projectBOAT

The Creation Report of the Digital Agency "Project Boat"

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1. Description of the Company

It is well known, that curiosity is the mother of all inventions. Curiosity is also one of the key reasons for creating the digital agency "Project Boat", because people are eager to see what their peers are up to. Project Boat will fulfill this urge by providing a digital sharing platform for students in creative fields.

We interviewed 5 students and 2 teachers to find out whether sharing creative products would be something they would use and recommend to others.

These are the most frequent issues interviewees mentioned:

- They never get to see how their peers solve the same assignments, unless they ask;
- Students would love to see projects of their peers to be inspired, compare and learn from each other, but don`t have an easy to use and safe platform;
- Many students are hesitant to ask others directly to show their creations for various reasons, for example, social anxiety, unwillingness to communicate, unwillingness to disturb etc.;
- Most of them don`t want to share their projects in the open platforms, because they feel insecure, uncertain, and afraid to be criticized by anonymous strangers;

These are the features students and teachers would like to have in the sharing platform:

- Availability to share their projects within the specific groups, for example, among course mates or school mates;
- Transparent evaluation and commenting system;
- Option to upload and see the creation process of the projects;
- Possibility to create an individual portfolio and share it with potential employers;

The founders of the digital agency "Project Boat" acknowledged the necessity of the sharing platform, combined the functionality of existing sharing and social platforms to add additional value to the end users in one website. More specifically, we combined the sharing idea of www.behance.net and www.pinterest.com with group forming function of Facebook and WhatsApp, and created the safe sharing platform within the groups.

To picture internal environment of the digital agency, the next chapter will be dedicated to creating Mission, Vision and Value statements.

2. Mission, Vision and Value statements

Mission Statement

The mission statement for the Digital Agency "Project-Boat" is: "Create a solution for the professionals and students of the creative fields that solve the problems of project-sharing in groups or individual, a platform to encourage people to share their knowledge and inspire others in order to create something amazing. This can be achieved because the full potential of creative power lies in sharing.

Vision Statement

Our vision is to achieve that all the institutions and students in the creative field use our platform for project sharing. We want to be the one of the most recognizable brands to provide safe service, feeling of belonging, share creative thinking and gain a lot of inspiration.

Values Statement

- **Teamwork and diversity.** We encourage a work environment created from people with multicultural backgrounds and embrace different perspectives, ideas and opinions to achieve better solutions.
- **On-going learning and growth.** We strike to gain as much information as we can to be up-to-date about the latest digital business trends to be competitive.
- **Respect for others.** We show support for one another and recognize our diverse backgrounds and principles to create an unbreakable bond.
- **Connection.** Creating a large network of people that work together and think themselves as a unity.
- **Motivation.** Our approach is to convey creative ideas and put them into practice by being self-driven and persistent.

Now that Vision, Mission and Values for the company are clear, next chapter will be dedicated for creating a business model for the digital agency "Project Boat".

3. Business Model

By Teece, a business model is the articulation of the logic by which a business creates and delivers value to customers.

Business model addresses following key elements: value proposition, key activities, key resources, key partners, customer segments, customer relationship, distribution channels, cost structure and revenue structure.

Value Proposition

A value proposition defines how company`s product or service fulfills the needs of customers.

Company`s value proposition is providing the safe platform for sharing creative works, both final and works-in progress. Customers will be given additional value, which will differentiate this platform from other similar sharing sites. It`s the feature to share their projects within the groups they specify themselves. In that way, students can fulfil their curiosity and see the assignments of their peers in one safe site. They will be able to learn from their fellow students, get and give feedback. Individuals will be able to choose from various templates to create their portfolio, and share it with potential future employers.

Besides the potential users, teachers also will benefit from the sharing platform. As mentioned before, teachers would recommend this platform to their students, because sharing enhances learning.

Key Activities

Key activities of the company will be:

- development of the platform including, setting up the technical base, designing and creating the prototype, user testing, coding the application and website, last testing and the launch;
- sales and marketing activities;
- maintenance;
- aftersales service.

Key Resources

The key resources company possesses are intangible ones – the core competences, knowledge and experiences of the founders of the company.

