

SPACE TIME

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INTRODUCTION

The aim of this project was to create a business idea and develop it. Through this project we went through all the stages of planning a business idea development - starting with research and polishing the idea's concept, through creating a budget plan and planning business execution, till designing the product.

This report presents our business idea - a mobile application "SpaceTime". It will show the researches that were made in order to find out if this mobile app would be a needed product, as well as how it could bring a positive impact on nowadays society. Moreover it will present the design of the app and explain how it will be used.

CONCEPT DESCRIPTION

“Space Time” is a product aimed mainly to young people who want to become more active in their hobbies and interests as well as to those who want to discover different activities and try to perform them with other people.

The main purpose of the app is to make users inspired to be more active in their interests and hobbies, as well as help them to find out new interests by trying them in real life with other users.

Nowadays many people are having difficulties in finding what they like to do and what they are good at since their young age. Very often this concern rises into anxiety about future. There is also a numerous amount of people who have their passions, but who often give up on them if there is none at their close group of friends who is interested in sharing those activities with them.

That is why we want to bring SpaceTime to live. SpaceTime is a mobile app which will make people meet basing on their interests and the activities that they want to perform. The app is designed as a game, where users can draw a card written by another user, containing a proposition of an activity. The card’s creator will need to include information like “Title”, “Description”, “Amount of people” that they want to do it with and “Date”. A user can apply for the event or reject it and keep drawing another cards until they will find an interesting event or activity. When the required amount of users apply for the event, that group of people will have an opportunity to chat and take further steps towards bringing the event to life.

This process eliminates the passive attendance of the users and encourages them to be more active in taking decisions towards realizing things they want to do.

The communication part here is also very important. Very often young people find very difficult to communicate with people they do not know. With SpaceTime we want to make users pay more attention to developing a good communication skills. The app shows suggestions for event’s but it does not arrange them. The responsibility of bringing an event to a real life does not lies with SpaceTime but with the actual users who apply for an event. That is how the SpaceTime users will learn that communication is a key role in being active together with other people.

The events are supposed to be arranged in a small groups - from 2 to 10 people. The idea of arranging those events in the small groups, is based on experience that working in smaller groups is giving a better opportunity to involve into activity all the participants.

In the app is possible to see another member's profile. But there will be include just the basic information as a name, age and picture, supplemented with information of the member's interests. This will make people meet basing on members interests and not on their personalities or appearance.

To conclude - SpaceTime is about:

- inspiring;
- helping users to be active personalities;
- showing possibilities;
- helping people with the same interests to meet;
- challenging;
- showing alternative ways of being with people.

MAIN RESEARCH

Nowadays young people need something what will inspire them in a way to find their goals and passion in life. The young people need somebody to show them an opportunities they have in their lives. Most of the people can try to participate in volunteering organizations, state programs or through modern technologies such as software applications.

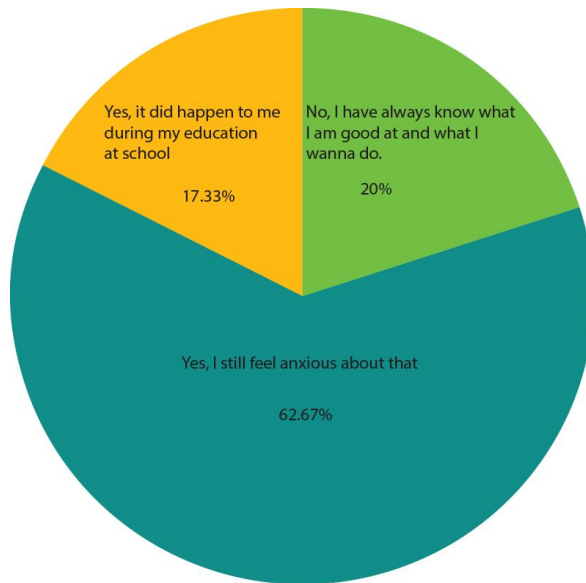
One of the organizations giving a volunteering opportunity is AIESEC. The goal of the organization is to provide young people with cross-cultural global experience exchange, with a focus on empowering young people so they can make a positive impact on society. It gives an opportunity for people to develop themselves by going through practical experiences and makes them learning by doing.

