Digital Business Development, KEA - Copenhagen School of Design and Technology

Abeona Softworks

Hasten App

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Introduction

Where are we

Thanks to trends of recent years, number and quality of travel fare aggregators and metasearch engines increased but managing travels on both international and national still requires use of multiple applications which can sometimes prove time-consuming and inefficient. It is only essential to develop means to simplify the process of both transaction between international and national level, and ticket management.[1]

Who are we

Abeona Softworks is a digital company with the main goal to help traveling people around the World and make their life easier. We are determined to simplify the process of travel options search and ticket management combining both into one product.
Abeona is the Roman Goddess of outward journeys, who watches over a child's steps and protects travellers.[2]
We want to help people by finding the most suitable option for their needs that would save time and money when it comes to traveling.
First and main product of Abeona Softworks is Hasten App – that makes traveling people's life much easier. Besides that, we aim for transparency and connection of our employees.

We chose the verb "hasten" to name our app because it means to move or travel in a hurry. In this fast-paced world everybody understands the necessity to make things faster and more efficient, therefore we want to provide people with excellent services for saving their time and money while traveling.

Concept description

Travel around Europe with just a simple click of a button in one single application.

Our concept is an application that allows you to travel around Europe easily and efficiently.. One app that combines travel planning and a ticket purchasing and storing. That works in this principle: user enters locations A and B, the app shows results of fastest and cheapest public and international transportation options. As alternative options, it would show day travel packages versus single tickets with fewer steps (currently Rejseplanen in Denmark allow only to use the Rejsekort top up online but no option for the tourist who wants a single ticket for their limited stay).

The user only needs to enter his payment details when he is registered in the app.

This is unique app that allows to travel around Europe and get tickets with just one click –

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[1] http://www.huffingtonpost.com/william-d-chalmers/8-coming-travel-trends-fo_1_b_13860938.html
http://www2.unwto.org/content/why-tourism
[2] http://www.thaliatook.com/OGOD/abeona.php

public, domestic transportation and/or international flights, trains and ferries.

Hasten app is a combination of travel planning app and a ticket purchase app. That works in this principle: user enters locations A and B, the app shows results of fastest and cheapest public transportation options and alternative options for tourists specifically, showing extended travel vs single tickets and option to buy the ticket with one press of button (for now in rejseplanen they allow only to use the rejsekort). The user only has to enter his payment details when he registers in the app.

Hasten app is unique because there is no other possibility like that to combine all these ways into one for helping people to search for the most convenient route and get the best option for actually purchasing the tickets online just with one click.

• Where do we do it?
Internationally, starting in Europe with possibility of expansion to wider horizons.

• How are we seen in the market place?
We are seen as ambitious and professional competitors in the IT market.

• Where do we want to go?
We want to affect and help as many people as possible and make the world even smaller and easier to navigate in.

• What is the perceived personality of the organization?
We are down-to-earth, genuinely helpful, friendly and positive organization with the main goal to help people solve their digital issues and make their life easier.

Main research findings

SWOT Analysis
- S

Diversified client base - Reduced dependency on one particular group (everybody travels no matter the age, ethnicity, occupation..)

Good employee base for developing an app (Multimedia design and communication students)

Innovative app - Combines multiple existing apps eliminating the weaknesses in each of them, easy-to-use one click app (wallet, map..)

Displays multiple tickets on page - If there is no digital ticket available for the location then shows the nearest location to get one

- W

Lack of a reputation - in comparison to our competitors. This is due to the fact that we are still new on the market. Solved by proper branding

Lack of clear strategic allies -> Unifying the transport companies under one agreement so it could go smoothly with one ticket

Limited financial base compared to our competitors

Strong branding of the competitors - google maps f.e.