Key Partners

Key partners include Education Institutions, Suppliers of tech support and utilities, employees and outsourced service providers. Key partners will also be advertising and promotion partners, who will organize our marketing campaigns, and be our source of revenue by advertising at our website.

Customer Segment

Digital agency "Project Boat" will target following primary customer segments:
- Students who belong to groups in creative field;
- Education Institutions, who can use this platform as the addition to their existing study platform;
- Hobbyists, who belong to interest groups, courses and classes in creative areas.

The interviewed teachers mentioned, that one of the benefits of this platform would be learning through sharing, therefore the secondary customer segment will be teachers, who will recommend our platform to their students.

Marketing Personas

We`ve created two Personas based on personal interviews, survey (see the results in the Appendix No. 1), social media research and team discussions. Although, it is recommended to give a certain gender to the persona, we chose not to stress particular gender. We believe our personas are not differentiated by gender, thus, marketing tools used to target them will be based on common interests, belonging to a group in creative field, and by similarity of their goals.

<u>Nikita</u>

First year student of Landscape architecture at Copenhagen University.

Demographics:
- Age: 20-35;
- Income: part time job as a bartender 6500 DKK, SU 5800 DKK;

- Residence: Copenhagen;

- Status: single, no children;

- Education: currently studies to receive a bachelor's degree;

- Interests: photography and music;

Challenges:

Lack of time to communicate with fellow students about study process;

Social insecurity obstructs from sharing art works with other students directly.

Goals:

Wants to learn from others;

Curious about other students` creations;

Eager to show own work and get feedback.

How we can help:

Provide an easy to use platform for sharing artworks;

Students will be able to share both, the final product, and the details of the process;

Values and Fears:

Eager for social recognition, respect and friendship;

Fears not fitting in;

Values healthy competition.

Marketing Message:

Safe social platform for sharing art work within a group.

Elevator Pitch:

The platform for sharing your creative work with your fellow students. You will see what and how others perform tasks. You will have a safe place to get feedback from people you know. You will create your creative profile, which you can share with anyone you want, for example, your future employer.

<u>Alex</u>

Teacher of Interactive Communication at CBA

Demographics:

- Age: 45;

- Residence: Roskilde;

- Status: married, 2 children;

- Education: Master`s degree;

- Interests: country house, making animated cartoons;

Challenges:

No convenient tool for students to share their experience and final products.

Goals:

Use the platform for educational purposes. Sharing is learning.

How we can help:

Provide an easy to use platform for sharing art works;

Students will be able to share both, the final product, and the details of the process.

Values and Fears:

Sharing the experience and knowledge is the enhancement of the growth, not the threat;

The art of the productive feedback;

Enhancing teambuilding.

Marketing Message:

A single educational platform for all the final products and process descriptions of your students.

Elevator Pitch:

The platform where your students can share their creative work. They will see what and how others perform tasks. They will have a safe place to get feedback from people they know. They will learn to give constructive feedback.

Customer Relationships

Customer relationship determines how the company establishes relationship with its customers. Project Boat will build a marketing and sales model with its customers, by building a strong brand, sustaining a good reputation and delivering perfect product and service.

Distribution Channels

Marketing and sales channels will be as following:

- Social Media;
- Word of mouth;
- Conferences, seminars, workshops

Project Boat will use two distribution channels to deliver its products to its target consumer – online site and mobile application.

Cost Structure

Cost structure of Project Boat will consist of these key elements: platform development; marketing and sales expenses; technological development and maintenance; human resources, including salaries, management compensations, training and skill development.

Revenue Structure

Revenue structure will be two revenue channels: freemium and advertising. Project boat`s sharing platform with basic features, like group formation and project sharing within limited space, will be for free. Premium users will have unlimited space for their projects, will not see ads, will be able to create their portfolio from the templates provided and share it with their potential employers. Premium price will be around 5 EUR/a month.

Most of the customers will be students, out of whom only 35% would be willing to subscribe for the premium account ((see the results of the survey in the Appendix No. 1)). To provide sufficient revenue flow, third party will be involved. They will be advertisers, who will be willing to target students by promoting themselves in our website.