Another opportunity for youth to find what they are good at is to sign in EU Commission program's called "youth in action". The projects illustrate the benefits of stimulating young people and providing them with the tools, resources or environment to put their ideas into effect.

There are a lot more great opportunities like those. But even though they give a chance for an amazing and unique experience they are not easy accessible in the everyday life. As in order take part in those "projects" participants need to put in a lot of effort and engagement.

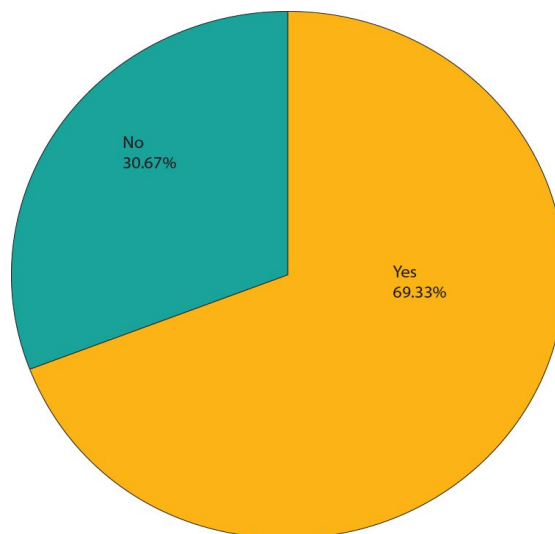
That is why SpaceTime is a revolutionary solution, as it is accessible, easy in use and does not demand a lot of effort. There is no any long term obligations either. The game-based design will provide a user in opportunities of trying out different activities with different people in real life through entertaining and accessible way. In this way SpaceTime could become a part of a user's everyday life.

The results of our survey show that 80% of participants would like to expand their interest and 17.33% admitted that they do not know how to do it (see Img. A). SpaceTime could give them opportunity to take part in the different activities. And if after the event a user concluded that he had not enjoyed doing that, he will not pay any consequences - he can keep drawing another cards and applying for other activities.



Img. A *Research 1*

In our survey 69.33% of participants has declared that at least once in their lives they had give up on something they really wanted to do just because none they know wanted to realize it with them (see Img. B). SpaceTime could solve this common problem as well. In the app everyone can create their own cards and find people who would like to do those activities as well.



Img. B *Research 2*

SWOT ANALYSIS

Strengths

Space Time is an unique app. Each part of the application was designed with a great enthusiasm to inspire more people to be active and bring their ideas to life.

The driving force is the ambition to create a unique unmistakable product. SpaceTime is innovative, easy in use and attractive as well as it can show off with an appealing design.

Weaknesses

Considering the time of establishment of the company, there is an existing lack of experience. There are also plenty of interesting applications often can lead to unconscious emulation. But it can be well controlled precisely with the mentioned strengths.

Another company's weakness is the low budget. But SpaceTime is a unique product which will help company to find a sponsor.