Employees are relatively new to the this concept

- O

Current growth rate of tourism presents an opportunity for ourselves which we may take advantage of

Drive of people and governments towards encouraging and supporting new entrepreneurs

The possibility of crowdfunding and startup supporting that can be done worldwide upon presenting the idea

Presently there is no application providing the same qualities as we do

International tourism trends and the trend to save as much time and money as possible indicate that today's traveler wants a less stressful experience while traveling

- T

Established journey-planning companies may look into the development so as to provide additional services to clients which could interfere with us.

Existing competition

Other start-up travel applications that may offer the same or better values

Unique Selling Propositions

What makes our application unique is its multifunctionality. There are lots of metasearch engines for international transportation, mainly flights and there are lots of timetable applications for public transport. However, our application not only combines both dynamically, it also allows user to buy, store and efficiently use tickets for all used kinds of transport. This includes flight, train and bus tickets, both one-time use and time-limited universal intercity transportation tickets. Application will be able to use certified database of user from which it will be possible to verify occupation status of an user and offer matching price propositions (student discounts etc.). Whole point of the application is to minimize time and effort invested in travel management on both international and national level, combining all means of transport together with tickets in one single application.

Customer Journey

Maria and Juan are professional or academic active young people between 25-30 years old, who moved from their home country for a better career opportunities. They are culturally open, meaning that they have friends abroad whom they visit several times a year.
They are heavy smartphone users. They are always on the lookout for smarter solutions. They keep up to date with new technologies that can optimize their time in the right way.

1. Maria and Juan wake up in a sunny apartment in Barcelona.

2. They have many friends living in Europe so they're going to visit two cities in one week: Copenhagen and Paris.

3. Juan rushes Maria to get ready for the first trip – to Copenhagen. Since it's their hometown, they know the easiest way to get to the airport in Barcelona. But not when they land in Copenhagen.

4. After a short but tiring flight, Maria and Juan started fighting over the cheapest and fastest way to go to the hotel. Maria suggested just to buy "regular" one way metro ticket, while Juan wanted to figure it out if there is an opportunity to buy tourist tickets or something that would allow them to visit numerous places during their stay in longer period of time.. After wasting an hour and a half for useless fighting, Juan agreed with Maria and bought one way metro tickets.

5. A ticket control comes into the metro. Unfortunately, the couple ordered the wrong type of tickets and ended up getting 750 DKK fines each. And it all happened only for not knowing what kind of ticket they should buy.

6. After the ticket control left the metro, Maria starts crying. A fellow passenger witnessed the incident and suggested them to download the Travel Ticket App. It can fix all the possible problems that can occur while traveling abroad.

7. They download the app, enter their payment details, route and date of trip.

8. They get the directions on their phone how to reach a certain destination and they were able to buy the needed tickets.

9. Just in 3 days that they spent in Denmark, Maria and Juan explored the unknown city easily and stress-free because the Travel Ticket App selected the most suitable options.

After 3 days, when it was time to travel to Paris and visit other friends, Maria and Juan easily ordered the future tickets for exploration of another city because they knew that they can trust the Travel Ticket App.

Survey results[3]

To get a proper picture of external environment, we conducted a small survey in order to see what exactly people encounter when traveling.

We asked 10 core questions. How often they travel, their age, occupation and relationship with smartphone usage and how much likely they are to asses our application in case of what kind of specific need.

More than 46% have traveled abroad at least once and more than 38% traveled between 3-5 times.

Main age group was between 21 to 30 years old. This was mainly influenced by distributing our survey among students. This also influenced answer on question about occupation where most common answer was working student with 46%. When it came to smartphone usage, it was prefered device in almost 70% of cases. Next problem our users encounter is getting internet connection in foreign countries. This could negatively influence our project, but luckily, more than 30% still use their data and thanks to accessible wifi connection almost anywhere, it is not that much of a problem. Next part our survey was actually asking about problematics when it comes to traveling and tickets. This part was very important and it proved that we are aiming in the correct area of travel problem soluting. Those who answered our survey named ticket accessing, general orientation and usage of transport the most encountered problems .