The summary of the business value of Project Boat is in Business Model Canvas in *Appendix No. 2.*

4. Communication Plan

Purpose

The purpose and objective of the marketing campaign is to attract our audience, the students of creative fields, to use our platform whenever they are curious about the works of their peers or want to show their works to the people that are partaking in the same course of study, and to choose our platform over our competitors.

Our users are curious about the works that are created around them, maybe secretly or openly want to compare the skills and progress, to feed their curiosity about the different ways their classmates are solving the same tasks/problems that he/she is dealing with. As well as to belong with a group of people, not to be left out.

Effect

The campaign is aimed to start people to talk about our platform with their peers, to prove that they are wasting a lot of time wondering and not using the platform. Not seeing how their peers are fulfilling the requirements, or wasting time asking people to show their works, not understanding that there is a faster and easier way to fulfill their curiosity. The effect on the user will be to join the platform to save time, to get the information and the sense of belonging. Also, to start the chain of word of mouth to expand our user base in the future.

Message

The user naturally should start using the platform, not only because it is a smart thing to do, but also to belong in a group of people around him.

"This platform seems like a thing for me, maybe I will join in to see what other students are up to."

User will feel like it is a smart, practical and convenient thing to do. While, subconsciously, at the same time, wanting to belong with the group of people around him and will be very curious about their work.

The sender: Our Company.

Wanted identity

Pursuing to be a company that is recognized in creative schools around the globe. For user to know that we are concerned with user end experience and their social and study activity, that we are working hard to create a professional environment to share their projects and socialize.

Target audience

The first target audience should be the institutions and teachers. They enable faster and wider spread of our platform to students, since they have direct influence on a large number of potential users. The argument could be that it would save time for the institutions and teachers, if the students actively exchange ideas, projects and inspire each other.

While we are targeting students in creative fields, it is important to understand that all the students are coming from different backgrounds and have different expectations about the platform and their studies in general.

Therefore, it is important to tap into the common expectations that all humans share first, like creating a sense of belonging and feeding the natural curiosity of seeing the works of their peers. After that it is important to divide students into few different groups and tackle them individually, groups such as:

- People who are eager to study, learn everything with great precaution and care, who aim at high grades only, even if they don't admit that;
- Group of people who are competitive and want to outdo their peers, feel satisfaction from the perceived "winning";
- Group of people who are reserved, private or shy don't want to socialize with their peers a lot, but are still curious and want to be good students;
- Group of people who dislike their peers or don't find them interesting to socialize a lot with, but need to formally exchange information, are still curious about how others solved the same tasks;
- Group of very sociable people who want to be the center of attention, want their works to be admired;
- "Happy-go-lucky" people who see everyone as special individuals who differ from others, with unique skills and perspectives. Group of people who seem to be genuinely friendly;
- Group who focus on how fast the task is finished rather than quality, but can easily be pressured into using the platform by their peers;
- People who follow the trends in search of being perceived as "cool", the fashion dictates their choices;

Media elements

In an age of digital services, it is still important to tackle other types of media in a pursuit of being seen, noticed and remembered in unconventional places. Apart from obvious types for a digital platform (social media, Google, email etc.) it is also worth printing out physical posters, flyers that can be seen as being original. The content of the advertisements should vary depending on the target group mentioned earlier.

5. Unique Selling Point

"The safe platform to share your creative works within the self-formed group."

6. Emotional Selling Point

"Get to know your classmates by their creative works, not by their appearance."

7. Ironic Selling Point

"Learn from your classmates' mistakes, not from your own."

"Hate your classmates, yet want to see their works? Join Project Boat."

8. Customer Journey

OUR PERSONA

PABLO
• Student
• Artist
• Graphic Designer
• Tends to be absent-minded during the lectures.
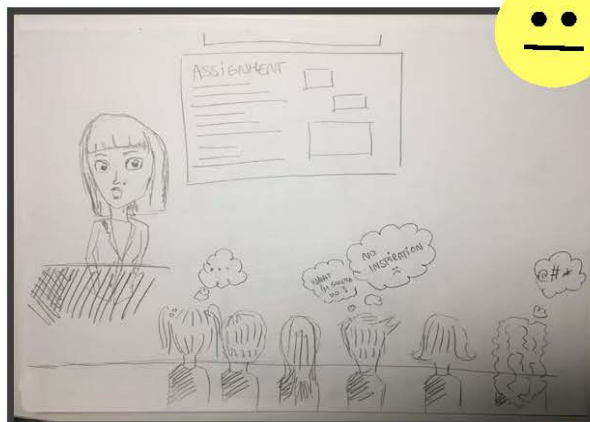
Teacher is giving the instructions about the upcoming assignments.