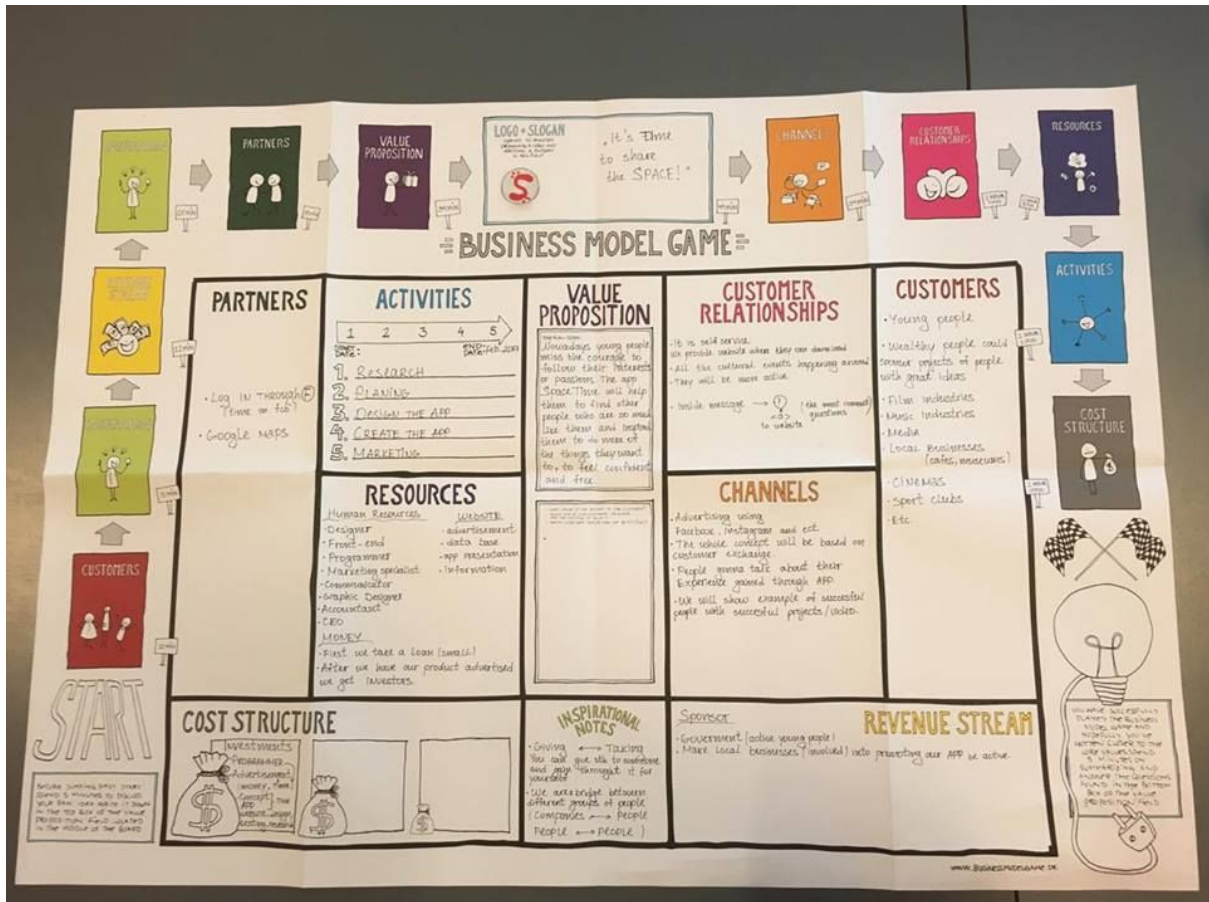
Opportunities

SpaceTime is a needed product. Nothing like that was done before and it has a great potential to target a huge audience. SpaceTime has a potential to open the mind of the consumers and broad their horizons for different activities.

Threats

Risk is an integral part of success. It may happen that people will not be interested in using our app. Or that at the market could appear very similar concurrent app before SpaceTime will be brought to life.

BUSINESS MODEL CANVAS



EXPLANATION OF BUSINESS MODEL CANVAS

In our Space Time's Business Model Canvas we have a business tools, such as:

Partners:

Ours Partners will be local businesses.

Activities:

Project research, planning, designing and implementing the app, and marketing research.

Resources:

Based on ours activities : designer, front end developers, programmer, marketing specialist, communicator, graphic designer, accountant, CEO .

Value Proposition:

Emotion proposition to delivery the concept of our project. Let the young people experience the created moments , let them to do more things they want to, to feel confident and free.

Customer Relationships:

It will be a self service, where we will provide a website where they can download the app or in contact customer support via email.

Channels:

Facebook Advertising, Instagram account.

Customers:

Mostly young people.

Cost structures/ investments:

Programmer, advertisement, concept (app, website, design, testing, researches).

Sponsors:

Government (activation of young people), local businesses.

COMMUNICATION PLAN

Purpose:

- To inspire young adults to find their interests and ambitious.
- To give them an opportunity to be active together with other people.
- Make them involved into sharing experience and ideas.
- To boost their creativity and confidence.
- To experience the creative moment that they never tried before.
- To inform people what activities are happening around them.

Effects:

- In order to make the app approachable for young people we want to make it playful and appealing.
- In order to make young people follow their passions and not let them give up on them, we need to show them what opportunities they have around them.
- In order to encourage users to create cards with events we will provide them in more propositions of events happening in their city.
- Our collaboration with local business will make the events planning process even more easier. In SpaceTime users will be able to search for interesting events happening in their city using search bar by selecting tags. In this way users will have an easy access to the events they could be interested in.
- The simplicity of usage of our app will make it accessible for everyone, regarding culture, age or sex.

