

City Tourism Mobile Application Prototype for Local Online Experiences & Social Meetings.

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<p>The popularity of Online experiences has been one of the most rapidly expanding niches inside the tourism industry. The goal of this thesis is to create a semi-functional prototype of a mobile application and test the results for the betterment of the final product. The location for the mobile application is going to be Helsinki. It aims to be a local brand rather than a global player.</p> <p>Theoretical research was applied with the use of various tools such as SWOT-Analysis, Customer Personas, Online Customer Journey Map, Business Model Generation Canvas, Value Proposition Canvas, Market Entry Strategy and Prototype Testing. Selection of these tools resulted in a deeper understanding of the mobile application creation and let the author gain insights to move forward from ideation to product launch.</p> <p>Details of the proposed prototype are presented in Appendix 1 and include every essential information that had been created by the author. Also, a semi-working prototype attached to the Appendix. All images unless stated otherwise in the Pictures & Figures section belong to the author.</p> <p>The actual application is aimed at creating a community in Helsinki including locals, small businesses, events, and tourists.</p>	
Keywords Prototype, Online experiences, Community, Helsinki, Mobile Application	

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1 Introduction

The popularity of using social media for entertainment and learning has surpassed all traditional media outlets. The possibilities for content creation have never been this wide. Creating valuable evergreen content paired with seasonal content about Helsinki always had been a significant desire of the author. The problem has been feasibility and profitability. The Author got interested in creating multimedia for travelers and locals because of his background in documentary and movie making. Merging hospitality with multimedia was a clear goal of attending Haaga-Helia. When the Airbnb announced local experiences section and evolved to online experiences, it sparked the initial idea to create a platform better than their model. By working for Airbnb the author was familiarized with the practice and that paved the way to generate a local version of it with better features, usability, and more meaningful interactions. The Second interest peak came with the possibilities of online shopping in social media channels and drop shipping possibilities which allowed an off the bat passive income stream for the project.

The number of similar applications is rising worldwide. The short-lived success of Airbnb experiences is bound to return better than before once the pandemic is over. The proposed mobile application can be used by tourists, locals, event coordinators, and small business owners. This will allow the project multiple streams of income and not get affected by travel restrictions in the beginning. The start-up is not sponsored by any organization. The Author's own company will be the base ground for all financial purposes.

1.1 Objective

Firstly, the main objective of this product-based thesis is to produce a semi-working mobile application prototype. From ideation to the end result, the design process will be discussed. Secondly via environmental analysis, the possible competitors will be analyzed. Thirdly via the help of Haaga-Helia students who are studying in hospitality degree program, the author hopes to gather valuable data regarding the application and its capabilities.

Finally, the thesis is aimed at providing clear guidelines and understanding to move on with the actual Beta mobile application.

1.2 Product Description

The plan is to create initially a visual guide of Helsinki followed by descriptions of events. The author chose to prototype a mobile app, where people can download during their trips or as locals. While customers enjoy free evergreen and seasonal content, the goal is to work on an online shop where they can purchase merchandise and experiences.

On the first part of the thesis, the author will describe the goals of the project. On the second part, the author will describe the tools and visual tools that will push the project forward. such as SWOT Analysis, value proposition canvas, environmental analysis, concept design, user personas, Business Model Canvas and customer journey map.

The last part will be dedicated to the development of the business model and the project from various perspectives.

1.3 Methods

Methodology that will be used in this project is a combination of service design, product development, and business development.

The methods chosen to use in the actual thesis are mostly qualitative. For analysis, the author plans to use SWOT analysis and benchmarking to better grasp the crazy times the world is going through.

In the concept development part, the author will use Business Model Canvas, Value Proposition Canvas and Customer Journey Map which will allow and provide vision on related issues and may guide the rest of the concept development process.

As customer segmentation, the author used user persona tool and generated 3 main characters that this mobile app is targeting.

5 step Market entry strategy will also be used by the author to understand and realize the competitor's position in the market. Benchmarking the designed product to reveal the possible weaknesses, shortcomings and problems that might occur will give the project a better chance to be successful.

Finally, the author is going to test the product with 20 students of Haaga-Helia, mostly students from Innovation and Imagineering, to gather insights and assess the feasibility.

1.4 Key Definitions

Some key definitions for terms and concepts used during the thesis project are:

POD – Print on demand means that if a company has designs and a marketing strategy to make the product visible mostly through social media marketing, it can sell any sort of merchandise through e-commerce channels. There are countless websites that allow the user to upload an image and end product will be printed and delivered to any address around the world, also known as drop shipping.

VR Experiences – VR or Virtual Reality Experiences are a fairly new way of interacting with the customers and providing service from afar.

According to Pestek, tourism industry today is greatly impacted by virtual reality. Most of the recent tech improvements nowadays will contribute for completely virtual visitations to actual tourism destinations. (Pestek and Sarvan, 2020)

Merchandise – Creative merchandises and innovative merchandising strategies pave the way to the creation of healthy and one of a kind brand identity and the success is determined by communicating of this identity to consumers (Roggeveen et al., 2021)

Creating a merchandise line to which customer can relate and identify with is the key to establishing a successful business plan.

E-Commerce – The definition of e-commerce can be summarized according to Cummings as an online system that allows customers order products that they desire through Internet. This will allow them to customize, ordering the prints, online checkouts, confirming orders and monitoring delivery. (Cummings and LeMaire, 2006).

Digitally acquired merchandises are also a part of the e-commerce definition such as e-books, designs, photographs, etc.

Airbnb Experiences – Airbnb experiences are various experiences you can book online. The experiences fork on two different types, online and in person. Forced by Covid-19 the online experiences in this manner gained traction even more than in person version.

During the experiences hosts should actively interact with the guests and treat them in a friendly manner during the experience. In addition, hosts should provide all sorts of information about the experience. Clear communication skills are needed to be able to successfully implement this kind of experiences. (Sthapit and Jiménez-Barreto, 2018)

Adobe XD – Adobe XD is the program the author selected to create the prototype for the mobile application. This program allows users to create mobile apps and websites without using any code. Most of the design is perfectly usable and ready for prototype testing. Visuals also works for any purposes. The only downside is that it doesn't allow user to create links to other websites.

ICT – The Information Communications Technologies

2 Developing Experience Based Mobile App

This part of the thesis constructs the theoretical framework of the product development. The literature review will discuss the risks and rewards of the chosen development methods and tools. Based on the existing knowledge, the tools will be utilized to develop, and analyze the feasibility of the mobile app. After that the research will focus on identifying customers and establish personas to help the author. Then the tools of designing the product will be discussed. Before the development of the mobile application, it is essential to understand the existing market, possible competitors, and the way they operate.

2.1 ICT in Travel Industry

The Information Communications Technologies (ICT) play a key role in tourism and travel and hospitality industries. Effective and high-speed ICT infrastructure and software applications are critical for tourism development. ICTs allow customers to use a single platform that facilitates a variety of operations such as product selection, ordering, fulfillment, tracking, payment, and reporting all in one. (Bethapudi, 2013)

Smartphone usage in the last years has been skyrocketing. Now most of the tasks and entertainment get carried on via smartphones. Especially while on holidays people tend to not bother to carry their laptops with them. Large number of people (almost up to 65%) are using their smart phones to read news feeds, post status updates, read & reply to messages and post photos. This proves that nowadays people are abandoning personal computers and getting everything done via smartphones. (Gowthami, 2016)

2.2 Digital Services and Applications

Airbnb operates an online environment where travelers can book homes for vacation and tourism activities. It is established in San Francisco CA and the platform is available via website and mobile application. The platform was created as a website but soon adopted a mobile approach to fit travelers' needs. Airbnb does not own any properties; it profits by receiving commission fee from each booking. The company launched in 2008 by Brian Chesky, Nathan Blecharczyk and Joe Gebbia Airbnb is shortened version of its original name airbedandbreakfast.com. (Airbnb - Wikipedia, 2021)

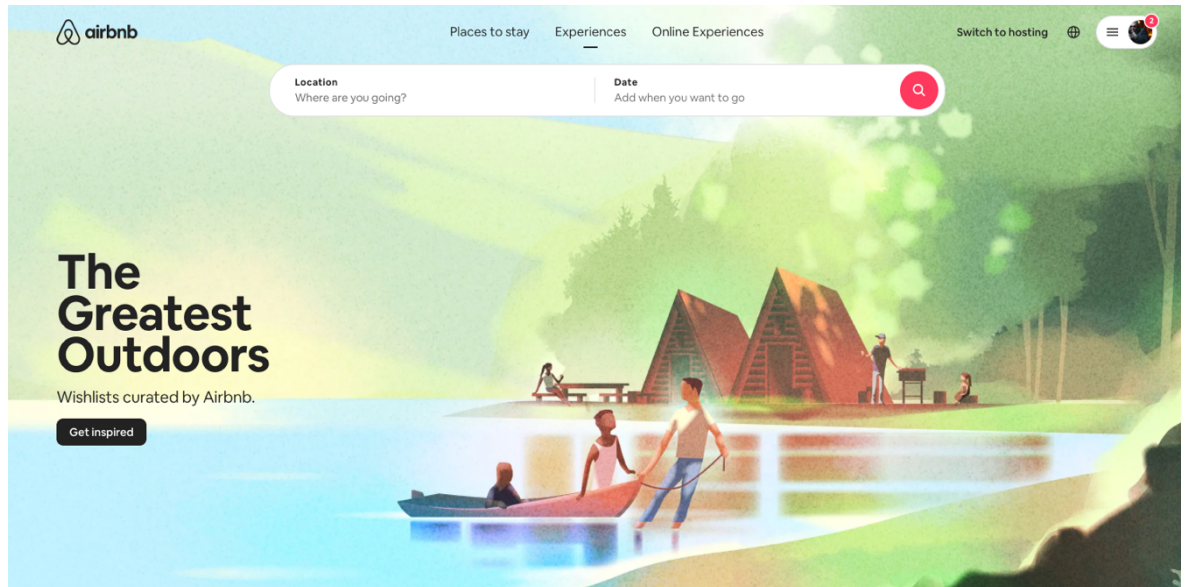


Image 1: Screenshot taken from Airbnb's official website. <https://www.airbnb.com>