Students are challenged and keen to find an inspiration.

Pablo is an ordinary student who sometimes checks social media while his teachers are performing.

Group formation and team work is always a challenge. Students must come up with ideas and their execution.
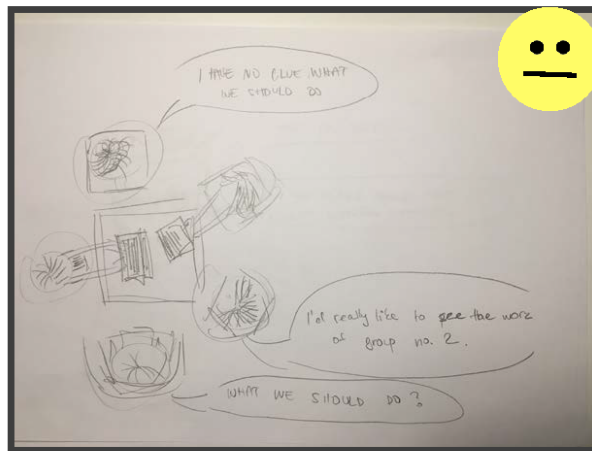
Discussion in the group.
Students are close to the deadline and they are really curious about the projects of other people. They would also use some inspiration and recommendations.

Pablo just remembered that he saw that advertisement on the facebook about project sharing platform called "Project Boat". It`s a platform where you can see the work of other students and share the projects within self-formed groups.

All group members starting to search for project sharing platform and log in
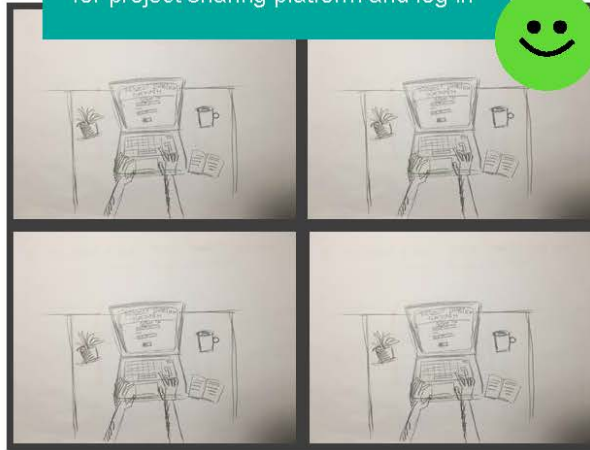
All group members join the platform, and create the closed group to share all of their projects.
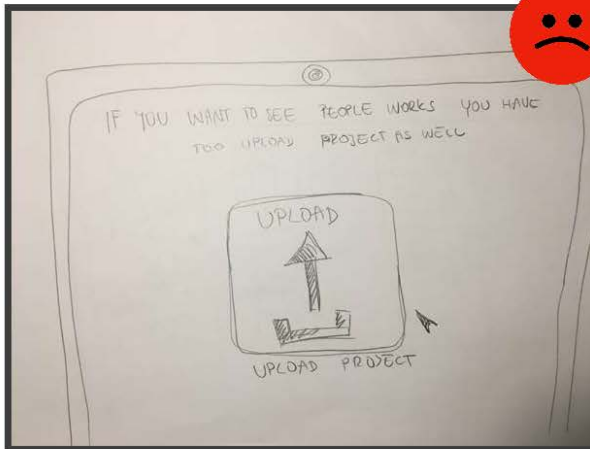
To motivate everybody`s participation, a person can see the group projects only when he/she uploads his/her work.
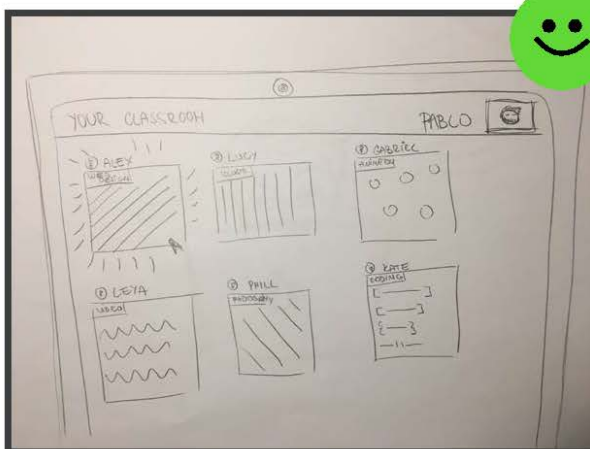
Then he decided to upload his latest projects, so he could get access to the classmates work.
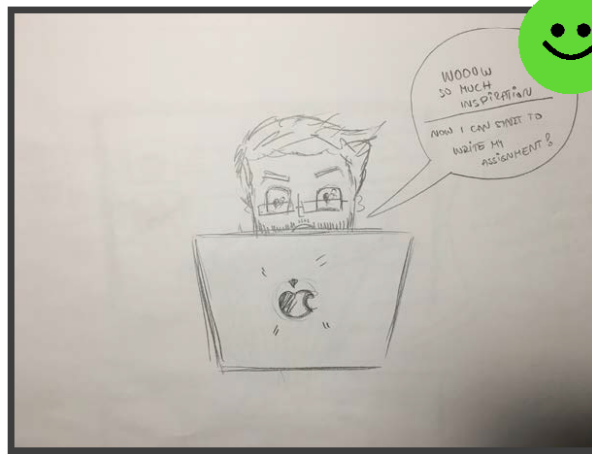
Pablo is surprised how much classmates are using this platform for project sharing.