Message

SpaceTime inspires people to take steps towards finding and following their passions what will have a positive impact on their personal life as well as professional.

Sender - SpaceTime

Identity:

A group of people who wants to bring social impact for people. We are aware of problems young people are facing today with finding and following their interest.

Wanted identity:

SpaceTime wants to get a respect by helping young people in finding their passions and helping them to stay as an active personalities.

Target audience

The app does not create boundaries even in the concept of target audience. Regardless of gender, age and social position, people in different stages of their lives need to find other

people with similar interests. The idea of more social connections and the possibility of opening a new field of new experiences is the leading goal. Anyone who wants to experience the wildest dreams and to meet people with the same desires, falls within our target audience.

The receiving audience

Mainly foreigners as well as young people who are looking for a society in which they can share their passion and try experiencing different activities.

User profile

Thomas: 22 years old student from B city in Denmark. He is socially active, therefore he always looks for the new opportunities: meeting new people, extreme sports, traveling, partying. Being a student can be exhausting, for this reason he likes to escape his daily routine. It was hard for him to find something new lately, it seems that all these "FaceBook" events are the same. He wants some changes in his leisure time.

Alyssa: She is 26 years old photographer from Estonia. She loves traveling as well as taking awesome pictures. She is bored to stay at home so she is always looking for inspiration. Because of her passion for traveling and her profession, she spends most of her time abroad. However, sometimes she is left alone in new city, because it is hard to meet new people or plan what to do when you clearly not familiar with the city.

User scenario

Thomas story:

It is Thursday evening and Thomas still have not planned his weekend. His passion to try new activities and meet new people brought him to the Internet/facebook. He was looking for local events. As a result of good marketing and our intention to reach as many people as possible the SpaceTime add was widely visible wherever he went. Eye catching design of the add as well as the curiosity to try new things inspired him to try out the app.

The first thing Thomas noticed was the user friendly design and game based menu. After creating the profile he started playing the game ("random event" option, because it seemed more exciting to him). He was significantly impressed with dozens of opportunities and activities he could do even right now!

After a while Thomas decided to be more specific, he wanted to find something fun to do on weekend. BINGO! Someone is visiting the town and want some local people to join in the night trip on Friday! Thomas is more than excited. He sent the request for the meeting and now he is waiting to be approved.

Alyssa story:

Alyssa did not want to waste her holiday by spending time in the hotel room. She decided to find some night life activities in the city, but everything she could find was just about clubbing. She was disappointed and almost gave up on doing something fun that night, but suddenly she found this app SpaceTime where she can suggest anything she wants to do anywhere in the world!

“Amazing idea!” she thought. All she had to do was to suggest an event, choose date and ask some local people to join her. She spent 5 minutes and the “event card” was ready to be seen by many people! After few hours she received her first requests to join her event.

Thomas and Alyssa:

Alyssa approved Thomas to join her. She also found 4 more people who were interested in the same thing. They had a conversation on the app, decided where they want to go and when.

The Friday night trip was amazing. They had so much fun exploring the night city, moreover they became good friends. Thanks to the SpaceTime. They feel that this app will be their regular gadget for the future experiences.

Communication Environment

Nowadays one of the most common way to communicate with people is the Internet. However, according to our research people tend to share their experiences not only on the digital platform, but also communicating face to face. We will use that for creating contact through the internet but bringing activities to real life.

Media Elements

Collaboration

Company will use tourist brochures in every city. Thus every visitor to the city will be able to meet the application that will allow him to make his journey more exciting.

Games

The app is based on the game. Our users will have an opportunity to choose between random events or events suggested according their interests. This will make our app playful and it will boost user experience.

Facebook advertisement

Facebook advertising campaign will target as many potentially interested people as possible.

SELLING POINTS

Our Mission

Space Time is dedicated to bringing new and creative ideas to the world with young people. We will continue to develop our unique brand positioning, to maintain and grow our solid brand recognition, and to adhere to high quality service standards. Because people want to keep having interesting experiences , SpaceTime will continue to offer something inspiring for everyone with passion.

