Kaya Butter App Pitch Deck

by Team Whackathon

Challenge
Statement 1:
Improving quality
of life for
Singaporeans
living overseas

"A home away from home."



App Description:

Kaya Butter is an app to bring Singaporeans together regardless of where they are on the globe. Keep up with the latest news & announcement back in Singapore!

Why Kaya Butter?

We hope the app emulates the experience of having Kaya & Butter toast.

An everyday staple in our lives but something just so special to us Singaporeans!

Network with Singaporean Communities overseas!

Ideal Experience:

SG users are able to obtain useful info about living abroad from SG communities around the world.

Guides & Recommendations for Singaporeans by Singaporeans!







203,500

Overseas Singaporeans in 2020

Strong and Huge Overseas Singaporeans Community

User: 18 y.o. young adult pursuing a degree in UK.		England alone for 4 ty College London	4 years to complete	my Economics	Goals & Expectations: 1. Meet new friends and understand new culture 2. Complete my degree 3. Build independence by living by myself in a new environment				
Phase of journey	1. Planning to m	ove overseas		2. Moving over	seas and adjustin	Settled in and integrated in an overseas environment			
Actions What does the user want to do?	Settle VISA and BRP (Residence Permit)	Find housing and roommates to stay with.	Making a list of necessities to bring	Settling university admin.	Making new friends	Familiarise with the area I am living in	Finding part- time jobs	Satisfy cravings, finding food from Singapore.	
Touchpoint What part of the service do they interact with?	Liasing with university agent to settle VISA and BRP	Search for housing via uni website	Buying items not common in London	Explore the campus, asking peers and looking up online for help.	Attending orientation tour, freshmen activities.	Exploring the neighbourhood alone, going to tourist attraction.	Searching on Google Jobs/LinkedIn for part-time opportunities	Searching on Google for recommendation/ asking seniors and peers.	
Here Thought	*	*	*	*	*	•	‡	‡	
User Thought What is the user thinking? → Postive Exp. → Negative Exp.(Painpoints)	Smooth but expensive to engage the agents.	Cluttery interface. No reviews for housing. Not sure of the market rate.	Not sure of what items to bring over. Worry of overweight luggage	Frustrating as some of the online guides are outdated with no one to ask.	Making new international friends help me broaden my cross-cultural perspectives,	As a female in a new environment, I am more wary about my surroundings especially when I am exploring alone or staying till late in the evening.	Fairly easy because notifications will be prompted if there is a job match.	Hard to find something that tastes like home! Reviews by locals who have a different taste palate and also ingredients here vary so it doesn't taste the same!	
User Feeling What is the user feeling?	preparation made use	gh there is a lot of preper more excited to study all the hassles could be	in her dream school.	myself. I am feelin Wish I could have n	o explore a foreign coun g excited, thrilled and s nade friends earlier, exp definitely more fun and	Mixed feelings after living by myself for so long, excited that I have gained independence but at times yearn for the warmth of my family, a home.			
Opportunities	All-in-one portal service for users to engage and compare agents. With price, reviews etc.	Recommendations by Singaporeans on which area to stay in, weighing pros & cons. Or to find through the community, a roommate.	SGeans living overseas creating a guide or to-do list template for SGeans that are looking to travel to that country!		Build a college community Singaporeans. Discuss and each other with administrativ Making friends and even exp the new places togethe	help ve stuff. ploring	Job-sharing community to reach out to people looking for Jobs/ghing recommendations for good hire. #hiring	Sgean-based reviews. Get opinions and reviews from Sgean taste buds! No more cripsy rendang!	

The Lens

The Experience

The Insights

User: 30 y.o. working adult pursuing a 1.5 years long work trip	Scenario: Moving to Germany	y for 1.5 years attac	hment work trip fo	r the first time	Goals & Expectations: 1. Understand the process flow of new company 2. Integrate into company's work and local culture 3. Apart from work, find amazing food places and entertainment				The	e Lens
Phase of journey	1. Planning to me	ove overseas		2. Moving over	seas and adjusting	to a new lifestyle	3. Settled in and in overseas environn		—	
Actions What does the user want to do?	Read up online on local cultures so as to be culturally sensitive traveler	Find suitable accommodation close to workplace	Prepare and bring snacks that are rare to find in other countries	Meeting new colleagues	Finding entertainment	Finding suitable food places	Keep in touch with wife, family and friends	Searching for Singapore- related food		
Touchpoint What part of the service do they interact with?	Read up online and remember not to do act upon any insensitive actions	Ask friends who live in Germany or check online	Ensure sufficient snacks are packed before travelling	Workplace orientation and tours given by friendly colleagues	From word of mouth or online reviews	Rely on tour guidebooks and recommendations by netizens	Video calls and text messages	Asking friends or research online by Singaporeans which are rare	100000	The erience
User Thought What is the user thinking? → Postive Exp. → Negative Exp.(Painpoints)	Difficult to identify what is right or wrong. Might forget later.	Do not know how true opinions are, because they are subjective	Pack more than enough so would not result to shortfall	Bask in not just positive work experiences but also new cultural perspectives	Usually positive outcome become entertainments are usually enjoyed by all	Sometimes unreliable judgements on Google Reviews because it is suited to their local tastebuds	Despite living miles away for a such a long time, technology are so useful	Difficult to judge if locals taste match user's as they come from very different background		
User Feeling What is the user feeling?		g abroad to a new land, family behind. new work learning opp	1 1	either ald	new environment and e one or with my new friend ted to experience good- turns out to be bad for r	ds from work. reviewed places which	Despite gaining new exposure and experiences, there is no place like home. Definitely miss home after a long work trip.			
Opportunities	A quick guide to read and review on certain things to refrain from doing before travelling aboard	Credibility of opinions given	Able to connect with Singaporeans aboard would be useful so as to share Singapore snacks and need not worry about shortfall		Sharing work experiences and in cultural perspective for others to lear	/es	Meeting fellow Singaporeans to feel more connected to home	Singaporean- based reviews to care Singaporean taste buds		The sights

Pain Point 1 - Missing Singapore



Description

Way of connecting to Singapore is through text messages and calls with friends and loved ones. Difference in time-zone often results in lesser quality time spent together.