On the opening screen there are three options users can choose from. They can easily find places to stay anywhere in the world. As they expanded their reach Airbnb launched Airbnb Experiences in 2016 to offer unique, memorable experiences designed and hosted by locals that go beyond typical tours or workshops. They provide deep insights and immersion into the hosts' passions and interests, and a different way to experience a destination. For hosts, it became a vessel to create an experience which revolves around their passion and hobbies while generating some extra income. For guest it became a safe and quality way of exploring the city while meeting like-minded people and enjoy the experiences offered with ease. (Airbnb 2021)

27 experiences

Guests Price Time of day Language offered Nature and outdoors Sports Art and culture Food and drink Transportation activities Sights Show map

Review COVID-19 travel restrictions before you book. [Learn more](#)

All Experiences



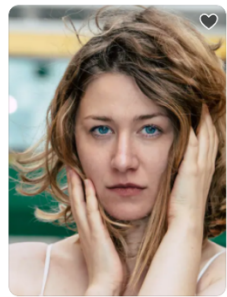
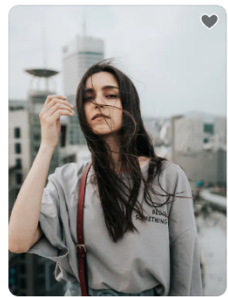
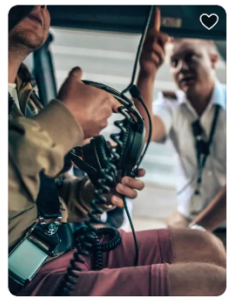

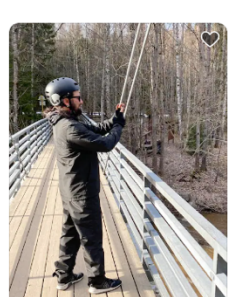
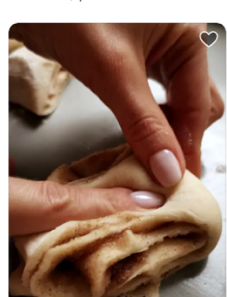
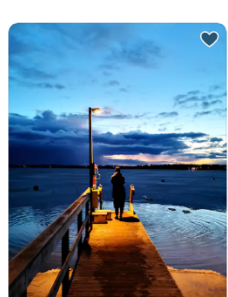

 <p>★ 5.0 (20) · Helsinki Professional Photoshoot in Helsinki From €110 / person</p>	 <p>Helsinki Modern photoshoot From €75 / person</p>	 <p>★ 4.91 (58) · Helsinki Professional photoshoot & local insights From €48 / person</p>	 <p>★ 5.0 (9) · Helsinki Professional cinematic photoshoot From €75 / person</p>	 <p>Helsingfors Sightseeing Helsinki Helicopter Tour From €356 / person</p>
 <p>Helsinki Experience Frisbee Golf in Helsinki From €100 / person</p>	 <p>Helsinki Nuuskio National Park Hike From €150 / person</p>	 <p>★ 4.97 (183) · Helsinki Finnish cooking class in ♥ of Helsinki</p>	 <p>Espoo Laajalahti Nature Reserve Walk From €70 / person</p>	 <p>Helsinki Churches and Cathedrals of Helsinki From €60 / person</p>

Image 2: Screenshot taken from Airbnb's official website. <https://www.airbnb.com/>

Due to Covid-19 the Airbnb experiences got halted, because it mostly depended on tourists visiting where the experiences are held. As a precaution it stayed closed during the second half of the 2020 and paved the way for Airbnb to innovate and launch Virtual Experiences as a result. Although Online experiences have started without the normal flux of tourists, it is not expected to be popular in small markets such as Helsinki. As it is captured on Picture 1; there are only 27 available online experiences to select from in the region.

Professional Photoshoot in Helsinki

★ 5.0 (20) · Helsinki, Finland

Share Save



Experience hosted by Eralp

2 hours · Hosted in English



Committed to safety

This host committed to Airbnb's COVID-19 safety guidelines. [Learn more](#)

Up to 4 people

Includes equipment

From €110 / person

[Show all prices](#)

DATES

Add dates

GUESTS

1 guest

Thu, May 6
4:00 PM - 6:00 PM

€110 / person

Choose

Image 3: Screenshot taken from Airbnb's official website. <https://www.airbnb.com>

Airbnb allows the hosts to display their experience to the public via 10 images, which are uploaded and checked by the Airbnb team. After it is approved, they are shown on the experience page where users can book with ease. Airbnb generates income by commissioning 20% of every booking made through their platform. They also make sure not to give chance to the host and the guest to communicate through other channels. They also ensure that the host is committed to the safety of the guest. Taking a short test is necessary to continue hosting during the Covid-19 era.

The author also created an online experience before the pandemic, and it was heading to a direction to become a lucrative source of income. The experience gathered in this short period became one of the inspirations for this thesis subject.

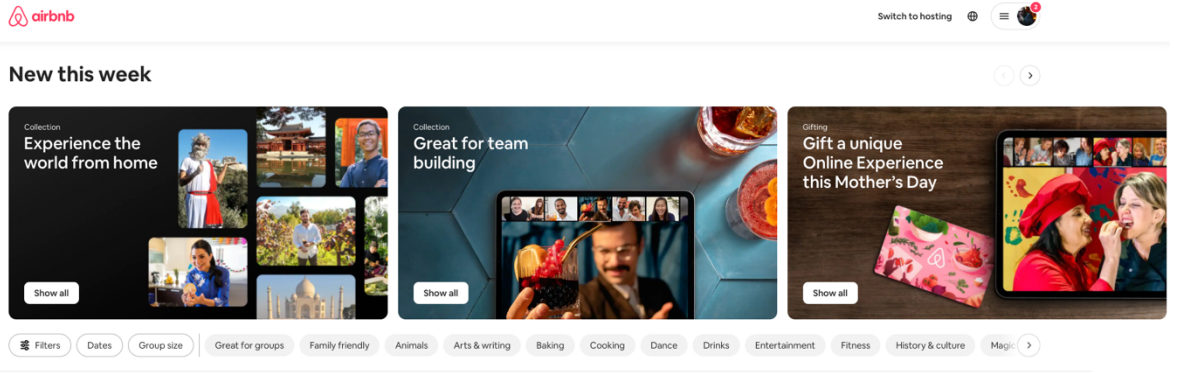


Image 4: Screenshot taken from Airbnb's official website. <https://www.airbnb.com>

In 2020 Airbnb announced the launch of Online Experiences, a new way for people to connect, travel virtually and earn income during the COVID-19 crisis. With communities around the world staying home to protect their own health and the health of others, people couldn't continue routine activities like going to work, exercising, or pursuing a passion. Now, Online Experiences will change that by allowing hosts to earn an income in these uncertain times and bring their transformative virtual experience to millions of guests. (Rodriguez, 2021).

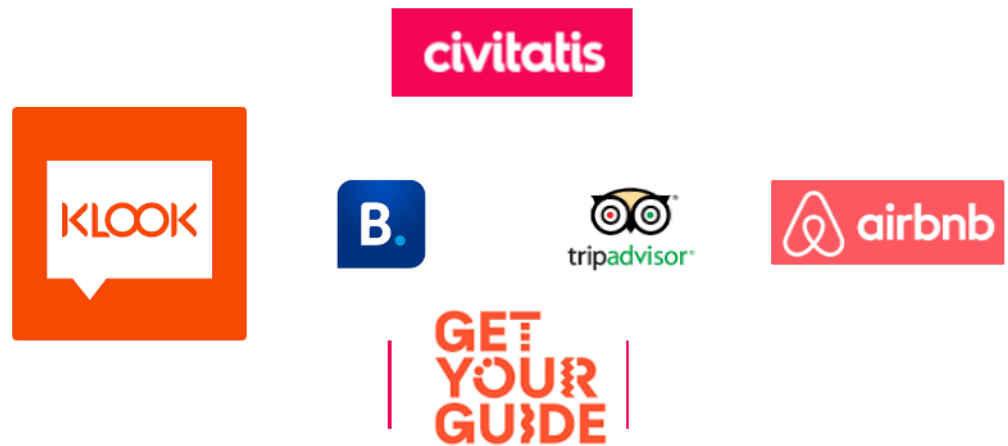


Image 5: Global Competitors to Airbnb.

Airbnb might be the leader in this market but likes of booking.com, TripAdvisor, Hong Kong based Klook, Madrid based Civitatis which is aimed mostly on Spanish speaking world, are some companies worth mentioning for future contenders. (O'Neill, 2021)



Image 6: Taken from Doerz official website. <https://www.doerz.com>

Turku based company Doerz stands out as an experience booking website. Mostly because being from Finland and a local competitor when it comes to experiences. All of the examples share almost the same approach of Airbnb as they grow.

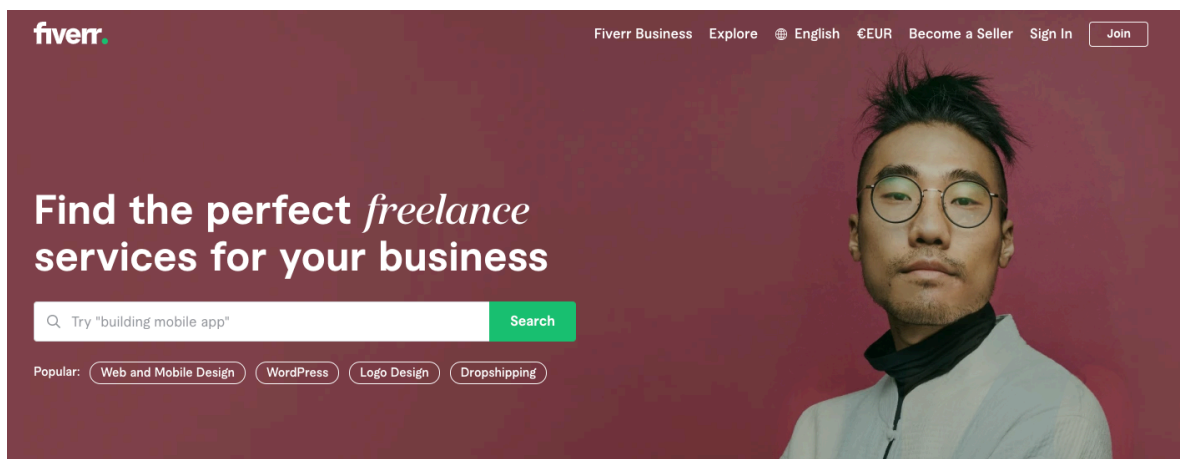


Image 7: Taken from Fiverr official website. <https://www.fiverr.com>

On this part it is essential to mention fiverr.com and Couchsurfing.com. Fiverr.com allows users to find professionals to do certain tasks as a freelancer. It operates mostly on an artistic task such as Photoshop skills, video editing, voice overs, graphic design, and translations.