He should pay more attention in the lectures.
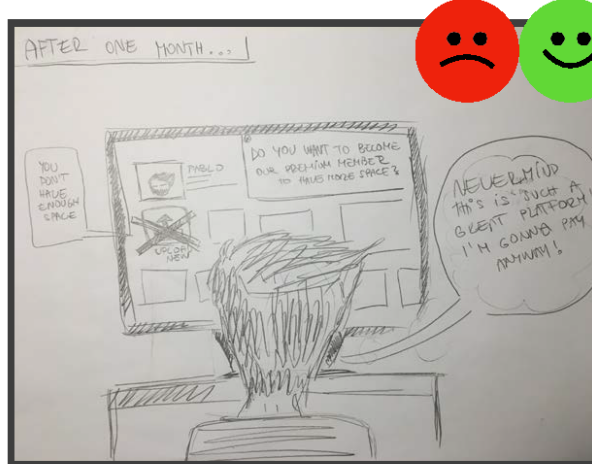
After one month of using this platform, Pablo needs more space, so he decides to pay for a membership, so he can get access to premium features, like unlimited space for the projects. He also gets the access to the templates for creating and sharing his own portfolio.

9. Appendixes

Appendix No 1. Summary of Survey

This report outlines the results of a survey conducted to determine the attitude towards a project-sharing platform among people aged between 18 to 35+ years old.

25 persons participated in the survey.

Eighty five percent of the people questioned answered that they would like to see other's people work (classmates/colleagues), but only 75% would share it, and the 25% are indecisive. On the basis of these findings, the digital agency is able to pursue its mission.

On another hand, six out of ten people aren't using any platform made for sharing their projects, making the delivery of this concept much easier.

A significant percentage of those who responded expressed their approval for using a platform specially designed for sharing projects/artwork in a group they belong to. This percentage ranked 100%.

Also, the majority of people interviewed were positive about sharing their work in order to see the projects of others. At the same time, 85% of responses stated that people would use this platform as a source of inspiration and 75% will use it as an app to have access to information much faster.

When asked about subscribing to a premium membership, 20% of the respondents answered they would be willing to pay less than 10 euros, 10% between 10 and 15 euros, and 5% would pay even more than 20 euros.

