

NewWalk

Discover the World



*To experience the app prototype visit: <http://invis.io/SJ2VK83MH>

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The Business Model Canvas

<p><i>Key Partners</i></p> <ul style="list-style-type: none"> Joint venture with Trip Advisor and Google Maps. Buyer-Supplies partnerships with Facebook, Instagram and Twitter. 	<p><i>Key Activities</i></p> <ul style="list-style-type: none"> Platform managing, app updates Customer acquisition Partner acquisition, screening and management Service provisioning on notifications of events Service provisioning of managing spots and missions created App distribution through app stores Promotion 	<p><i>Value Proposition</i></p> <ul style="list-style-type: none"> Multi-sided phone application called New-Walk that guides users in a new city in the form of a scavenger hunt. Users go in group missions around a city, and earn points that can be used to buy coupons for participating businesses. For travelers visiting a new city it becomes a different way to explore a new city and learn about a culture. Premium customers can: create their own missions, connect with Fitbit, get "New-Walk Now" alerts of events happening nearby and exclusive invitations and deals. Businesses can create their own "New-Spot" page, create missions to play within their establishment, sell coupons, get ratings and feedback through the app. Advertisers can buy space on the free version of the app and push geolocated ads to users. 	<p><i>Customer Relationships</i></p> <ul style="list-style-type: none"> Customers are acquired through advertising in the app store, Google Adwords, word-of-mouth and social media. The app serves as an online community, users can help each other with issues. We provide personal assistance if a user is lost in a new city. Customer satisfaction is calculated by app ratings and comments. 	<p><i>Customer Segments</i></p> <ul style="list-style-type: none"> Young people (18-25) who active on social media, like games and are looking for forms of entertainment. They want to be notified of even happening near them, special offers and discounts. Travelers visiting a new city looking for affordable guidance to help them navigate a new city. Local businesses and chair are always looking for a way to attract new customers to their stores and expand the local customer base. Advertisers are always looking for ways by which to attract customers more efficiently
<p><i>Cost Structure</i></p> <ul style="list-style-type: none"> Cost-driven Start-up costs include: programming, design, testing and debugging. 12 weeks to develop the app, with a total cost between \$20,000 - \$50,000. Premium system (free version and premium version for \$2.99) 	<p><i>Revenue Streams</i></p> <ul style="list-style-type: none"> Individual users - \$ 2.99 (charged when upgraded to Premium) Businesses - 10% of sales incurred through our app. 			
<p><i>Key Resources</i></p> <ul style="list-style-type: none"> QR code technology to manage coupons sales and for advertising purposes. Cash and lines of credit for app development. Physical: IT software and logistics infrastructure. Intellectual: brand, patents and user database. Human: Software specialists, graphic designers, developers, sales team and management. 	<p><i>Channels</i></p> <ul style="list-style-type: none"> Mobile application Direct: Sales force through TV ads off-peak hours, streaming sites ads and billboard campaigns that direct customers to test the app by QR codes. Immediate sales through the app store. Indirect: Partnerships with Facebook, Instagram, Twitter and "New-Spot" local businesses. Use of # (hashtag) trends. 			

NewWalk App - *Discover the World*

Built upon the idea of a scavenger hunt, this mobile phone application will take users in a group mission to key locations within their cities and reward them with points for every mission completed that can be redeemed for offers or deals in participating businesses. It's a didactic game that helps users discover new places while walking, and enjoy an entertaining time with friends. It's a global online community, so users can also make use of the app while traveling and learn about a new city being guided by local users.

Customer Segments:

While traveling, people feel the need of having accessible and affordable guidance to help them navigate a new city. Particularly the young (ages 18-30), are more likely to travel often and be active on social media and online communities. They enjoy adventure, meeting new people, playing games and receiving perks. Similarly, young residents of any particular city are always looking for opportunities to find entertainment, discover new dining locations, be notified of events and expand their network within the limits of their own community. They also tend to be active on social media and participate in customer loyalty programs.

Local businesses and chains are always looking for a way to attract new customers to their stores and expand their local customer base. Moreover, advertisers in general are always looking for ways by which to attract customers more efficiently. Our customers also include the businesses that buy advertisements for the free version of the app. Therefore, there is a need of a multi-sided platform that offers an innovative gaming experience for users, allows small businesses and chains to expand their clientele and gives advertisers a large forum to push ads.