Our Customers

Our clients are young people, young people deserve the best opportunities to excel at what they enjoy and what they are good at. At the end of the day, they are the leaders of tomorrow.

Our Services

Ours app will help young people to find out what they like doing and what they are good at. We provide:

- Mobile application where users can create and participate in activities;
- Opportunity to perform activities with other people;
- Collection of information about activities happening in local places;
- Possibilities for personal development in an entertaining form;
- Services that could bring a beneficial impact on society;
- Free services.

Competitors

SpaceTime has great competitors for sharing ideas such as MeetUp, Pinterest, Evernote, Slack, TFTTT, Capsule, Doodle, Planning Pad, Blossom, Bizzabo. But none of them is providing the same services as SpaceTime. The aim of competitors apps is either share inspiration or keep their clients on the track of the event they created.

Out of those companies the biggest competitor for SpaceTime is MeetUp. But even though SpaceTime has a lot in common with MeetUp services, there are a lot of basic differences which make SpaceTime an outstanding app. One of them is the fact that all the activities are performed in small groups (2-10 people) what gives all the participants a great chance to really get engaged in the activity, while MeetUp are very often a huge group events which have a huge risk of creating a passive attendance. Moreover SpaceTime gives a chance to create users a unique original ideas, while MeetUp meetings are created for people with common interests.

None of our competitors gives an opportunity to try out different activities in an such entertaining form as it does SpaceTime.

Financial

SpaceTime project budget sheet is presented in the table below (see Tab. A). Company invests most of the money in the product development. For that programmers, lawyer, accountant need to be hired. Moreover company needs to invest money in advertisement. SpaceTime tries to minimize cost but not in price of quality.

Establishing Budget			
Note:	Expenses	Item	Price
Premises			
	Deposit(Office) rent	1	kr. 50,000.00
	Furnishing and renovation		
Production equipment			
	Server and IT Software	1	kr. 4,000.00
	Security		kr. 900.00
	Domain	1	kr. 1,000.00
Employees			
	Programers	3	kr. 30,000.00
	Lawyer	1	kr. 20,000.00
	Accountant	1	kr. 20,000.00
Marketing			
	Advertisement	1	kr. 25,000.00
Other expenses			
	Registration		kr. -
			Total Expenses

Opening Balance:		
Assets		
Bank	DKK	50,000.00
Loan	DKK	160,900.00
Assets in total	DKK	210,900.00
Liabilities		
Net Capital	DKK	50,000.00
Loan	DKK	160,900.00
Total	DKK	210,900.00

Tab. A Budget

Vision

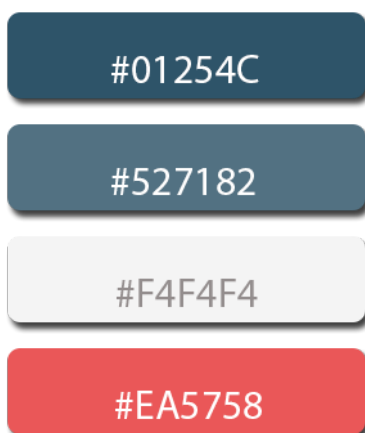
Within a decade young people are going to be emerging leaders in the world, raising families, directing companies, and shaping culture. We would like to expand our business as much as we can, to help young people all around the world to find the path they want to follow.

DESIGN COMMUNICATION

Design program

In order to attract as many people as possible the design needs to be simple, intuitive and attractive. However, it is mandatory to make the app SpaceTime recognizable and would have its own identity. For this reason, specific style and color theme is the most important part of the design.

Colors



The color palette (RGB) is based on blue color which is likely to represent the space. Moreover, this color is neutral, it will not steal the attention, the user will be able to focus on the content of the app rather than graphical elements (when it is unnecessary).

The app has main feature – the game. The best way to encourage people to press the button is to make it outstanding, visible and eye-catching but still fitting with other colors and shapes. For this reason, pink color is included into the color palate to be more distinguishable than other colors. It will be used only for designing elements that have precise, major function (play button, approve sign and etc.).