Company analysis

Vision

being able to travel and explore with simple click of a button anywhere and anytime.
Our vision is connection people around the world by giving them means to travel without any difficulties

Mission

To provide everyone with simple, easy-to-use and reliable mean of transport management.

Core Values

Focus on the user - Everything we do, we do for our customers
Simplicity - Interaction with our products should be simple and fun
Innovation - We aim to revolutionize international transportation
Connection

Business model canvas

- Key Partners

First and foremost local and international public transport agencies including airlines are our

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[3] survey answers in the appendix

main key partners as without them the use of application would not be legally possible. Second but not less important a partnership with Google and agreement of legal usage of their map database is needed for smooth run of our journey-tracking services. Moreover an agreement for sharing our apps through platforms such as Google Play and App Store.

- **Key Activities**

Our main activities include problem solving so we could ensure smooth usage of our products. Moreover further platform development and expanding the number of customers are highly important for us.

- **Key Resources**

There are two groups in which to divide our key resources, firstly the intellectual part: consisting of customer database which goes hand-in-hand with the strong of brand's name and partnerships that are of utmost importance for Abeona Softworks. Secondly there are human resources, as a developer company we require capable developers and customer support. Physical resources are not that needed as our digital idea doesn't require high level of facilities or transport systems.

- **Value Propositions**

Convenience: Mostly to save the time and money of our customers.
Accessibility: Easy to access with support of multiple devices.
Newness: No such offer as ours up till now.

- **Customer Relationships**

There will be possibility of online personal assistance in a form of live chat or e-mail. Self-service such as FAQs and communities where users can share their reviews and experience.

- **Channels**

For raising awareness we chose as the best channels to be social media. As for the purchase and delivery to the customer the most suitable platforms are App Store, Google Play and our website which also serves as a channel for after sale support.

- **Customer Segments**

Our company is mass market oriented with a target audience of young adults that are cosmopolitan. They are up-to-date with new technologies and are early adapters.

- **Cost Structures**

Our structure is cost-driven, minimizing all costs and providing cheap solution to customer problem. Fixed costs within the company lay in app development, IT maintenance and mostly salaries.

- **Revenue Streams**

The income to our company will be mainly from in-app advertisements and subscription fees from premium accounts. We will try to to negotiate brokerage fees with the companies involved for higher profit.

Communication plan and selling points

- Purpose

    The main reason we choose to develop this concept is to enhance and improve our future user's life. Our purpose was to give a solution to a problem- make travelling across a new place more easy and safe.

- Message:

    The message we're trying to send is that travelling is now even more easy as before in terms of buying tickets from one place to another. We also ensure our users that they can rely on us with providing the right ticket and save time and money.

- Effect:

    We're developing an idea that will affect the way our target group travels, an idea that will change the old way of buying tickets – making this part of the journey more transparent, more safe and easy.

- Sender:

    We will present our idea through ads, emails and other online channels.

- Receiver:

    Our target group is based on people who travel and people up-to-date with new technologies.

- Communication environment:

    The way we're going to exchange news, messages or information with our users is going to be through online channels or through the customer's service option.

- Media elements:

    We believe that the media elements are an essential element of our marketing strategy – especially because we our business is about an online service - we're not selling something tangible. As advertising raises awareness of a product or service and generates lead for follow-up, we're going to use a set of media elements including: direct emails providing more detailed information for the concept via brochures or link to our website, telemarketing and sales support material: guides for using our app, newsletters campaigns. We are also considering some partnerships with already known travelling apps in order to increase confidence in our new concept.