Value Proposition:

Seeing the needs of all the segments mentioned above, we have created a multi-sided platform on the form of a phone application called "New-Walk". For people of all ages who are traveling to new destinations and want a different way to explore and learn about a city. It becomes a fun tour guide created by locals themselves that shows travelers fun locations they might otherwise miss but also alerts them of possible dangers to be aware of while walking. They can learn about a new city by playing a scavenger hunt type of game, earn points and with these points, redeem a coupon for a meal at a participating restaurant to enjoy the local cuisine. For young people (market research revealed 18-25 make up 61% of our demographic) who enjoy social media, games and are looking for an innovating user experience within their own cities, New-Walk offers a variety of "New-Stops" to discover. While playing they can discover the history and fun facts about their cities, and perhaps even a new favorite lunch spot.

Our premium customers get all the services listed above plus some extra features for a small fee. In addition to playing the missions made available by other users, they gain the ability to create their own. They can choose the form of the mission to be a riddle, question-and-answer, a fill-in-the-blank, share with the community or image matching by geolocation. For the fitness enthusiasts, they gain the ability to connect with Fitbit and track their actions while playing the game. And for those who like to stay alert of events nearby, we have the “New-Walk Now” option that lets you know what is happening near you, get special invitations and deals for our premium users only.

We also offer big and small businesses alike, the opportunity to create their own “New-Spot” page, add a few missions and create a completely new customer base simply by playing. Part of the scavenger hunt within their establishment could guide players to buy a drink, food or souvenir for a clue to the next mission. At the same time, users are able to buy coupons or deals with their points that will bring new customers to New-Spots. Advertisers find a large community on the free version of the app to whom they can advertise their products or services. We also offer the option of geolocated advertising, which would target customers by their global positioning, particularly great for multinational chains.

Free customers	Premium customers	Businesses	Advertisers
<ul style="list-style-type: none"> ● play missions ● earn points ● redeem coupons ● danger alerts ● advertisements ● geolocated ads 	<ul style="list-style-type: none"> ● play missions ● create missions ● earn points ● redeem coupons ● danger alerts ● geolocated ads ● New-Walk Now alerts for events ● compatible with fitbit 	<ul style="list-style-type: none"> ● New-Spot page ● ability to create their own missions ● ability to sell coupons or deals ● ability to advertise 	<ul style="list-style-type: none"> ● adds to free users ● geolocated ads ● AdMob: A source that has ads paired with our app to keep costs down

Channels:

Since we are a gaming experience that exist both in the cyber world and the real world, we would mix advertising through TV and streaming site ads off-peak hours and online, and guerrilla marketing techniques like a series of posters that will make you aware of great Spots near your city and invite you to use our app through QR codes. Our app has a channel type of both indirect and direct channels. There are sales forces and web sales in our own direct channel. Our indirect channels have partners, stores, and wholesalers. Our app will be available for purchase at every phone app-store and delivery will be immediate.

We will also build our presence and raise awareness about our app in social media partnering with Facebook, Instagram and Twitter with the hashtag #NewWalk so that users can comment, rate us and share their experiences to the community. Our “New-Spot” service for businesses like restaurants and other shops would allow customers to purchase coupons for specific products and services. We guarantee customer satisfaction by screening Spots are good quality businesses.

Customer Relationships:

Customers will be acquired by advertising our application in the app store and Google Adwords. When people search for nearby locations on their mobile phones for entertainment and games while traveling, our application will show up. Our phone application serves both, as game, but also as an online community, in which users can see what others are doing, what their friends are playing, what missions are most popular, what spots are better, etc. We help customers evaluate our company’s Value Proposition through ratings and comments on the app store.

Similarly, they could talk to each other and help themselves navigate the app, or solve any problems they may encounter. Although we have automated services, we would gladly provide personal assistance if a user is lost in the city and needs help finding their way. Keeping in touch with our users won’t be costly as we will see that their satisfaction grows as we keep on expanding by word of mouth and #(hashtag) trends.

Revenue Streams:

Our revenues streams consist on assets sales, subscriptions and advertising. Users have 2 options, to get the free version to play existing “Spots” or missions within them, or to pay a certain fee to be able to create your own Spots and missions, as well as receiving alerts of special events happening around you. Businesses join and can use all our services for a subscription fee of some % of sales from app users. We also sell advertising space to other firms, ads come

sporadically on the free version of the app. We would use AdMob, a third party SDK, for advertisements.

In order to figure out a good price point for payment fees from users, we performed a survey to our target demographic. 58% of our interviewees responded positively to a \$2.99 charge for the app. They rated their satisfaction with walking as a 3.8/5 and 42% chose an app as their preferred guidance through a new city. Our market research also revealed word-to-mouth to be the main source of social activity, which directly corresponds to our app's use as an online community and social media forum.

Individual user	\$2.99 per user	charged when upgraded
Businesses	10% of sales incurred from our app.	for businesses only that are users in the app.