Couchsurfing, launched in 2004, is the pioneer of creating a community and making strangers meet, share experiences, and even their spare rooms. Unfortunately, they have been struggling with the Covid-19. The website however, couldn't find a way to generate income from these interactions created by millions of these amazing transactions. Neither

host nor guests received no money. During those simpler times, members emphasized the ideal of cultural sharing, to many newcomers, it just looked like a platform to find a free host and save money. (Coca, 2015).

2.3 Concept Development

2.3.1 Business Model Canvas

Since Alex Osterwalder and colleagues introduced the canvas, many people have found a canvas to be a fitting tool to easily communicate important information. This canvas delivers a compact, cohesive, and concise format to create and further develop shared understanding. (Gottesdiener, 2019)

The author selected this tool to create value for the application and determine and seek out possible new angles and streams. It also allows the author to communicate the general idea to possible partners with ease.

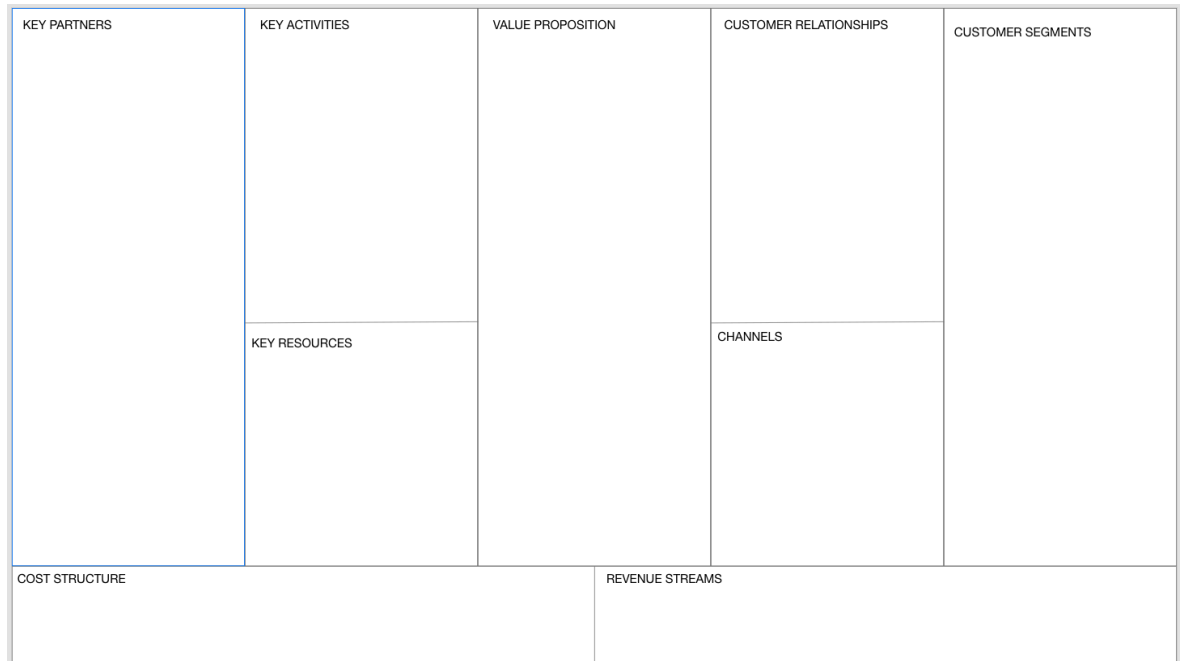


Figure 1: Business Model Canvas, (Based on Osterwalder et al., 2014)

2.3.2 Value Proposition

Value proposition is general description of how the company intends to create value for the customer. (Osterwalder et al., 2014)

The author selects this tool to kickstart the design process of prototyping possibilities and further understanding of customer needs while exploring what they want.

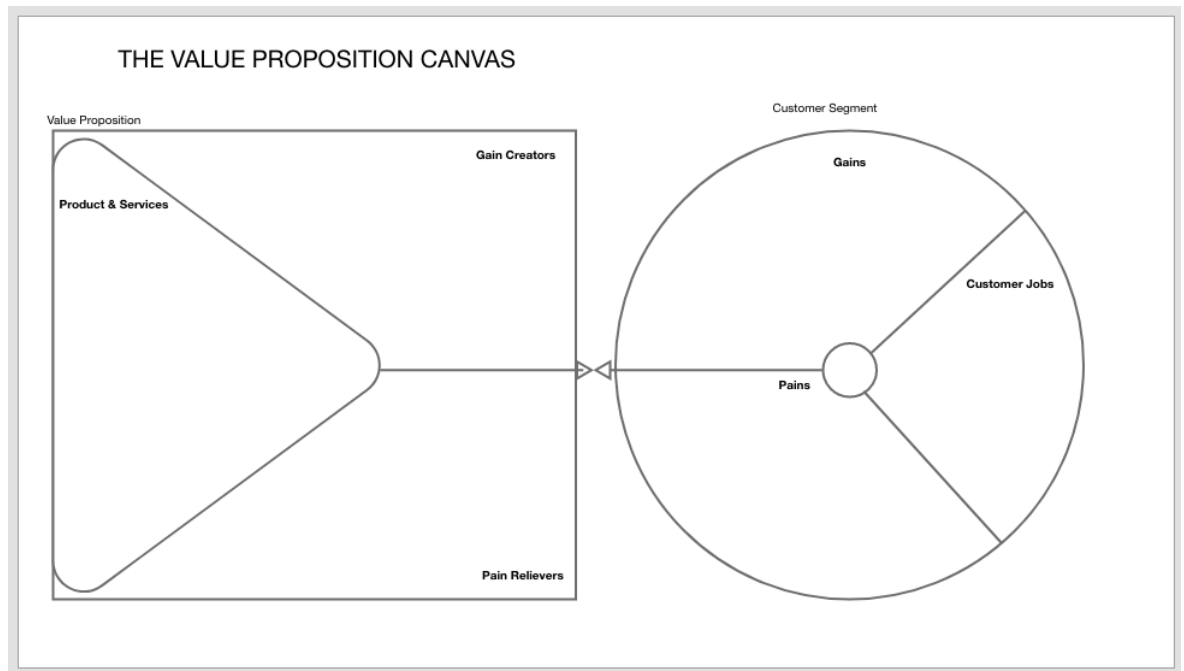


Figure 2: Value Proposition Canvas, (Based on Osterwalder et al., 2014)

2.3.3 Customer Journey

Customer journey tools are useful representation of the overall experience mostly to pinpoint weaknesses and shortcomings of the prototypes. It also allows the author to materialize the flow of the project. Understanding customer experience and the customer journey over time is essential for companies. Customers now interact with them through multiple touch points in various channels and media, and customer experiences are becoming social. That's why business needs to understand functions while creating and delivering positive customer experiences. (Lemon and Verhoef, 2016)

The author chose the online version of this canvas rather than the traditional methods because of the online nature of the project.

	AWARENESS	SEARCH	REPUTATION	CONVERSION	EXPERIENCE
Activities Performed					
Emotions					
Customer Expectations					
Overall Experiences					

Figure 3: Online Customer Journey, <https://de.venngage.com/>

2.3.4 Customer Personas

Customer persona is a profile that characterizes a specific group of people such as group of customers or users. A customer persona is not a stereotype, it is mostly about involving a great amount of people's predicted actions and creating a persona that can help the author narrow down the possible actions that can be taken.

While creating a persona the initial instinct is to gather data which can easily be found which can lead to stereotyping of demographics. The more useful way is to emphasize with the personas and try to deeply understand the factors that make them important and valuable. The author selected to generate 3 separate personas. This will allow the author to emphasize, understand the needs and generate solutions and products that would benefit the customer and project.

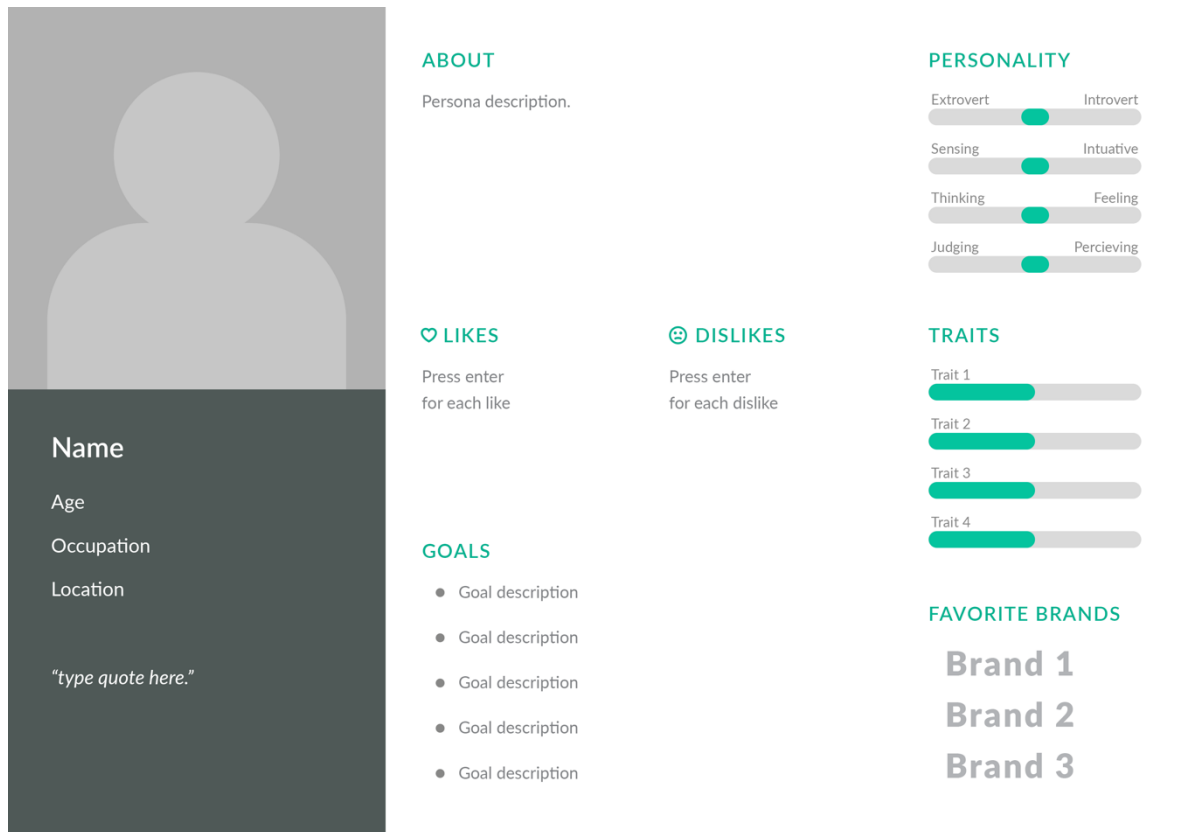


Figure 4: Customer Persona template, (Ashley Saleem-West)