Feelings

Feeling disconnected from Singapore and hard to connect with locals in a short span of time. Missing family, friends and the food back home.

Opportunities

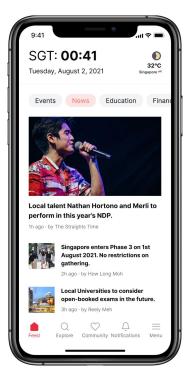
Receive information and news from governing agency about events happening in Singapore

Be informed of upcoming events by Singaporean Communities nearby

Discover and chat with Singaporeans near you

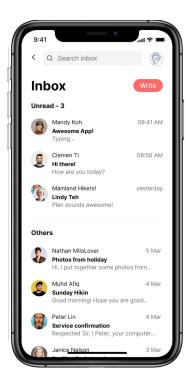
Feature 1 - Dashboard & Chat





Learn about what's happening in Singapore

Be informed on upcoming events led by Singaporeans



Reach out to fellow Singaporeans overseas for any help

Share up-to-date news with Singaporean friends in chat box

Pain Point 2 - Exploring neighbourhood alone



Description

Travelling at night alone may be safe in Singapore but considered a risky pursuit especially for women in other countries. Sometimes it is better to travel with people you trust, or at least have a companion. However, this may be difficult for a solo work trip.

Feelings

Apprehensive, lonely and vulnerable to travel alone. Sometimes travelling alone in the broad daylight can be daunting too. Not easy to integrate with locals of complete different backgrounds.

Opportunities

Meeting Singaporeans who live nearby you.

Attend activities or events organised by Singaporeans.

Meet long-staying Singaporeans overseas. Heed their advice on travelling tips.

Feature 2 - Meet Singaporeans Overseas





Connect with nearby Singaporeans without any hassle!

Forge new friendships even when you are abroad

Precious memories with Singaporeans created despite being overseas



Checkout upcoming events hosted by Singaporeans

Celebrate meaningful events such as National Day with fellow Singaporeans!

Able to meet new Singaporean friends even though you are foreign to this place

Pain Point 3 - No reviews by Singaporean



Description

Hard to find food that tastes like the ones back in Singapore! Some of the reviews are by locals who have a different taste palate from Singaporeans so some reviews are not helpful at all.

Feelings

Expectations versus reality is like the Milo from the van versus 3-in-1 Milo. Not really the same but still ok. If I'm really missing good Singaporean food, I have to go through hassle of learning through word-of-mouth from my friends.

Opportunities

Guides by the community compiling places with good reviews.

Explore places around you with good reviews left by fellow Singaporeans.

Read up on recommendations from fellow Singaporeans before moving to the country.

Feature 3 - Learning about your area





Read up on guides written by Singaporeans living in your area!

Share with your friends and family for your next hunt for Singaporean food

Plan your trip with recommendations of Singaporeans living over there!



Explore food and amazing attractions near you!

Easily convert to SGD and back! No more fussing around with conversion rates!

See reviews written by Singaporeans!





kayabutter



A home away from home

- OffersSingPasslogin
- Limited to Overseas



GoodHood.SG



Where good neighbours do great things together

- Does not offer SingPass login
- Limited to Singapore



User Feedback AA







Xavier, 24 y.o., studied in Switzerland for 4 years:

The app seems like something that would be useful for me to plan before my travel. I like that users are able to connect with Singaporean communities in other country. Especially when I am travelling to various countries across Europe, I would like to understand more about the area from fellow Singaporeans who are living in the area, maybe they can even bring me around!

Michelle, 23 y.o., went on a exchange programme for 1 year:

The app would be useful for Singaporeans overseas to build a strong support system especially when you are travelling alone. I would use the app to share my experiences and extend help towards other fellow Singaporeans who may be looking to relocate here as well.





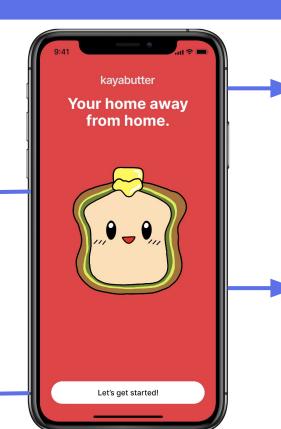
Xuan Ping, 30 y.o., went for his first work trip in Germany for 1.5 year:

My solo trip to Germany was a tough one, having to get familiar with the new faces and places were challenging. I am a foodie and there was once I visited a 5/5 reviewed restaurant which I expected the food to excellent but turns out to be one that I will never visit again! With this app where Singaporeans leave their reviews, I believe I will be able to trust the ratings more.

Moving Forward

Bookmark function and Archive collection of memorable visited placed, be it entertainment or food places

Feature to plan itineraries to overcome worries before travelling aboard



Include *Like* and *Reply* function to Singaporeans who review food places i.e. Most liked review would mean most reliable

Marketplace for fellow Singaporeans to request, offer, buy, sell items

Presented By









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Figma Prototype:

https://www.figma.com/proto/9Xrl40MDvhsjGyExfbwLDs/Kaya-Butter-Mobile-App-Wireframe?node-id=1008%3A623&scaling=min-zoom&page-id=858%3A8368

Youtube Video Presentation: https://youtu.be/nB9kQK45qg0