old. This specific group can carry out the campaign's goal because they are impressed by any way to create their own style with little effort and in a cheaper way. The target audience is our primary target group.

7.6 User profile



Sex: Female
Country: Denmark
Name: Serena
Age: 25
Town: Copenhagen
Occupation: Online Influencer
Education: KEA, School of Design and Technology

Sustainable Fashion

Boyfriend: Long term relationship with Chuck (26, Account Manager).
They met at the high school.

Children: none

Pets: Axel, the dog.

Serena is a 25-year-old Danish girl full of life and passionate about fashion. Her greatest desire is to become a fashion designer as her mother. For the beginning, she is studying Sustainable Fashion at KEA, School of Design and Technology and works as an online influencer in her spare time. She is the critical example for the new generation obsessed by social media who wants to find her own style.

7.7 User scenario

Chuck's birthday is coming soon and Serena doesn't know what to buy him. She desperately asks her best friend, Kira, what should she do about it. Kira is an expert when it comes to finding the best present. She suggests her trying this new app that she recently used. Serena opens the app. She realizes that this is what she was looking for all along: a unique present which suits her boyfriend's personality. She searches through the app and finally decides to buy not just one, but two t-shirts: one for her boyfriend and the other for her best friend. She uploads the pictures that she wants to be printed on the shirts and finishes the order by paying it. One day before the party, she receives the package. Now, her boyfriend still keeps the t-shirt as a memory of the super birthday party gift ever. Her friend was also surprised by her sudden gift, but she appreciates it very much. Serena likes the app so much that she suggested it to all her friends that need to buy a present or that want something unique in their wardrobe.

7.8 Communication Environment

The Internet is the best source of promotion because it is the simplest, fastest and cheapest growing media in the world. As in any field, this has its advantages and disadvantages.

Advantages:

We live in the century of speed and gadgets where the whole world has access to the Internet. Therefore, our app captures a large audience in a quick and cheap way.

Disadvantages:

Due to the fact that the internet is full of information for any domain, capturing the customer's attention is shortened more and more every day. "Why our customers must look on our website instead of someone else's?", this is the question.

The environment in which our target audience is most likely to visit our website is at home, at school or at an Internet café. At home the user should be relaxed and without anything that might distract him/her. At school or at an Internet café the user may be distracted by the surroundings. On the other hand, due to these different places the user can find out about our website from other users (friends, classmates).

7.9 Media Elements

As mentioned above, the time to influence our user is getting shorter each day, so it is mandatory to create an interactive and eye-catching website. To attract customer's attention and interest, our app will have the following media elements:

1. Pictures
2. Animations
3. Graphical elements

8. Kanban Chart

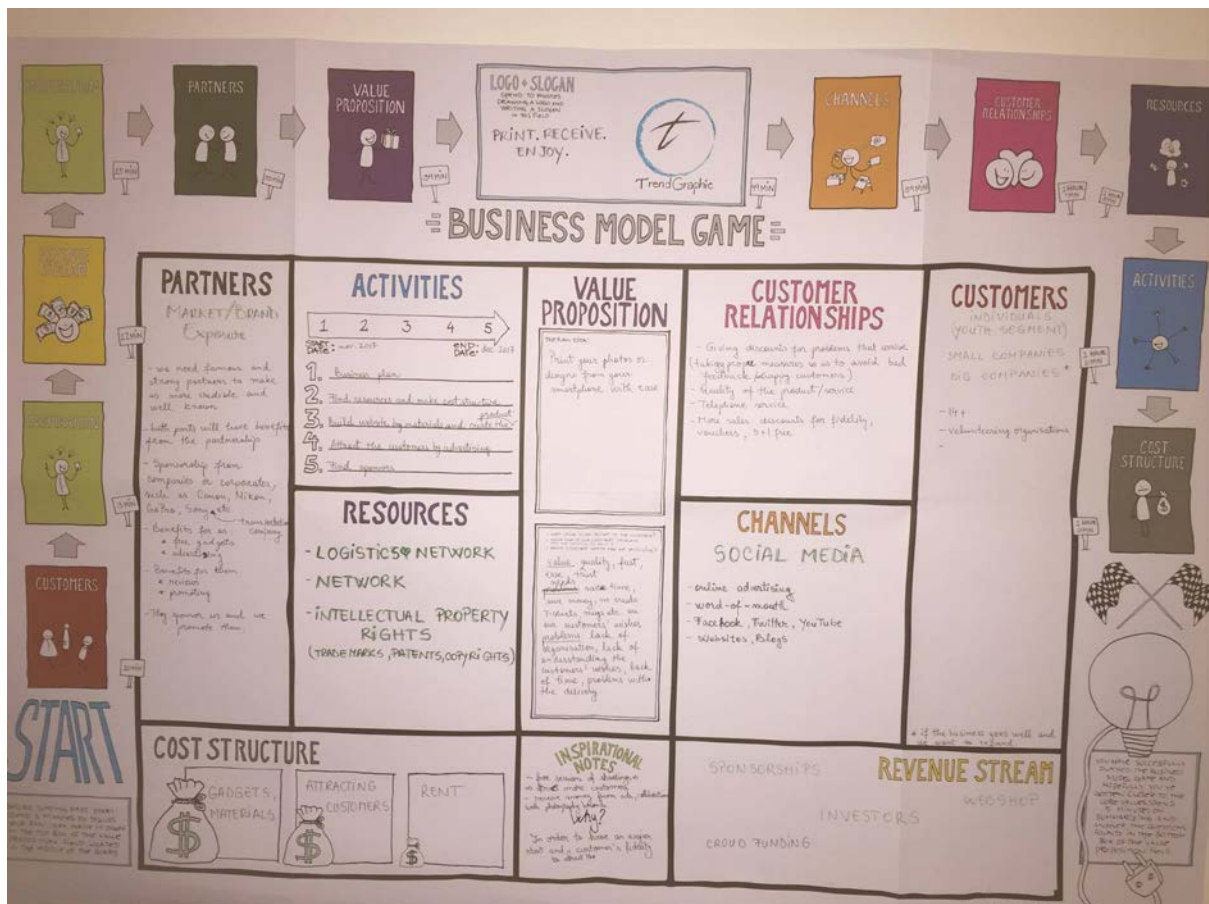
	To do	In Progress 1 / 2	Done
Week 1	<div>+ add task</div>	<div>+ add task</div>	<div>+ add task</div>
	Research	Ideation	Collaboration agreement
	Mission , vision and values		Clustering
			Mind map

	To do	In Progress 0 / 2	Done
Week 1	<div>+ add task</div>	<div>+ add task</div>	<div>+ add task</div>
	Research		
	Creating personas		
	Mind map		
	Clustering		
	Collaboration agreement		
	Mission , vision and values		
	Ideation		

	To do	In Progress	Done
Week 2	<div>+ add task</div>	<div>+ add task</div>	<div>+ add task</div>
	Communication plan	Creating personas	Business Model Canvas
	Customer journey		
	User testing		



9. Business model canvas



10. Conclusion

All in all, TrendGraphic aims to get into the digital market by adding value to their customers when providing professional and high quality services. As mentioned above we take into consideration our advantages brought by the thing that we are able to come up with unique products for each kind of customers. Our start-up has a well developed strategic plan that is to be followed in the near future, so that we gain recognition for more and more people by continuously developing our app.

11. List literature

Communication Theory- Richard S. Croft copyright 2004

Models of the Communication Process -Davis Foulger (Research Consultant Evolutionary Media Adjunct Associate Professor Brooklyn College/CUNY Draft: February 25, 2004)