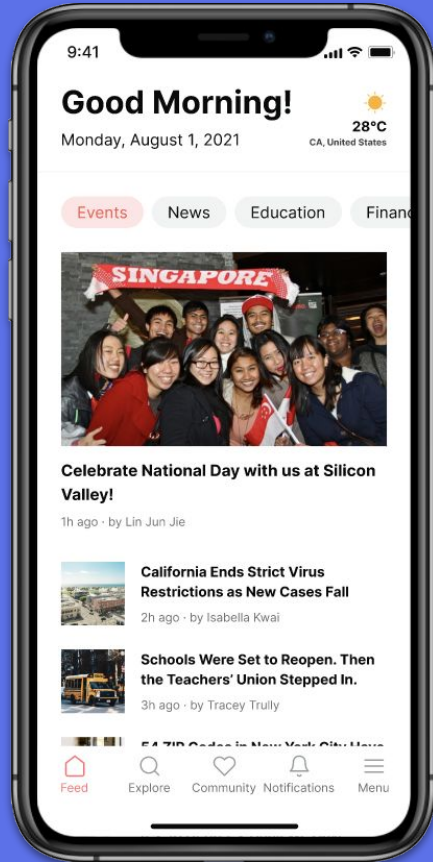


Kaya Butter App Pitch Deck

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:

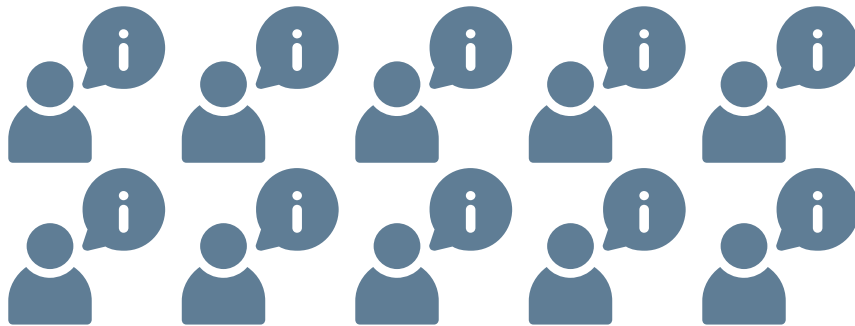
SG users are able to obtain useful info about living abroad from SG communities around the world.

Guides & Recommendations for **Singaporeans** by **Singaporeans!**



User Research

Conducted online interviews with 10
Singaporeans who lived overseas





203,500

Overseas Singaporeans in 2020

Strong and Huge Overseas Singaporeans Community

Referenced from: <https://www.strategygroup.gov.sg/files/media-centre/publications/population-in-brief-2020.pdf>





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.

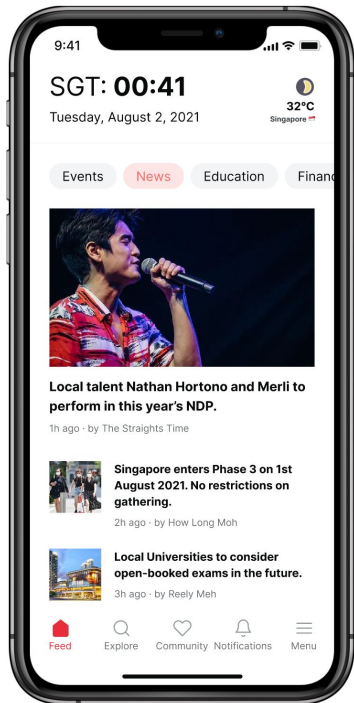
Opportunities

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

Be informed of upcoming events by Singaporean Communities nearby

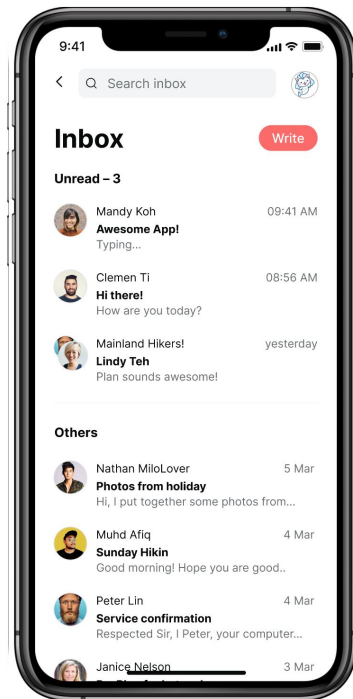
Discover and chat with Singaporeans near you

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.