2.4 Prototyping

In this part, the author reviews the tools that will be used during the process of project development. The author focuses on tools such as Business Model Canvas, Value Proposition Canvas and Customer Journey Map. The author selected to use these tools because the project's needs can be communicated and better understood by using them. These tools will allow the author to empathize with the customers and users' possible reactions and helps the author to analyze the positives and negatives of the product.

Although Osterwalder's canvases are being used worldwide, there are shortcomings regarding the main one being its fixed structure which basically becomes a filling in the blanks without representing the business model itself. It also lacks coherence and connection between its 9 blocks. (Verrue, 2014)



Figure 5: Adobe XD project Sample

Concept development will be carried out using Adobe XD. Adobe XD is chosen by the author due to being an Adobe product that has similar interface as the other applications provided by the company. It is one of the best ways to generate prototypes. Adobe XD also allows the author to showcase the prototype during testing and accumulate feedback from tourism students in Haaga-Helia. It also works perfectly in sync with Adobe Photoshop and on the last stages it allows the coder to create an actual application.

Wireframes will be used embedded to the Adobe XD program whenever needed to optimize the application for an Apple phone to make coders job easier during the coding phase if necessary.

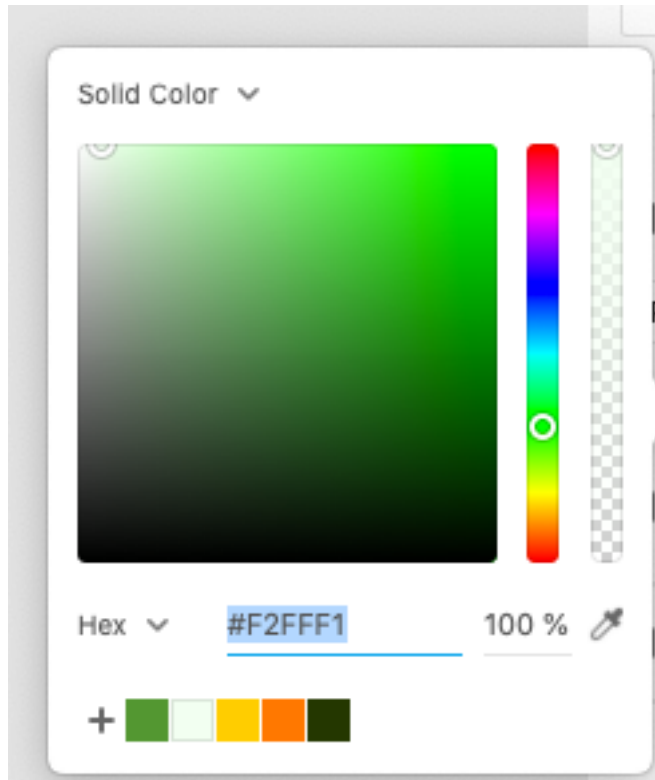


Figure 6: Product Design Color Palette.

During the Product design, the author will use values reflected and communicated as colors. Color is an apparent base of information. People can make up their mind about either people or products within seconds of their first sight. Between 62-90 percent of the decisions are based on colors alone. Not only it represents the differing factors from competition but also represents the values of the company and influence the behavior of the customer either positively or negatively (Singh, 2006)

Prototyping is a useful tool to seek partners and financial backing. Rapid prototypes attract investors and raise interest to the project ahead. Since it is fundamentally cheap to create one, the author chose this method to generate first draft by this method. Rapid prototyping method enables to communicate with potential partners and investors on many levels. Firstly, it can communicate the general idea to users to grasp the way things work and the reasons behind them, secondly it allows users to give feedback which the developers of the prototype couldn't see. And on the last stage the developers can make adjustments using valuable feedback. (Eker, 2014)

Using Adobe XD; the author will use throwaway or rapid prototyping which refers to the creation of a model that will be replaced rather than becoming final software. After the initial layout is ready, a primitive working model of the system is built to showcase the users

what the project may include, when they are implemented into a final product. (Software prototyping - Wikipedia, 2021).

2.5 Analysis & Market Entry Strategy

This chapter's goal is to provide the author about the current market's facts such as the competition and the growing possibilities. Understanding the situation of the markets before diving into the process of re-visualizing the company on a digital environment and being aware of the external threats and the risks that are immensely important. The environmental analysis lets the author to sense the possible setbacks and position accordingly throughout the creative process. The author chose to use SWOT Analysis and Market entry strategy to be able to understand the current situation of the project and have documentation that can be renewed and viewed during the implementation process. Although there are some downsides of SWOT analysis, the author selected this method define the situation of the company and generate general solutions and an outlook.

According to Foong the cons of SWOT Analysis can be time consuming nature of the tool, concluded data may not be up to date, different perceptions on how to create the results and most importantly it can be highly opinionated and not factual. (Foong, 2007)

2.5.1 SWOT Analysis

SWOT analysis is used to describe the strengths and weaknesses of the projects and businesses. Also, to see potential threats and outline the future opportunities during the planning stage. The upside of this method is to understand the business strategy model that had been created while comparing it to an existing market. Seeking answers to find and fix weaknesses and minimize the risks and threats.

According to Foong, advantages of using SWOT Analysis are factual data which are available to understand external factors and internal capabilities, getting a grasp on how to evaluate between opportunities and threats, understanding of strengths and threats compared to competitors, and introduction to a new dimension on competitiveness (Foong, 2007)

SWOT analysis is a convenient and essential tool in strategical business for companies and for start-ups. It helps companies to have insights and allows them to create future plans.

SWOT Analysis is one of the most frequently used tool for strategic management process. Despite being used widely, it has been criticized as not useful enough as a part of an organizational strategy, its usefulness is only about defining the current situation. (Gürel, 2021)

On Figure 1, the author chose the most relevant questions that needs to be asked. Clear view on the information of weaknesses and threats certainly gives the author the chance to counter them as it would shed some light on a concrete business implementation.



Figure 7: SWOT Analysis Template. <https://swotanalysis.com>

2.5.2 Market Entry Strategy

Entering a new market, no matter how new, is a colossal task. Financial and marketing know-how of the author will be challenged all throughout the process. The author selected to use Market entry strategy to overcome some of these issues. (Infiniti Research 2021)

The process of creating a 5-step market entry strategy includes initially *Defining Consumers & Gaining Insights* which is to define the consumer profiles the project is going to target. After a research faze, the commitment to those personas can start. This also includes what to offer to the consumer and the limits of the product. Secondly, *Identifying and Analyzing the Targeted Market* which is about gaining understanding about the competitors in the already existing market. Using limited sources as a start-up, identifying the entry

points while giving room for new innovations and improvements. Third step is *Developing Brand Strategy* which aim is to create understanding the affordability and discuss the feasibility of the project. Later generating a pricing policy that can benefit consumers needs is targeted. Fourth step is *Concept development & Testing* which is developing a product that would work for users and consumers. Marketing strategy is also discussed on this part. As an action plan, determining the target sales and desired market share is also important in this stage. Testing the proposed mobile application with the help of experience creating individuals with different backgrounds to seek weak and strong points of the application and even to generate new ideas for the author is the goal of the testing process.

Final step is *Creating Brand Identity* which is about establishing roots and the reasons behind creating this application should be discussed during this faze such as colors, values, and goals.

2.5.3 Utilizing social media for marketing

The popularity of using social media for entertainment and learning surpassed all media outlets. The possibilities for content creation have never been this wide.

Creating a valuable evergreen content as well as seasonal content about Helsinki is the key to have more followers and the more followers gained means more visibility and eventually profitability.

The author got interested in creating multimedia for travelers and locals because of his background in documentary and movie making. Social media channels that allow organic growth were TikTok and YouTube both video-oriented establishments. The goal of utilizing social media channels is mostly to create awareness and providing traffic to the mobile app. Especially "Tik Tok" has invested a lot of resources in marketing to promote the consumer, and in a short period of time quickly increased the awareness of their brand. (Xu, Yan and Zhang, 2019).

TikTok and Instagram are the top social media platforms that are used by promoters to reach and interact with their target audience. The consumer buying interactions should be further analyzed since there is not that much research had been done in the past. (Mou, 2020)

2.5.4 Merchandises via Drop-shipping

Drop-shipping became one of the greatest passive income sources for small brands. it allows users to deliver their brand designs worldwide.

According to Singh, a revolution sparked in business world that totally changed the way of business. E-commerce which means Electronic commerce, is about buying and selling merchandises online with various payment methods. This model paved the way to huge growth of business and provided benefits to the consumers on availability, low-cost products, and easy delivery. (Singh, Kaur and Singh, 2018)

One of the platforms to use is Printful. It works as a drop-shipping company which ships all around the world and all it takes to start selling is to have a design. The website allows the user to create a store just by uploading designs. There are various drop-shipping options to choose from with every company has own advantages and unique selling propositions and drawbacks. Designs can be resized and produced as T-shirts, mugs, caps, sweatshirts, phone covers, pillows, blankets etc. This platform is directly linkable to e-commerce platforms such as Etsy, Shopify, Woo Commerce, Squarespace, Wix, and Webflow.