The results of this survey suggest that the project sharing platform will work best among students and that people are willing to use this platform in order to share their projects or get inspired by seeing other's people work.

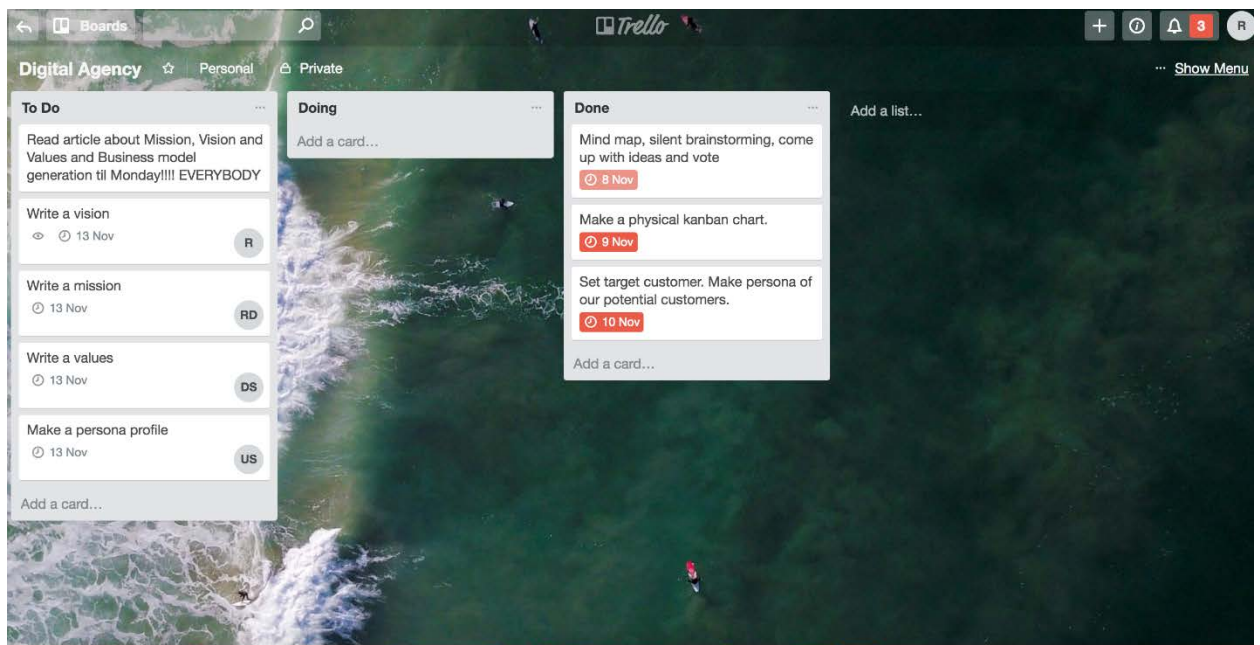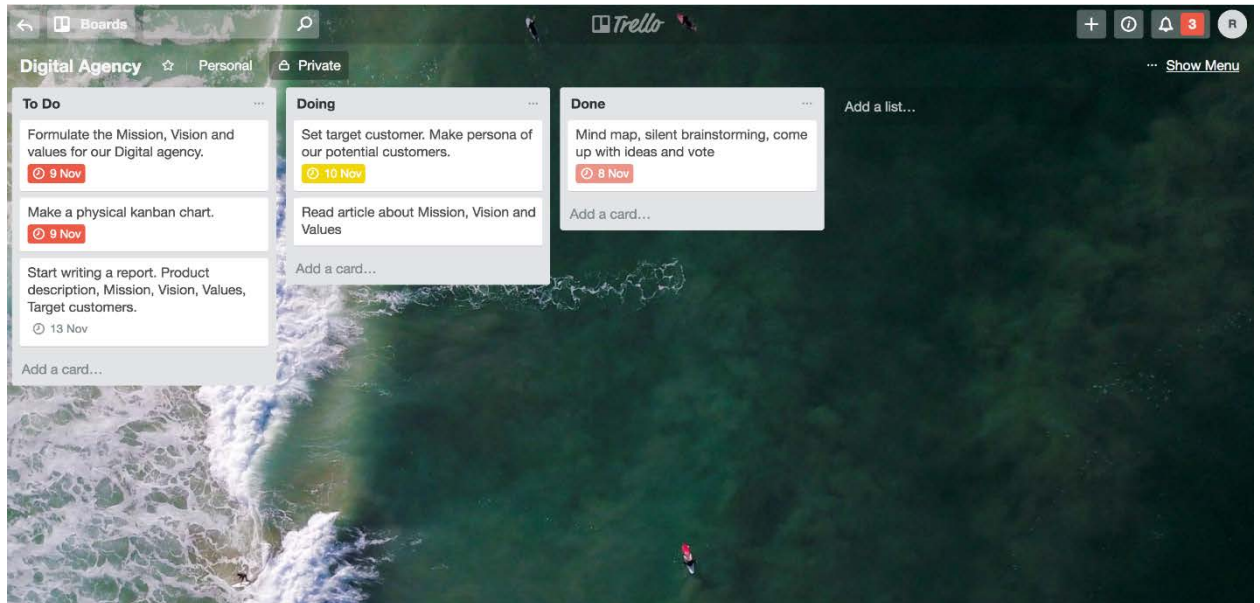## Appendix No 2. Business Model Canvas