Design of the app

As the menu page is the center of the app the design of it is really important. It is likely for the user to lose the interest in the app just because of non-user-friendly design or other inconvenient details. The focus on shaping the app, making things notable in by their difference in physical shape compared to other things on the page is significantly important. Emotionally, it is apt to be a more passive design, especially more static. The items of the app will have clear visual hierarchy. Common functions and play button will be divided by shape and color. It will make the app, especially menu page (which is the area where the user will be able to navigate through different functions) easy to use as well as persuade. Four squares divided into equal parts and circle button placed right in the center (look at Appendix img. 1-7).

Logo



SpaceTime logo is based on red and grey colors which represents the passion for activities. Red color best described as attention-getting color. The S shape letter stands for “Space” and looks like a road - the journey that never ends.

The background of the logo represents the Space full of stars which means unlimited time.

This graphical element will be used as a trend mark.

Typeface

It is considerably important to use the right font for the app. According to the fact that the user is going to use great amount of text to describe the events and to communicate with other users we decided to keep font simple. It is also need to be legible as the app's content will be shown on a small screen. That is why we decided to use font “Ayuthaya” which is simple, clean and legible.

CONCLUSIONS

This report presented the process of business idea development and presented the final product. It shows all the stages completed during the project in order to develop the concept and plan creation for bringing the product to life.

In the report was also justified why our business product is unique and innovative, as well as what social impact on nowadays society it could have. All the claims are supported with research and own society analysis.

From this we conclude that our business idea has a huge potential but can face some difficulties in its realization.

APPENDIX

application settings

list of events happening in the city (sorted by date and tags)

button for starting a "game"





side menu

place where user can create a "card"

Img. Nr 1 Menu, main page, navigation.

place where a user can see or edit their profile and check events they created and participated in

place where users can communicate with other users from the same activity

<  

TITLE: *

GENERAL DESCRIPTION: *

AMOUNT OF PEOPLE: * including you

DATE: from * til

ex. 2-4

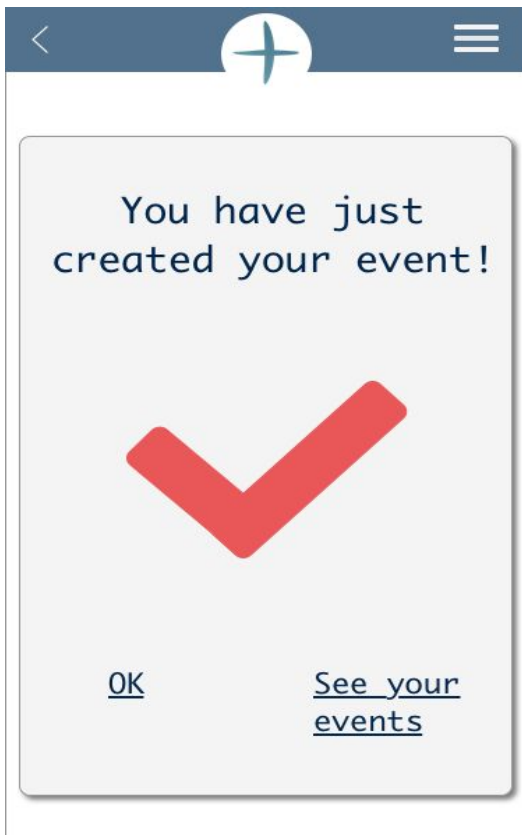
TAGS: * Reach as many people as possible by adding relevant tags

start typing here...