Estimates of first month of sales:

product/service	price	units sold/month	total revenue
premium app	2.99	500	1495
10% of sales from businesses	estimate of \$15 per user	500	750
admob advertising	15% of app sales	500	224.25
		Totals	2469.25

*For the total of applications sold in a monthly basis we used a 0.001% of monthly tourist in NYC which is 54M

*for the 10% of the total sales of businesses through our app, we used average of \$15 per user

Key Resources:

We plan to make use of QR code technology in order to manage coupons offered by participating businesses and our percentage of earnings on those sales, as well as an identifiable way for users to follow the business (a QR code on their window would invite players to follow the store and play their missions). It would also be helpful to attract new users through guerrilla marketing that would direct them to our app and a particular New-Spot they could play and discover. The missions users play would consist in completing information through riddles,

image matching by geolocation (technology that allows users to match exact locations others in the community add) or image sharing made possible by our partnerships with social media outlets.

Financially, we would use cash, lines of credit and partnerships with different businesses such as banks, restaurants, bars and any local businesses. Partnership, besides benefiting the business itself will benefit us by attracting more users.

Physical key resources	IT Software and logistic infrastructure to host and control the app from the main developer.
Intellectual key resources	brand, patents, and user database.
Human resources	software specialists, graphic designer(Sindy) game developers/programmers, and sales team to promote our product.

Between our physical, intellectual, and human resources, we would need to finance about \$9,000. \$4,000 for physical key resources, and \$5,000 for intellectual key resources. Human resources would incur monthly by employees.

Key Activities:

Since our value proposition relies on a unique and innovative platform, our key activities would consist on platform managing so that participating businesses and users can interact smoothly. This means being able to attract many of our users to businesses that are incorporated to our app while giving our customers the best discounts they could find for these restaurants, events, etc. Another one would be service provisioning, since we want our paying users to be able to get up-to-date notifications on events going on in their selected city. This means staying on top of the latest events as soon as they are mentioned. We would contact the business and come up with a deal in which we both benefit from. We could do this through phone calls or by emails. We want our customers to feel as if we are informing them of everything exciting going on around them while also letting them enjoy the price.

We would also have to consistently update the app, since there are new businesses that are created and some that go out of business. We would have to make sure that we do not send our customers to a place that doesn't exist anymore and we would also want them to try out the newest places. We do this by staying in contact with the current businesses that are included in the app. We would stay in contact with them and find out their latest product, food item or event to inform our users. Our distribution channel will include the app store for both Android and Iphone users. And finally, platform promotion, through both online advertising and guerrilla marketing. We would use Admob as a source of our advertising for the free version in order to make the best profit by keeping the costs low.

Key Partners:

Our key partners would be Joint Ventures and Buyer-supplies. We would create a Joint Venture with TripAdvisor and Google Maps in order to develop new businesses, the motivation behind this would be the acquisition of resources and activities. Because New-Walk is a new application in the market partnering with TripAdvisor and Google Maps will help us gain trust and popularity especially with our target market (tourists). Moreover, instead of creating our own method of geolocation, we can use Google's already existing and reliable system.

Our Buyer-supplies partnership would help us assure reliable supplies and it would be with other social media platforms like Facebook, Instagram and Twitter. Our motivation behind this partnership will be the optimization and economy of scale that would help us optimize the allocation of resources and activities. Thanks to these partnerships, we would have a unified customer base. Users would complete certain missions by sharing with a #NewWalk and thus share their experiences throughout platforms. These partnerships above all, would help to not have to compete with other social media outlets by creating another sharing platform, and facilitate the navigation experience for users since they don't need to familiarize themselves with another "Instagram" like feature and just play the game. By using their already existing resources instead, we promote and attract new users for all.

Cost Structure:

Our cost structure is cost-driven. Our most important resource and activity would be platform managing and hosting. Our startup costs would mainly include programming, design, testing and debugging. Programming the app would cost about \$12,000. The next stage would include Testing and debugging, which would be another \$8,000-30,000 added on. Social media integration would cost about \$500-1,500. The infrastructure and database of the app would be another \$1,000-5,000 added. It's going to take about 12 weeks from the designing stage to the actual launching of the app and the total cost would be between \$20,000- \$50,000 depending on different factors including the programmer, time and complexity of the app. We need to guarantee that our users would have an experience worth their loyalty, time, and money .

Our app would be cost driven since we create value to our customers by offering two different types of services at two different costs. The "Premium Value" would be the paid version of the app and the free version also creates value by allowing our users to access most components of the app. The fixed cost would be the one time fee of \$2.99 that a user pays for the premium version. We would follow the economies of scale since we are trying to target many people with our low prices both the free one and the small fee. This causes the output of the app to rise while staying at the low cost that it is.

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