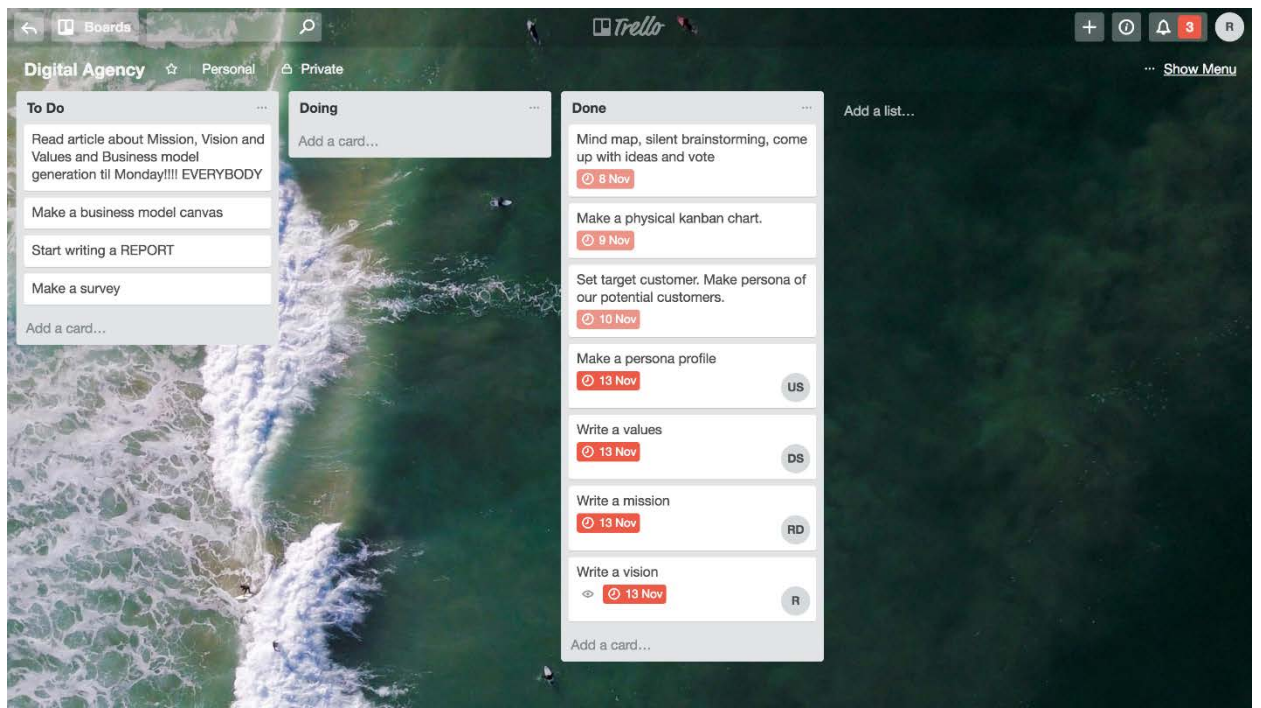## Appendix No 3. Summary of the team progress (Kanban chart)
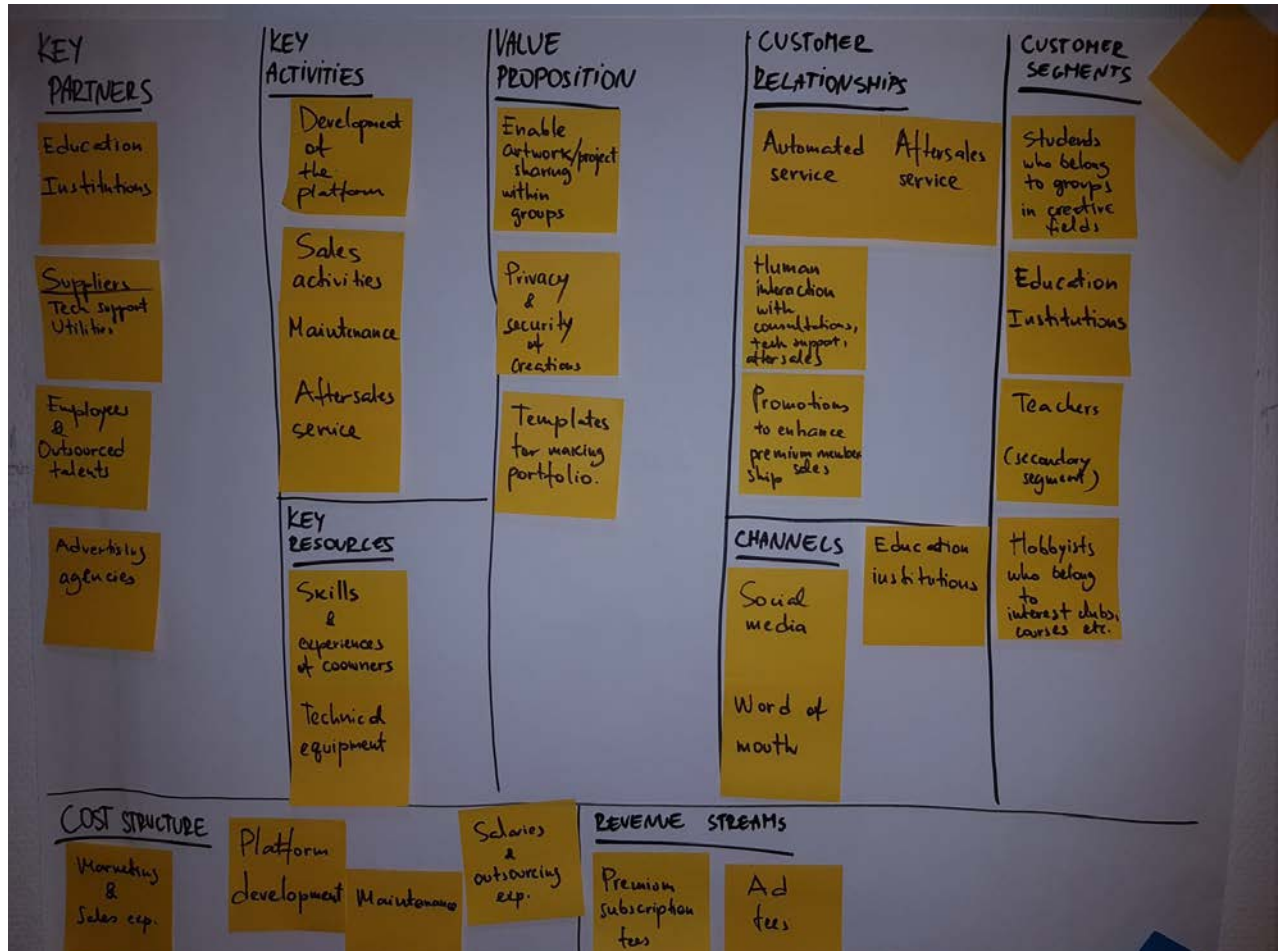
We`re all in the same boat