The image is a screenshot of the Printful website. At the top left is the Printful logo, and at the top right are links for 'Preferences' and 'Sign up'. The main banner features the headline 'Turn your hobby into a side hustle' and the subtext 'You have design ideas. We deliver them through print on demand.' Below this is a red 'Start creating' button. To the right of the text is a collection of printed merchandise including a red t-shirt with a 'your DESIGN HERE' graphic, a black cap, a mug, and a phone case. Below the banner is a 'How it works' section with the subtext 'Start your online store in a few easy steps'. This section contains three numbered steps: 1. 'Connect your store' (Printful integrates with top ecommerce platforms and online marketplaces as well as custom websites or apps), 2. 'Create your products' (You can use our free mockup generator to create high quality product images for your online store), and 3. 'Start selling' (Market your store and grow your business while we take care of printing, packing and shipping your orders).

Image 8: Screenshot from Printful website <https://www.printful.com/>

STORE

Your 24/7 Print Store

Selling photos online has never been easier. Bring your work to life, or make more money by selling prints right from your galleries.

[LEARN MORE ABOUT STORE](#)

\$6.00


Set Your Price

Have full control over your pricing and products.

0%

Commission-free

Sell photography with 0% commission for upgraded accounts.



Your Lab or Ours

Fulfill with our integrated partner, or at your own lab.

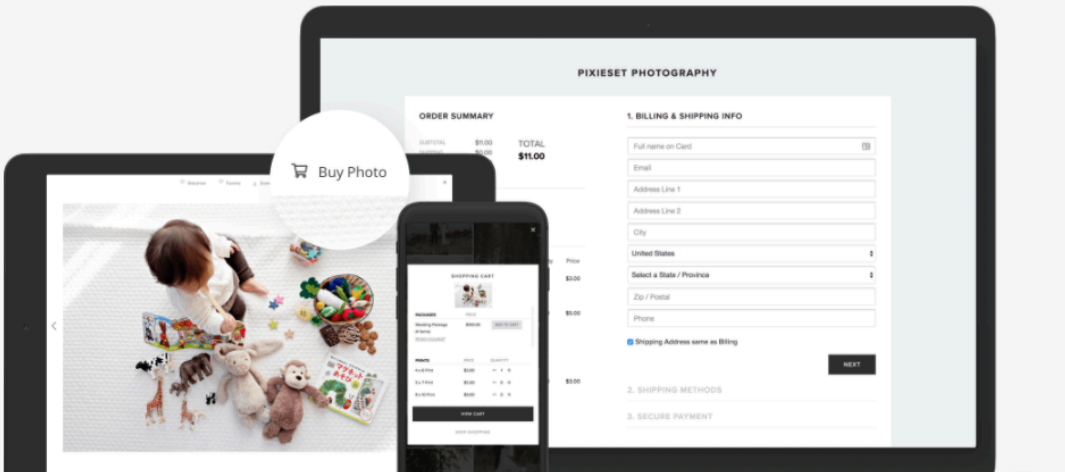


Image 9: Screenshot from Pixieset Website <https://pixieset.com/>

It is beneficial to differ the merchandises and photo prints. "Pixieset" offers to send prints worldwide and ease the job. Photo prints and postcards projected to be one of the main revenue streams of the application.

2.6 Summary of Tools

During the process of product development, the author will use several tools. The goal of this is to have a clear structure of the development of the project.

Name of the Tool	Explanation
SWOT Analysis	Swot analysis will provide the author the initial data needed to move forward. It also will answer few essential questions and allow to explore weaknesses.
User Persona	User Personas will help emphasize with the targeted groups and allow development ideas to emerge.
Online Customer Journey	Customer Journey choice is essentially about how the process works and seeking mistakes and gaps on the project.
Business Model Canvas	The canvas is to build the links between the lines and generating a tangible form of the general process of the project.
Value Proposition Canvas	Designing a product tailored for the customer's needs.
Market Entry Strategy	Enables the author to understand the environment and the competition in dept.
Prototype Testing	Finding out new ideas, feasibility issues, user behaviors that can be expected with the help of 20 bright students.

Table 1. Tools used in the product development

2.6.1 Visual Tools

The author will also use visual tools to communicate the project visually and the progress through the visual tools aims to achieve that.

Visual Tools	Explanation
Adobe XD	This visual tool allows the user to create a working prototype of a website or mobile application. The author used this application to generate almost all aspects of the development process.

Adobe Photoshop	The author used this tool to create logos and customer persona profiles.
Adobe Premiere	This video editing tool will be used to generate videos for the social media channels.

Table 2. Visual Tools used in the product development

3 Planning and Implementing the Project

In this phase, the preparation and execution of the project will be described. The author will discuss the background of the project, its process, design, and risks. This will serve as a benchmark for the further development of the project. The prototype will be evaluated, and the future expansion and goals will also be discussed.

3.1 Background

The essentials of the product have been chosen because of the author's desire towards developing tourism related experiences and visual content. It was essentially due to the numerous business opportunities in this fields and the author's personal background as a filmmaker. The decision has been made considering the author's know-how of the content creation and ongoing experiences through Airbnb. The initial idea of the actual thesis was chosen recently. and implemented and finalized within the couple of months of focused product development. This work was not commissioned by any organization; however, the author is hellbent to make this mobile application a basis for a start-up of his own.

3.2 Concept Development

3.2.1 Business Model Canvas

Business Model canvas has been created by Dr. Alex Osterwalder, a Swiss business theorist and entrepreneur as a part of his PhD research in 2005. (Business Model Canvas - Wikipedia, 2021)

KEY PARTNERS Local Businesses Local individuals with expertises Social media Platforms Print on Demand services Universities Events Festivals	KEY ACTIVITIES Creating valuable content Linking natives and tourists Commercial content creation for local businesses Promoting events Marketing merchandises	VALUE PROPOSITION 1. Tourists The safe and incredible way to have memorable experiences for all tastes Up to date guides and possibility to hangout with locals Various info about what to do in Helsinki in multiple languages. 2. Local Businesses To promote their services or product with minimal cost. Outsourcing marketing content creation with low-budget opportunities	CUSTOMER RELATIONSHIPS Co-Creation In Person Live chats in case of discontent.	CUSTOMER SEGMENTS 1. Tourists 2. Local Businesses 3. Local Talents
COST STRUCTURE Coding, marketing, creating content, investments for video and sound equipment.	REVENUE STREAMS Percentage from booked experiences, Merchandises, Youtube, Local businesses,			
KEY RESOURCES Time Print on Demand Knowledge of Individuals	3. Local Talents Source of income Sharing cultural interactions. Strong sense of community between themselves	CHANNELS Social Media Marketing Youtube Videos Word of mouth Universities		

Figure:8 Business Model Canvas (Based on Osterwalder et al., 2014)

During the development of the Business Model Canvas, key partners are identified as Local Businesses, tourists, individuals with talents, social media channels, universities such as Haaga-Helia, events, and festivals. Key activities to ensure partnerships are; creating content that is seasonal and also evergreen in social media outlets and inside the app itself (specially written down and still images), Linking people from abroad and inside the Uusimaa region effectively and easily, encouraging local businesses to support and join the community via offering them affordable marketing possibilities and a platform they can interact with their clients, Using print on demand opportunities generate income to invest to create better quality content. Project's main resources are time invested from the author and his possible partners, and knowledge of these individuals to push forward.

There are 3 different kinds of groups to consider when it comes to value proposition. Firstly, the tourists, they can have memorable experiences and information about the city via using experiences or simply joining locals on their hangouts freely. Proposed value for the businesses can be more visible when the project reaches its target follower numbers and interest rise with it. They can get affordable marketing and marketing content for their respective businesses. The locals can earn valuable income by simply sharing their passion and talents with the others.

Proposed interaction methods for the customer interactions are co-creation, in person dialogs intimately and if there are problems to be resolved via using messaging. Main chan-

nels to feed interest to the project has been identified as social media presence, universities, and word of mouth. Customer segmentation can be categorized on 3 separate groups. Tourists, Locals, Local Businesses.

3.2.2 Value Proposition Canvas

Value Proposition Canvas was initially created by Dr. Alex Osterwalder as a framework to complement the fit between product and the market. (Alexander Osterwalder - Wikipedia, 2021)

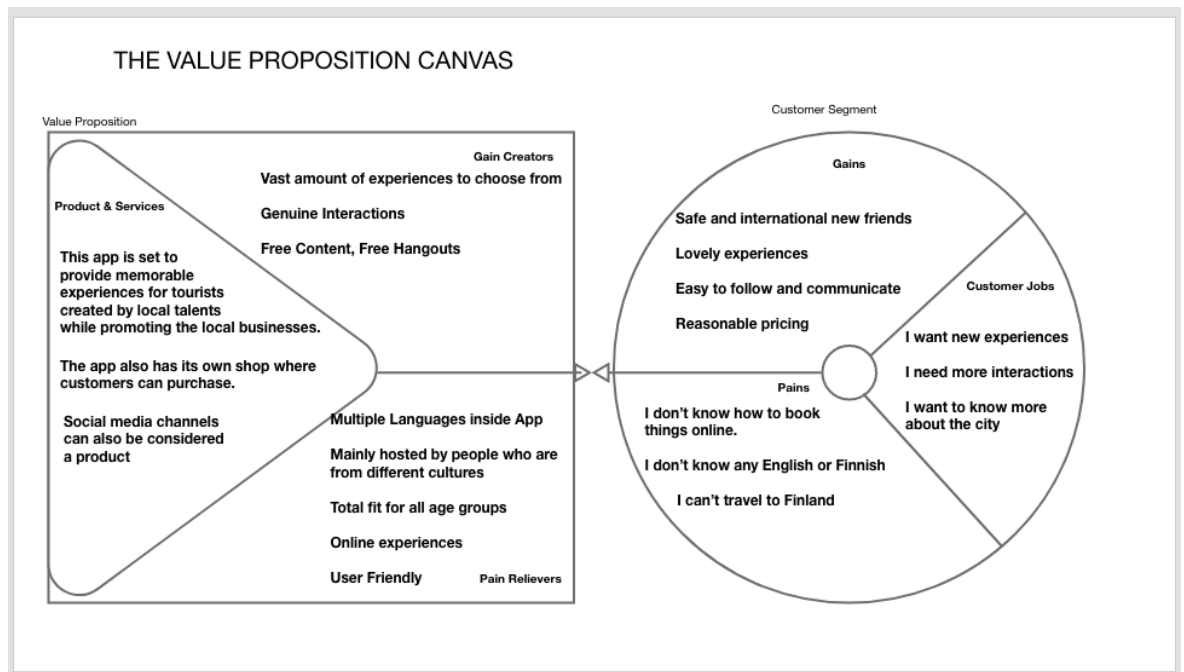


Figure 9: Value Proposition Canvas. (Based on Osterwalder et al., 2014)

Value Proposition Canvas is generated from the tourist's perspective. Projects main product and services are as follows, this app is set to provide memorable experiences for tourists created by local talents while promoting the local businesses, app also has its embedded shop for anyone to purchase memorabilia, and social media channels are also considered as a service.