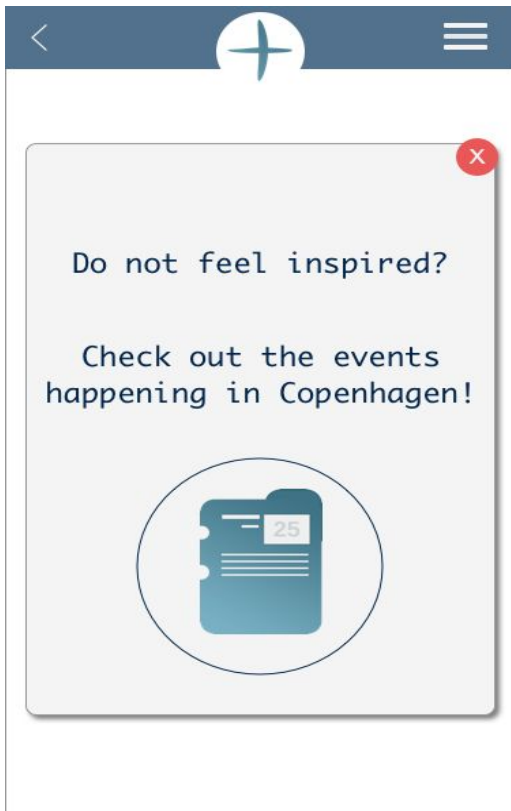
PHOTOGRAPHY ✓

APT

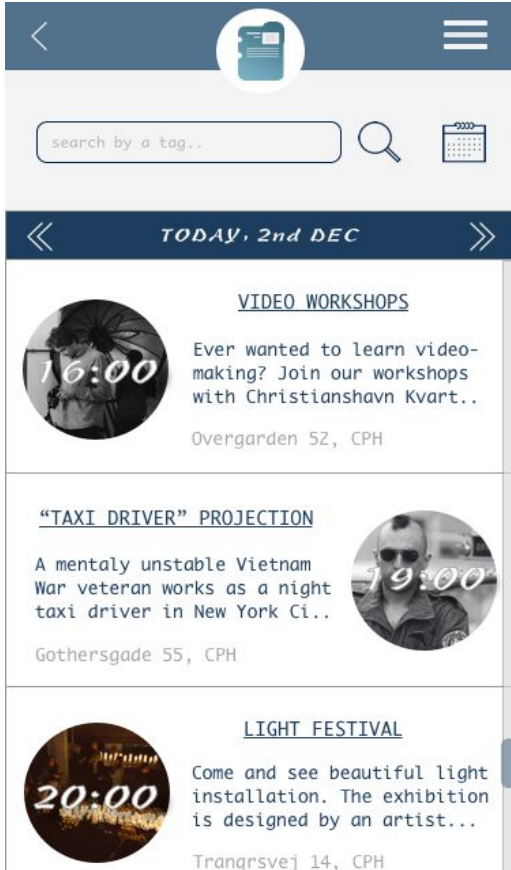
Img. Nr 2 *Create the event*



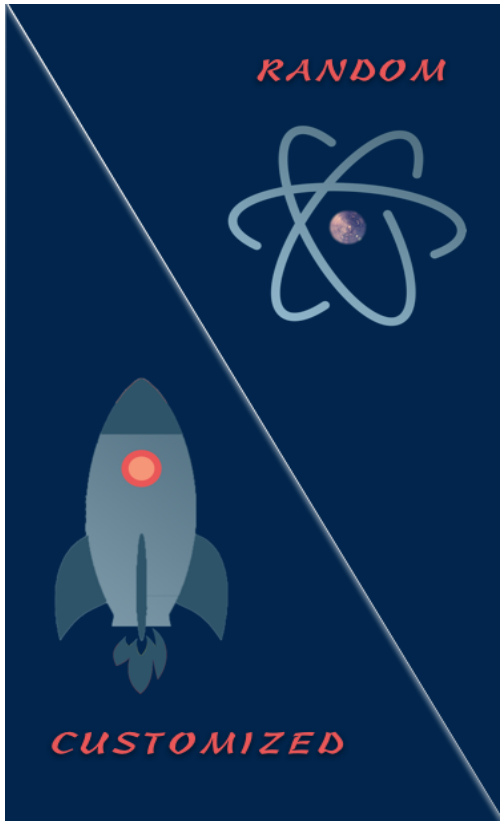
Img. Nr 3 *Notification 1*



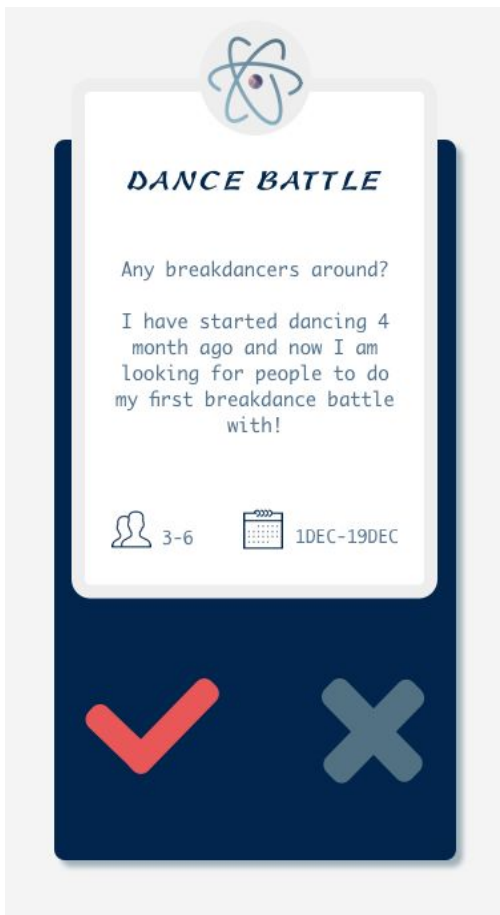
Img. Nr 4 Notification 2