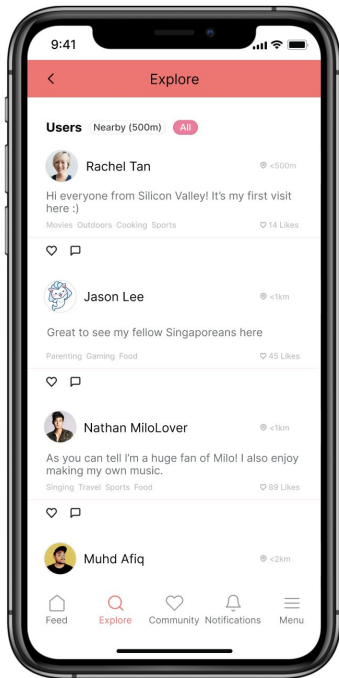
Opportunities

Meeting Singaporeans who live nearby you.

Attend activities or events organised by Singaporeans.

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

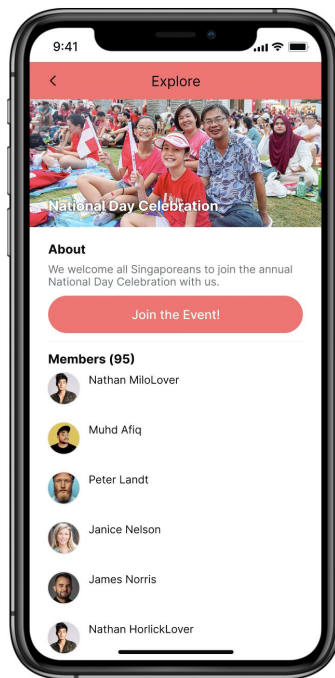
Feature 2 - Meet Singaporeans Overseas



Connect with nearby Singaporeans **without any hassle!**

Forge new friendships even when you are abroad

Precious **memories 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.

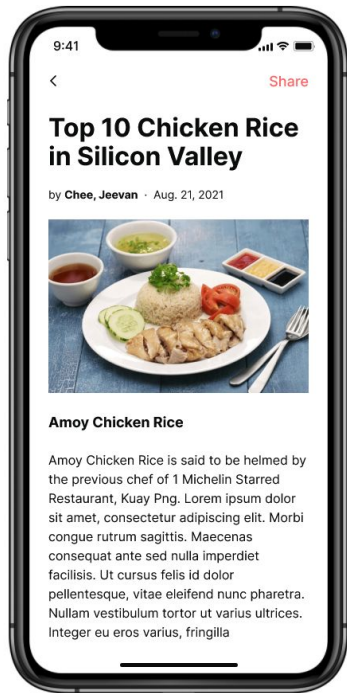
Opportunities

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!

Kaya Butter VS Other Apps

kayabutter



A home away from home

- Offers SingPass login
- Limited to Overseas



GoodHood.SG



Where good neighbours do great things together

- Does not offer SingPass login
- Limited to Singapore



User Feedback

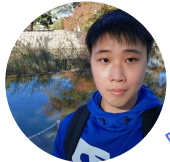


Xavier, 24 y.o., studied in Switzerland for 4 years:

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.



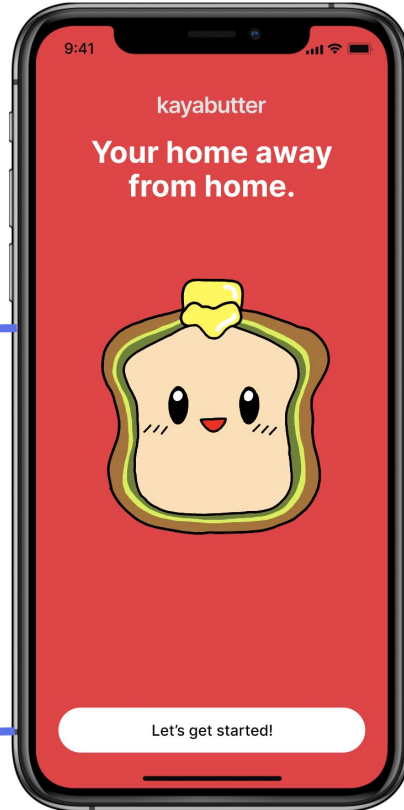
Xuan Ping, 30 y.o., went for his first work trip in Germany for 1.5 year:

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 places, 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



Lee York Tat



Yeoh Shun Bin



Fabian Chua



**Siddhant
Pathak**

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>