Basic Gain creators are proposed vast number of experiences to choose from, genuine interactions on these experiences, mostly free content and hangouts. Gains for the tourists are safe and international group of new friends, lovely experiences, easy to follow

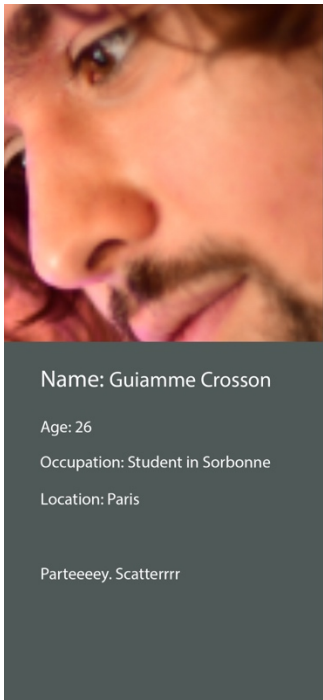
content and reasonable prices. If a customer desires new experiences, more info about the city and valuable interactions the NaNo app would be perfect offer for them.

To relieve much of the pains such as online booking confusions, language barriers, and travel bans that are recently continuing, the solutions are to create the final version of the NaNo app in many languages, making it extremely user friendly, to mention the languages the hosts speak, and making sure to seek out experiences to be enjoyed by all age groups were the decided solutions.

3.2.3 Customer Personas

During this phase it made more sense to focus on 2 separate personas one native and one nomad as the name of the application suggest. Since both profiles contribute as an income stream both can be detailed. Alan Cooper had suggested the concept of Customer Personas in 1983 (Persona (user experience) - Wikipedia, 2021)

The author chose to use a template created by Ashley Saleem-West, by using Adobe Photoshop. Less detailed personas from screenshots of the mobile application can be found in Appendix 2.



ABOUT

Guiamme Crosson is French citizen studying at one of the most prestigious schools of his country and likes to travel during summer time. He loves playing video games and hanging out with young people from all over the world.

He is single and unattached and seeks fun and games wherever he travels. Despite his young age he already traveled to around 40 countries all over the world.

PERSONALITY

Extrovert: [Progress bar from Extrovert to Introvert, mostly filled towards Extrovert]
Sensing: [Progress bar from Sensing to Intuitive, mostly filled towards Sensing]
Thinking: [Progress bar from Thinking to Feeling, mostly filled towards Feeling]
Judging: [Progress bar from Judging to Perceiving, mostly filled towards Perceiving]

LIKES: Buzzing city life, friends, pubs, coffee, craft beer, video games, sports, freedom, running, cooking, street food.

DISLIKES: Politics, restrictions.

TRAITS

Languages: [Progress bar, mostly filled]
Openness: [Progress bar, mostly filled]
Travel Experience: [Progress bar, mostly filled]
Hospitality: [Progress bar, mostly filled]

GOALS

- Live life to the fullest
- Travel and gather valuable memories
- Exchange student in Helsinki
- Graduating
- Getting a great job

FAVORITE BRANDS

PlayStation
Apple
Jack Daniels

Profile Card Details:

Name: Guiamme Crosson
Age: 26
Occupation: Student in Sorbonne
Location: Paris
Parteeeee, Scatterrrr

Figure 10: Nomad Profile.

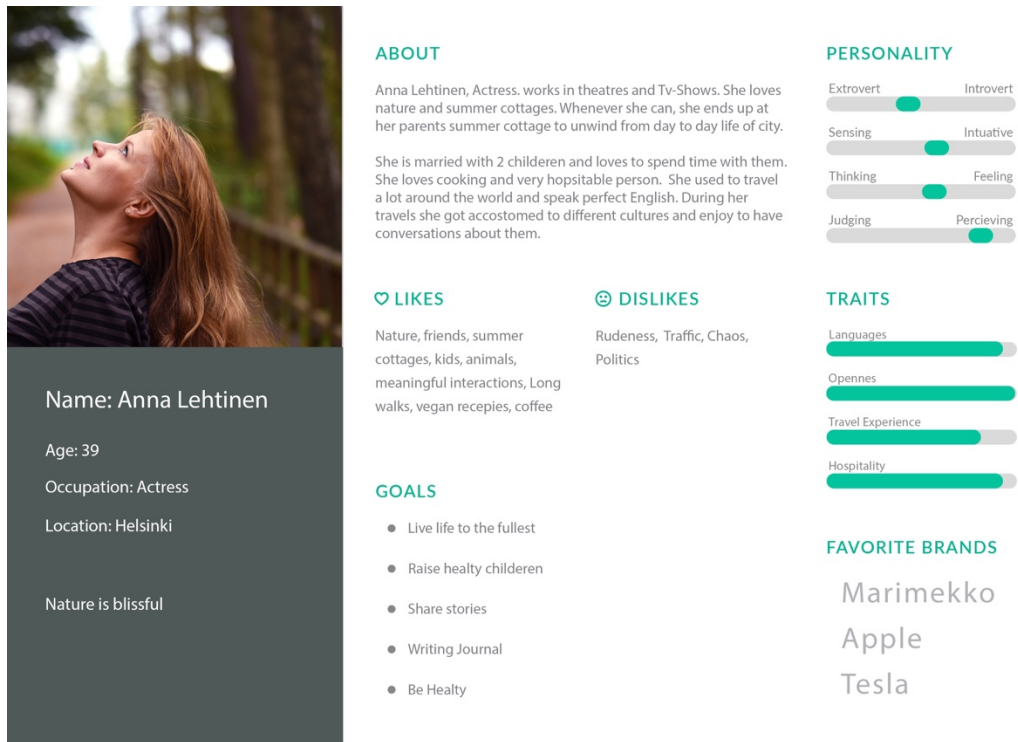


Figure 11: Native profile

3.2.4 Online Customer Journey Map

Rom Zemke and Chip Bell were the pioneers of Customer Journey Mapping. Many different versions have emerged since then to better suit the industry's needs. The one the author used was particularly better at reflecting online purchases and interactions.

	AWARENESS	SEARCH	REPUTATION	CONVERSION	EXPERIENCE
Activities Performed	Following the project on Youtube an Tiktok	Following the Good News Downloading the app.	Comments on SM Msg to Hosts	Booking an Experience	Having wonderful time
Emotions	Curiosity Attraction	Feeling bond	Feeling Safe and desire to book an experience	Bit of Anxiety,	Eager for the next Loyalty & Recommendation
Customer Expectations	Finding out more	More content	Rapid online answers	Hope to live up to expectation	Expect to come back for more
Overall Experiences	Positive	Passive Participation	Participation	Neutral	Positive

Figure:12 Online Customer Journey Map

On the online customer journey map, the grids are purposed for awareness, search, reputation, conversion and experience itself. The table is created for a tourist and possibly a local who can be a member.

3.3 Concept Design

Logo

Creating a logo for the first time, the author decided to go for the name-based logo. The reason to go with name-based logo is the fact that it is a new establishment and there is no correlation or trust build with possible partners and users. During the development the author aimed to create a symbol also to add to the brand development.

Application designers should consider that the presence of a well-known brand in the app icon is proven to have a positive effect on the perceived app quality of entertainment apps, whereas it has the opposite impact if it is absent (Pol, 2015)



Image 10: Prototype Logo

Colors

After consideration the colors chosen for the mobile app are bright orange(#FF7800), mid yellow (#FFCC00), and spring green (#559638). In addition to that there are dark (#243601) and light (#F2FFF1) background colors which also used on the prototyping stage.

Deciding a color palette for a design is a noteworthy task for developers to attract attention and to communicate brand identity. It obliges an analysis to within potential users to generate a matching palette. (Won and Westland, 2017)

These colors are chosen to represent the company values of freedom, hope, enthusiasm, creativity, encouragement.



Figure 13: Color Palette sample from Adobe XD

Wireframes

During the prototyping for global icons the author used Apple's own wireframes, that can later help the coding team to select them. On the next stages, further icon creation also can be done with Adobe Illustrator for the icons to be more genuine and original.