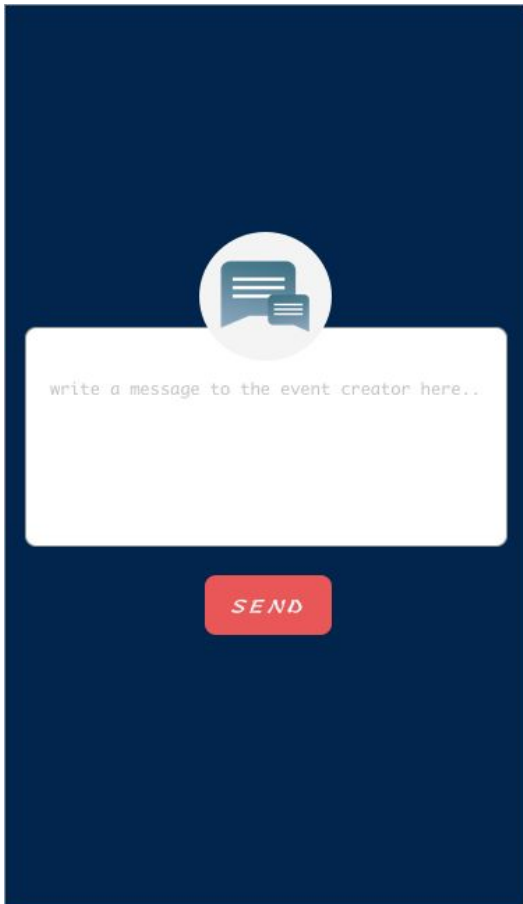
Img. Nr 5 Events



Img. Nr 6 *The Game*



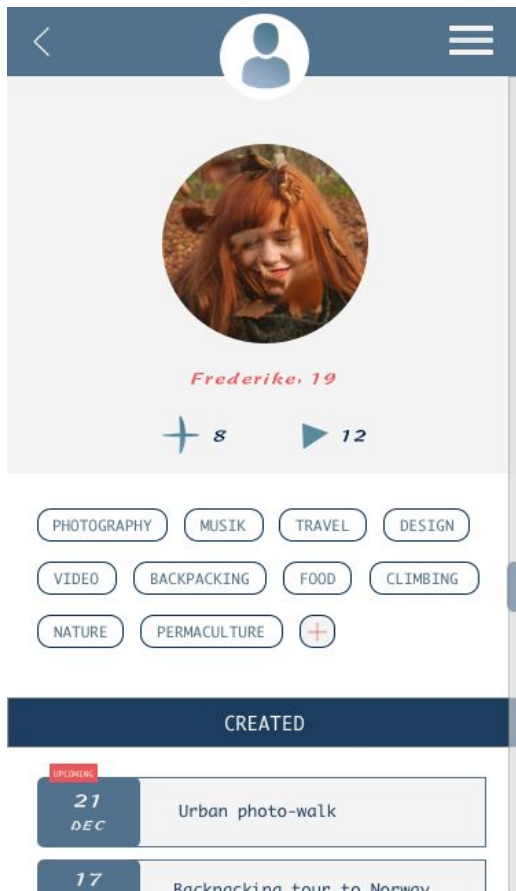
Img. Nr 7 *Game in Progress*



Img. Nr 8 *Sending a message*



Img. Nr 9 *Messages*



Img. Nr 10 Profile

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