- Evaluation of success or failure:

    Success means different things to different stakeholders, that's why a successful project is a project in itself.[4] When thinking about future evaluation of our project the main concern is people, because our idea depends on how people react to it, how can you provide to our users reliability and security. During the process of developing this app we

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[4]https://iccpm.com/sites/default/files/kcfinder/files/how_do_you_measure_success_or_failure_of_a_project.pdf

took into consideration at every step how people will evaluate the final result. That's why our evaluation will depend also on people's opinions, the same how we created this concept to be a solution to people's needs. In order to increase profits and monitor our business we will make surveys from time to time through emails, we will evaluate the evidence – by having a budget supervisor who will monitor all the profits. Also, we will evaluate our app by users ratings and reviews and by the feedback we will receive from our stakeholders.

Target group

Our target group are mainly young adults between 20-30 years old that are cosmopolitan and traveling professionals. They are up-to-date with new technologies and are early adapters.

Design documentation

For inspiration we did a research to find the most popular travel apps and what exactly they provide:
- https://citymapper.com
- https://www.tripit.com
- http://www.splittr.io
- http://flightaware.com/live

The idea we elaborated is to provide a dependable and trustworthy app that is also friendly and cheerful. As studies confirmed 85% of consumers cited color as the main reason to buy or use an particular product and 80% believe that color increases brand recognition[5] – in choosing our color palette we took into consideration the effectiveness of our company's branding methods.

Blue is meant to stimulate feelings of trust, security , order and cleanliness. That's the main reason our company decided to use blue and shades of blue to increase the sense of trust in a new brand for the future users.

Orange as a high-arousal color is used in the idea to create an user-friendly environment and because we believe that this color association with the heat of sun can be the perfect way to create a bound between the company and our target group.

Conclusion

Hasten project is not an average make and sell app which can be developed and distributed single handedly without any outside help. The most logical and easiest way to carry out such a large scale project would be to partner up with Google, who already has all necessary metadata both economical and geographical and it would require tremendous amount of time. We have to understand that this project is fully dependant on cooperation with

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[5] Rachel Gillett, *What your Logo's color says about your company (infographic),* December 2014, link: https://www.fastcompany.com/3028378/what-your-logos-color-says-about-your-company-infographic

transport companies and all transportation departments, but if carried out successfully, it would revolutionize transportation like nothing else, possibly reducing car dependency, which is in most recent years more than essential.
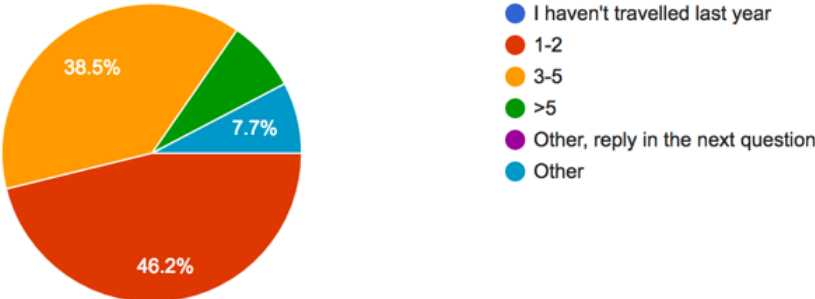
In today's world we have to live in a hurry, we have to be quick and efficient. Our goal is to make this possible in the most comfortable way.
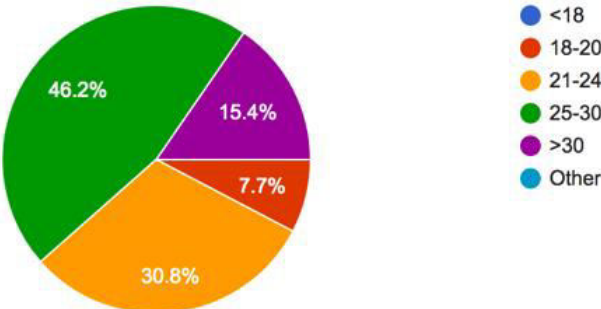
Appendix