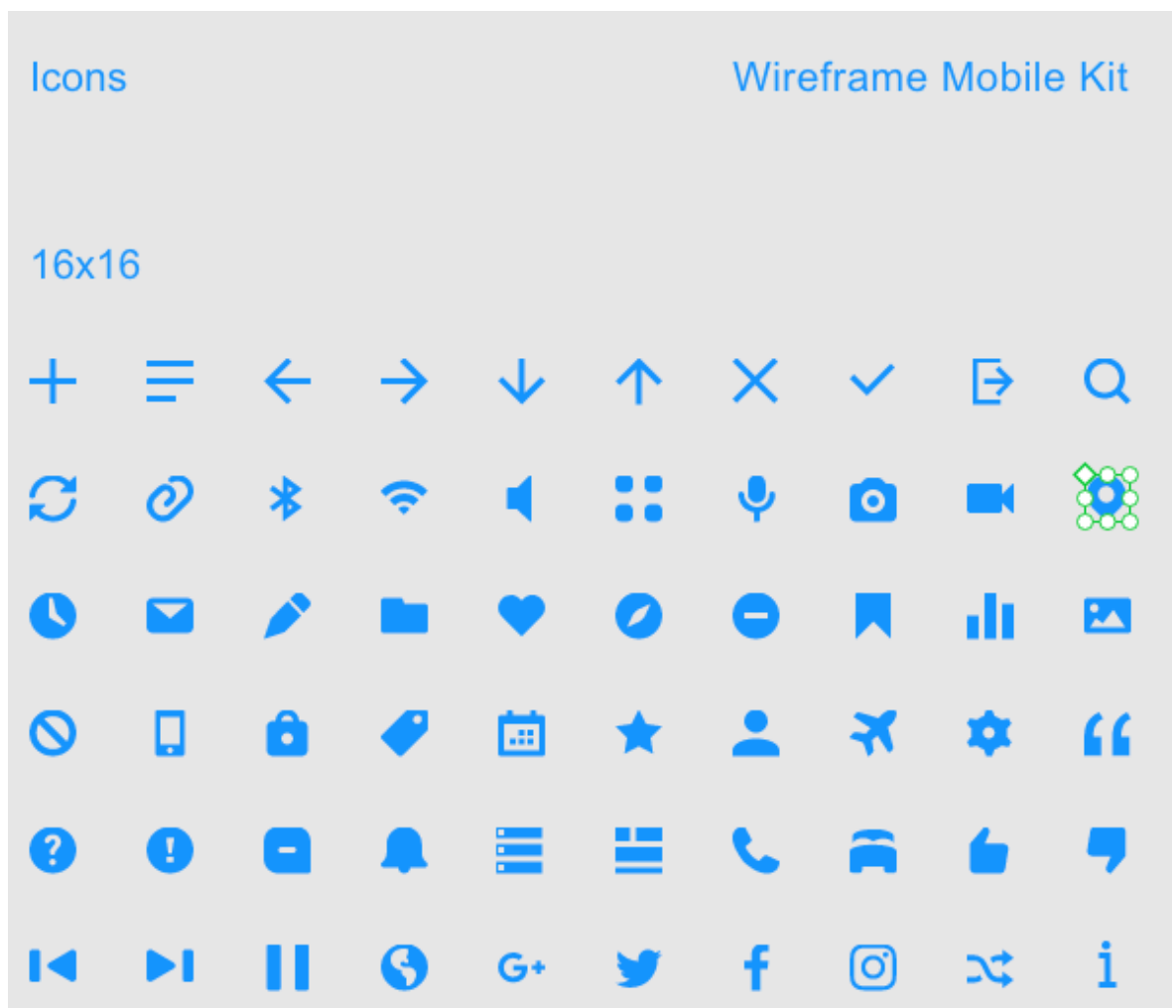


Figure 14: Wireframes sample from Adobe XD plug-in. <https://developer.apple.com/design/resources/>

3.4 Prototyping the App

During the prototyping phase, first thing to set was the name of the application. After struggling for days, the author decides on the name Natives & Nomads to emphasize the nature of the application which would allow tourists and locals to come together and share experiences together. Later on the designing phase it proved itself to be too long of a name. That's why the author changed it to its current form NaNo.

Mission Statement

NaNo, short for natives and nomads, is a platform where both groups can find true social interactions favoring new residents of Helsinki to display their passion and work on their fields. NaNo offers great experiences, hangouts, tours for tourists/nomads which are guaranteed to become the highlight of their time in Helsinki. NaNo also vows to support the small businesses around Helsinki by letting them promote their beloved brand on our platform. NaNo also has an In-App currency which every member can use to book experiences. Our initial mission is to create opportunities for English speakers of Helsinki where job hunt can last forever and secondly to make social media social again. Our motto is to side with the weak at all costs and our the values are freedom, hope, enthusiasm, creativity, encouragement.

Sign Up Pages

There are 3 different options to sign up for the app. First one is the Natives profiles. These are mainly people who live in Helsinki for long term. Locals, university students (specially from abroad), expats, all fall under this category. Joining as a Native Profile allows the user to create experiences, hangouts, and ask for help for a task. They also can book experiences and join hangouts. Second one is the Nomad profiles which is easy to use and aimed for tourists, business travelers, exchange students. They can't create experiences during their short stays, but they can create hangouts to socialize. Third and last one is joining as a company or an event. This profile is mainly for marketing and promoting purposes.

Menu

On the drop menu users can reach shop, categories, their messages and notifications, NaNo's Tiktok and YouTube channels, good news and articles created by NaNo team, settings, and search options.

Profiles

Profiles allow users to interact with each other via messaging. It allows them to see their pictures, created experiences or hangouts, read their reviews and if they desire follow them. It is also a gateway to book an experience or join a hangout.

Feeds

Feeds is the main scrolling page of the app. Users can see every experience that has been posted that day. Also, it allows users to find events and interesting things to do in Helsinki. Feeds timeline will extend 7-10 days ahead. When an event ends, it becomes irrelevant and archives automatically. All experiences, hangouts, events and promotions of the day can be found on feeds page.

Good News

This section is one of the most crucial segments of the app. Publishing daily good news, written, photographed, and edited by the team is planned to be one of the most separating added values the app can offer. Humorous, educational, touristic, gastronomic articles are aimed to be generated by the team.

Creating an Experience

Creating experiences is designed to be very straight forward and easy. Explain the experience, what will be provided, locations, desired compensation and publish. There can be multiple experiences from one user.

Creating a Hangout

Creating a hangout is also designed to be very straight forward and easy. Explain the hangout, what will be provided, locations, desired compensation, if there are shared expenses involved and publish. There can be multiple hangouts from one user.

Creating a Help

This segment is all about people creating an offer for a task they want done. Such as the appendix example of taking care of a beloved pet for a day. Users can create a post like this every day and generate small income for the helpers.

Shop

This segment is an online gift shop where users can purchase branded merchandises such as postcards, T-shirts, hoodies, calendars, mugs, prints etc. This will be utilized via drop-shipping possibilities that were mentioned above.

Merchandise

At the moment the author only managed to design T-shirts and postcards for the shop for the prototype. This section can thrive only if there is a consistent brand identity in place.

Purchases

Purchase screen has done without making an actual link to the banks and it is only there to show how it can work. It describes how the transactions work between users. The proposed commission from every interaction is set to be 10%.

Descriptions

This segment allows users to see the experience, hangouts and help pages descriptions in one tidy page and helps the users to decide whether to book, pass or seek more info from the host.

Locations

Just like the purchases this is only on prototyping stages. To use maps, contacting location services might be necessary.

Messaging

On every profile there is a messaging button for interacting personally with others.

Search

Search screen is all about finding the best results and options for the users. This page can be reached via categories or from the menu. Users can search people, experiences, hangouts, news, and events with ease.

Payment Plans for Companies

Companies or event coordinators are given an option to join Natives & Nomads community to promote their event or happening at reasonable price. The further it goes it will be more about NaNo team creating content for the companies such as photos and commercial videos while promoting them within the app.

Reviews

Reviews are the most valuable asset for the users. For the experience provider to be on time and create memorable experiences will reflect to their reviews and ensure more bookings.

Editing Profile

This segment allows the users to enter information about themselves for other users to see. The next step of this segment should be about hobbies and interests. Also, the verify button ensures the person is who he/she says he is by sending an ID to NaNo team.

Semi Working Prototype

<https://xd.adobe.com/view/dd0ec6e1-1197-43c5-85d6-8ae089953099-885d/>

The illustrations and images of the semi working prototype of the mobile application can be found in the Appendix 1.

3.5 SWOT Analysis

SWOT analysis is a tool to summarize and display business's strengths, weaknesses, threats, and opportunities. It was created by Albert Humphrey who developed the approach at Stanford Research Institute in early 70's

Strengths

The main strength of the proposed application is vast types of possible revenue streams. The project aims to be involved in the cultural aspects of the city and therefore have multiple touch points with locals and tourists alike. Given that a team has been established to execute the idea, it can be a daily routine in people's life to check on the application. Genuinity is also a strength. Perhaps the most important unique selling point. Care for our city and everyone in it.

Weaknesses

The grandest weakness of the project is the lack of capital investment. This can slow the progress immensely and later can lead the way to total oblivion. Another weakness are the competing firms. Their already established and strong presence can be seen as a weakness. Marketing knowledge and understanding needs to be improved.

Financial illiteracy of the author also can be a weak point. Seeking out investors and making financial decisions and strategies are not perfectly aligned with the existing knowledge of the author. This must be improved.

Threats

The biggest threat at the moment is the continuing lockdowns and travel restrictions all over the world. If these restrictions continue, it can be rendered pointless. Although being local and staying local is one of the main objectives of the project, without the tourists it might not be possible to continue in the long term. Another threat is the possible new competitors which are interested in Airbnb's success and enter the market strongly.

Opportunities

There are many opportunities regarding the success of the project. The snowball effect of the proposed project might lead to a new trend and become lucrative. The expansion model can generate new opportunities such as creating brand's very own festivals and events.

3.6 Market Entry Strategy

On this part the author will share the Market Entry Strategy of the proposed mobile app. Various market entry strategies had been used by most start-up practices and small businesses to set an understanding and an outline for strategic moves. This particular strategy had been chosen by the author because it fits better with prototype testing part of the thesis.



Figure 14: Market Entry Strategy (Infiniti Research) <https://www.infinitiresearch.com/>

Defining Consumers & Gaining Insights:

The author has identified the main target groups in detail in the Business Model Canvas in detail. To sum it up the main target group will be the tourists and the experience seeking locals. The experience creators also can be considered as consumers, and it should be equally important to the project. Focus on the small businesses shall be postponed until reaching a certain level of followers.

Identify and Analyze the Targeted Market:

Targeted market and the pricing policy have been evaluated. Considering the competitors fierce marketing capabilities, the prices of the commissions through the mobile app, set to 50% cheaper than any competition. While entering the market most trusted weapon in the arsenal is the social media presence and being a local competition on a global game.

Developing Brand Strategy:

The action plan of the app includes such stages as re-constructing the already existing company within the Finnish legislation, after that the coding and establishing the application process can start. Deals with banks and services like PayPal can follow suit. The author considers a team of experienced people already working for the competition to join the ranks of the application which is quite easy to accomplish. The considered initial partners are Haaga-Helia University of Applied Sciences and its students who are specially studying Innovation & Imagineering on tourism hospitality. It is easy to raise initial interest on social media through giveaways and free interesting content.

Concept development & Testing:

The prototype is already being tested by individuals who are studying in hospitality industry. Development is going to continue with further development on logos and color science behind it, a symbol might be added to the proposed logo and color palette can be simpler. During coding stages user friendliness will be tested to ensure to come out with a 95% complete beta version.