Survey answers

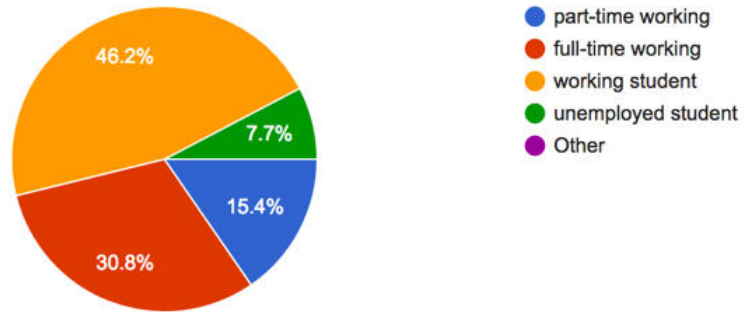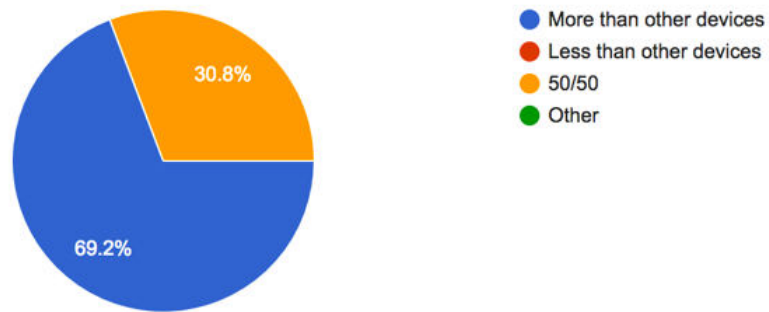## How many times have you traveled abroad in the past year?
13 responses

- ● I haven't travelled last year
- ● 1-2
- ● 3-5
- ● >5
- ● Other, reply in the next question
- ● Other

Age
13 responses

- ● <18
- ● 18-20
- ● 21-24
- ● 25-30
- ● >30
- ● Other

Ocupation

13 responses

- ● part-time working
- ● full-time working
- ● working student
- ● unemployed student
- ● Other

46.2%

7.7%

15.4%

30.8%

Smartphone user

13 responses

- ● More than other devices
- ● Less than other devices
- ● 50/50
- ● Other

30.8%

69.2%

How do you get your internet data in another country?

13 responses

- ● Searching for wifi
- ● Using your own mobile data and paying extra
- ● Both
- ● Asking people to share their hotspot
- ● Other

30.8%

15.4%

7.7%

46.2%
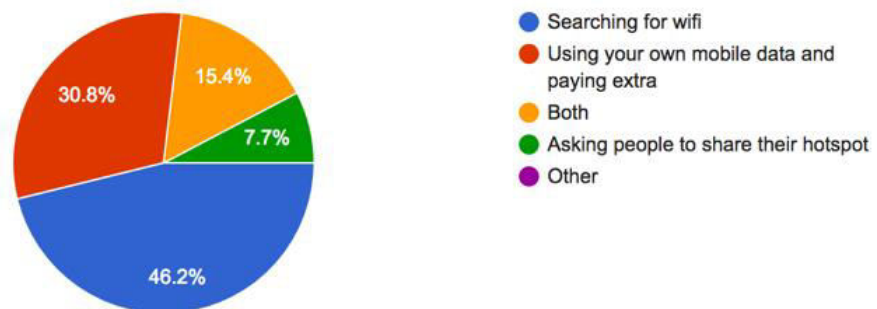
What apps do you use the most when moving around a new country you visiting

13 responses

Tripadvisor
N/A (for me I guess)
google maps
Google Maps, Trip Advisor
Google Maps
foursquare, google maps
Facebook, Instagram, Snapchat
Culture Trip
Google maps
google maps, tripadvisor, couchsurfing
Facebook, messenger
tripadvisor, different blogs

Where do you buy your tickets usually?

13 responses

ticket machines
Count: 2

1 (7.7%) 1 (7.7%) 1 (7.7%) 1 (7.7%) 1 (7.7%) 1 (7.7%) 1 (7.7%) 1 (7.7%) 1 (7.7%) 1 (7.7%) 1 (7.7%)

At the specific places
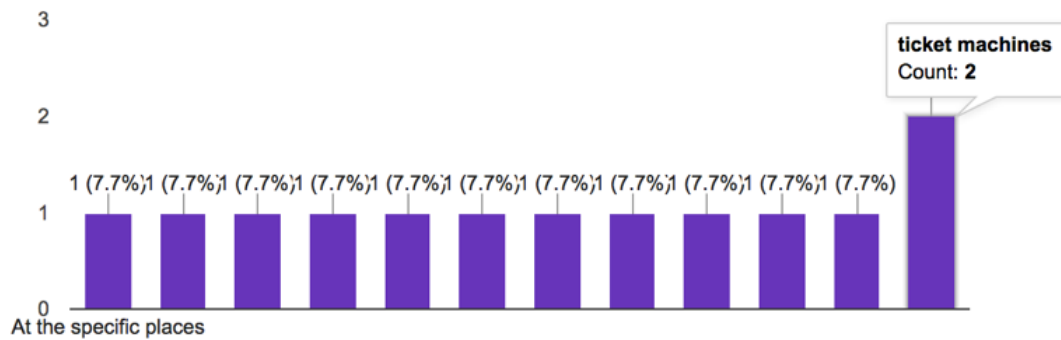
Do you buy bus/train/ferry tickets on your phone?

13 responses

- Yes
- No
- Other

76.9%
15.4%
7.7%
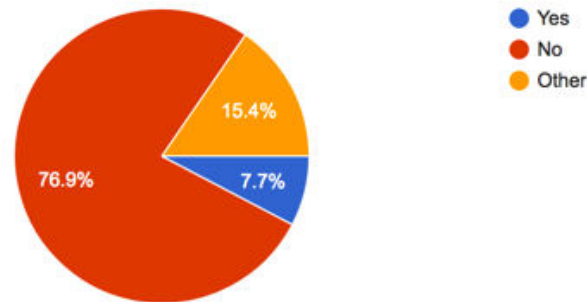
When you travel in a new country what is the problem you encounter the most?

11 responses

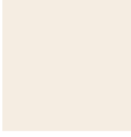| asd |
| --- |
| communication with fnds & family while travelling |
| language |
| Free wifi connection everywhere |
| How to use public transport |
| information about time-schedule of public transportation and how to actually buy the tickets I need - and in some places you can't pay with your credit card in the tickets machine, they only accept cash and also sometimes I don't know what type of ticket I need to reach my destination so I end up buying the wrong ticket |
| High exchange rates |
| Lack of internet |
| cheap food, sometimes hard to find supermarkets to buy cheap food |
| Getting to a particuar address |
| transportation |

What could you improve in the traveling apps that you're using currently?

6 responses

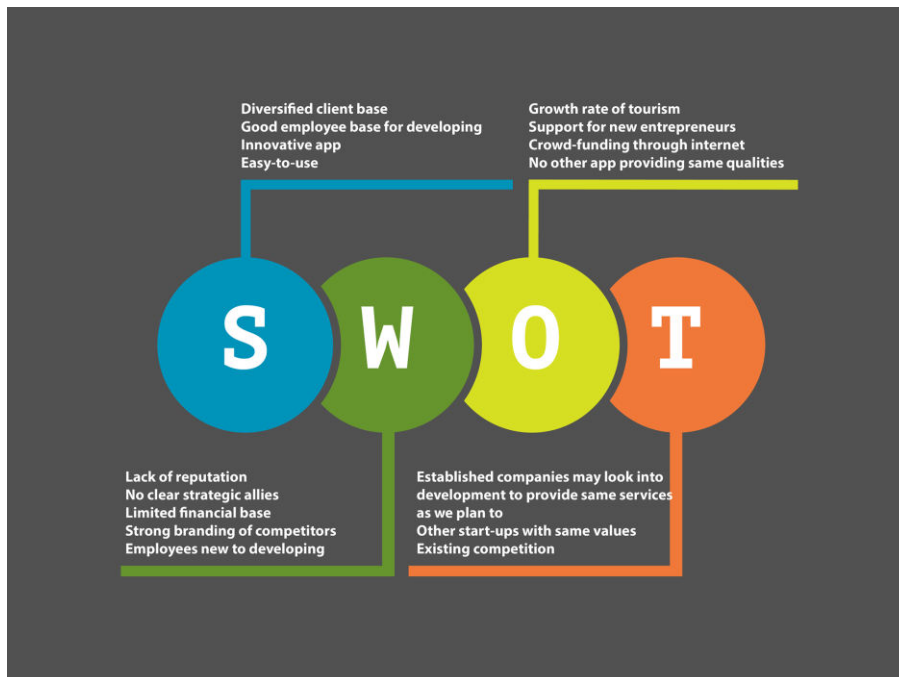| |
|---|
| dsa |
| - |
| offering the possibility to actually buy tickets - the right tickets for your journey |
| Special offers for frequent users |
| I would love that they can work without internet 😊 |
| more reviews, less battery drain |

Color palettes

PRIMARY

HEX	CMYK
	100 87 34 25
#1B3361	
	0 31 100 0
#FCB514	
	21 84 100 11
#B44625	

SECONDARY

HEX	CMYK
	80 43 22 1
#397DA2	
	5 40 100 0
#EEA220	
	4 5 10 0
#F3EBE0	

Color tints

#C13301	80% tint	60% tint	40% tint
R193, G51, B1	R205, G92, B52	R218, G133, B103	R230, G173, B153

#DD7901	80% tint	60% tint	40% tint
R221, G121, B1	R228, G148, B53	R235, G175, B103	R241, G201, B153

#FECB24	80% tint	60% tint	40% tint
R54, G203, B36	R254, G213, B80	R254, G224, B124	R255, G234, B167

#005F75	80% tint	60% tint	40% tint
R0, G95, B117	R51, G127, B145	R102, G159, B172	R153, G191, B200

#002B36	80% tint	60% tint	40% tint
R0, G43, B54	R51, G85, B94	R102, G159, B172	R153, G170, B175

Swot analysis

Diversified client base
Good employee base for developing
Innovative app
Easy-to-use

Growth rate of tourism
Support for new entrepreneurs
Crowd-funding through internet
No other app providing same qualities

Lack of reputation
No clear strategic allies
Limited financial base
Strong branding of competitors
Employees new to developing

Established companies may look into
development to provide same services
as we plan to
Other start-ups with same values
Existing competition

Business Model Canvas

Key Partners 🔗	Key Activities ✓	Value Propositions 🎁	Customer Relationships ❤	Customer Segments ◖
Local and international public transport agencies	Problem solving - Easy traveling	Convenience - Save money and time	Online personal assistance	Mass market
Airlines	Platform development	Accessibility - Access on multiple devices	Self service (FAQs)	People who want to travel with ease
Google maps (use of their database)	Extending the number of customers	Overview - Travel plan on one page	Communities - User reviews, experiences	Smartphone users
App Store and Google Play				
Government and local authorities	**Key Resources** 👥	Newness	**Channels** 🚚	
Investors	Intellectual - Partnerships, knowledge and customer database	Payments through the app	App Store/Google Play - Purchase	
	Human - App developers and customer support		Website - After sales support, Evaluation	
			Social media - Raising awareness, delivery	

Cost Structure 🏷	Revenue Streams 💰
Cost driven - Save time and money for traveling Fixed costs - App development, IT maintenance, salaries Variable costs - Premium accounts Economies of scale - Focus on output of just one product	Advertising - In app advertisements for travel companies Brokerage fees - Profit from executed sales Subscription fees - Premium accounts