Creating Brand Identity:

Establishing brand identity is one of the biggest goals of the author. This can be achieved by repetition after repetition of quality results, right people to host experiences, unity between hosts, friendships that would lead to be mentioned via word of mouth or via social media channels.

3.7 Social Media Marketing

During concept development it became clear that a vast social media following is a necessity to ensure the success of the mobile application. During the decision-making process

the author selected to focus on only two social media platforms initially that would have the most organic growth possibilities. These platforms are TikTok and YouTube. The initial goal for these platforms is to communicate easier with sponsors and for the users to create daily humorous content and evergreen content about Helsinki and surroundings. The accounts will be created after branding is finalized.

3.8 Merchandise

Print on demand sites are explored in this section and will be ready to go online after the branding process is completed. The merchandises that had been created can be seen on "Appendix 3"

3.9 Risks

The project itself cannot have negative impact or outcome in terms of creating an idea; however, the problem lies with the ability to persevere. Like any design, it will never be truly complete. If nurtured and worked on for years, it can show the real potential it carries. One other slight worry is that getting too wide on the ideation and not being able to narrow it down to a simple yet fulfilling concept that can help the author and others. Also, the market is for a local app is a little limited when compared to possible competitors and new platforms also adopting similar approaches globally. Another possible risk of the project is to be local on a global game. Hardship of this can be tremendous.

3.10 Evaluation

In the author's opinion the product is based on merging the best possible ways to innovate to deliver memorable experiences and spark new friendships to locals and tourists alike. This project is focused only for Helsinki-Finland, and it has no set goals for global expansion.

The author created a fully functioning Semi-Prototype using various tools mentioned above and carried on using product developing tools to enhance the impact of communication.

3.11 Future Goals

Amidst a global pandemic the future seems to be unpredictable. With the tourism sector coming back within couple of years and the online part of the company taking off the project needs mostly consistency and collaborations that would add value. Helping people with talents and small businesses to thrive and be visible without costing them a fortune

can also be described as a future goal. Immense follower numbers need to be achieved on social media platforms to tunnel this vision into reality.

More optimistically the travel guide and event calendars would allow to grow in follower numbers and pave the way to produce more content within and outside of Finland. The first and logical expansion after establishing a successful base in Helsinki is other cities within Finland. One of the future goals of the project is to create a community emerged from social media and through NaNo application to become closely knitted real life friends. Staying local as much as possible is also important. If there is a future success this might be a problem.

3.12 Prototype Testing

On May 11th and 12th prototype was tested by 17 students from Haaga-Helia University of Applied Sciences on 3 separate workshops. During the testing, after describing the application, students asked to criticize how the application works, and which parts can be improved. Immensely valuable data and improvement ideas were gathered that the author never thought about.

Firstly, design was a hot topic during all workshops. Many found the current design to be not simplistic or minimalistic as it should be. Since design is completely subjective issue there were a lot of different ideas. The consensus was reached those shades of green and orange work together but a third color is unnecessary except on the logo. Other idea about the color design was the colors of Finland can be emphasized since the project aims to be local. It became evident that the overall aesthetics except for the logo and the header section needs a re-design process.

Secondly, In-App currency sparked a lot of debate as was to be expected. Many felt like it is a great idea but maybe it is not yet time to implement it. The new users can be skeptical at first. Later, the proposed registration system was criticized of having too many possibilities. And almost all students believed that a "Guest sign-in" is a must. Gender specifications also needs to be on the registration. One other minor criticism was the font size on the news section which some students insisted to have a character limitation just like Twitter.

Interesting improvements were proposed by students. Here are some examples.

- 1) A dictionary of Finnish and Swedish to help the tourists communicate on a very basic level.

A dictionary is a perfect idea to add value to the product. To take it even a step further, it can be arranged in a way that users can select certain phrases to interact and a voice from the phone can communicate with the locals.

- 2) Icons for categories page should boost the design.

Categories were not the most thought-out section on the application, and it needs to be re-designed for a better user experience.

- 3) Explaining what nomad is to help users to relate better to the product.

It is true that not everyone is familiar with the word, so an explanation can be a nice tweak. Or if the sign-in part changes, there might not be a need for it.

- 4) Automated language translator for messages can be added.

During the coding period, see translation button just like on Facebook or Twitter can be added to messaging and all interactions.

- 5) Calendar can be further developed for user friendly experiences.

Calendar is another big task to create optimal user experience. The days and the weeks should be visible in a way that it allows user to navigate freely. Fortunately, there are various templates that can be utilized during this process.

- 6) A new segment like a contributor can be added to generate free content for the application. (Mostly News)

Generating content for Helsinki region for free is a hard task. Students suggest that by promising small giveaways and exposure, the product can attract people to become a part of the new establishment.

- 7) Should be available on many languages.

This part is actually very important and hard to implement. On the application itself the “see translation” button will not work and for every language, another (otherwise identical) flow must be created.

- 8) For hangouts, there should be a filter system where users can limit the visibility to the post. Filters such as gender, age, interests, traveler or local, verification etc.

This idea makes perfect sense, and it basically is a necessity now. Users should be given an option to select who they want to hang out with, and a filtering system should work to accomplish that. When filtered, others cannot see the post.

- 9) Dark and light themes for users.

This also is very important nowadays. Themes, night, and light modes are deemed to be user friendly.

- 10) Share button for sharing everything on other social media channels.

Another important addition pointed out by the students was the share button. This makes the spread of the existence of the project much faster.

- 11) Community Tab can be generated for people who create the experiences to interact and become friends.

Finally, community tab was proposed to get the people who create experiences to collaborate, help each other, or just to hangout.

After the prototype testing the author believes that implementation of some of the proposed changes should start as soon as possible so that the actual coding process can start. After the implementations, perhaps another prototype testing can be done with professionals, finance experts, and designers.

The prototype testing was very valuable. The idea and the core of the project received no negative comments. Everyone expressed as their opinion that the project is completely feasible and worthwhile.

Discussion

Theoretical part of the thesis evolved from a basic social media promotion of the Helsinki city idea to become a semi-functioning multipurpose mobile application. In this chapter readers will be informed about the thesis process itself, learning outcomes and work conclusions.

3.13 Thesis Process

The author began a focused work on the actual thesis in April 2021. There were challenges to select a topic for the thesis idea but those were cleared when the mobile application idea matured. At the initial stages of the thesis planning, the author was considering only a visual guide for Helsinki mainly using social media channels. However, after a meeting and discussion with the thesis coordinator, the author was set to create a mobile application which would have the initial gist of the idea but branched out in a more glorified way.

During the thesis process, business generation tools, research, prototyping programs, brainstorming has been used. The whole thesis process took about two months. The author did not face any major challenges during the thesis process, due to their priority to graduate by the end of the semester.

3.14 Learning Outcomes

The main learning outcome of the thesis was to learn all the little things about creating and designing a mobile application. It had its moments of frustrations for sure, but it was a lot of fun to see it work at the end of the day. Although using tools like business model canvas were something the author is familiar with, it can be considered as a learning outcome. Learning about shortcomings and scheduling a learning push especially on financial understanding were also a part of the learning outcomes. Scheduling of writing a thesis was a learning outcome in its own. The amount of time spent continuously on one project which spans 40 pages is an experience on its own right.

3.15 Conclusion

The Author would like to emphasize that, this product-based thesis will be a part of the future start-up. The next plan is to publish a working beta version in multiple languages while investing in Visual guides of Helsinki on social media to gather support and following base. After completion of all the required stages, it is planned to launch the start-up by the

spring 2022. The Beta version hopefully will be available during the first quarter of 2022 to be tried by the initial adaptors.

The author is satisfied with the chosen topic. The actual work provided with the opportunity to understand the process of creating a mobile application and it can pave the way for a successful start-up on its own.

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5 Images & Figures

Image 1: Screenshot taken from Airbnb's official website.

<https://www.airbnb.com/>

Image 2: Screenshot taken from Airbnb's official website.

<https://www.airbnb.com/>

Image 3: Screenshot taken from Airbnb's official website.

<https://www.airbnb.com/>

Image 4: Screenshot taken from Airbnb's official website.

<https://www.airbnb.com/>

Image 5: Global Competitors to Airbnb. Logo collage created by the author.

Image 6: Taken from Doerz official website.

<https://www.doerz.com/>

Image 7: Taken from Fiverr official website.

<https://www.fiverr.com/>

Figure 1: Business Model Canvas

Credit: Alexander Osterwalder & Yves Pigneur Re-Created by the author

Figure 2: Value Proposition Canvas

Credit: Alexander Osterwalder & Yves Pigneur Re-Created by the author

Figure 3: Online Customer Journey Map.

Credit: <https://de.venngage.com/> Re-Created by the author

Figure 4: Customer Persona template,

Credit: Photoshop document designed by Ashley Saleem-West

Figure 5: Adobe XD project Sample

<https://xd.adobe.com/view/dd0ec6e1-1197-43c5-85d6-8ae089953099-885d/>

Figure 6: Adobe XD project color palette sample

Figure 7: SWOT Analysis Template.

Credit: <https://www.swotanalysis.com/>

Image 8: Taken from Printful official website.

<https://www.printful.com/>

Image 9: Taken from Pixie Set official website.

Figure: 8 Business Model Canvas

Credit: Alexander Osterwalder & Yves Pigneur filled by the author

Figure: 9 Value Proposition Canvas

Credit: Alexander Osterwalder & Yves Pigneur filled by the author

Figure 10: Nomad profile

Credit: Photoshop document designed by Ashley Saleem-West filled by the author.

<https://www.behance.net/ashsaleemwest>

Figure 11: Native profile

Credit: Photoshop document designed by Ashley Saleem-West filled by the author.

<https://www.behance.net/ashsaleemwest>

Figure:12 Online Customer Journey Map

Credit: <https://de.venngage.com/> filled by the author

Image 10: Prototype Logo

Figure 13: Color Palette sample from Adobe XD

Figure 14: Wireframes sample from Adobe XD plug-in.

<https://developer.apple.com/design/resources/>

Figure 15: Market Entry Strategy

Credit: Infiniti Research

Appendices

Appendix 1. Product

Sign in Page

HEL SING IN
NAINO
NATIVES | NOMADS

JOIN AS A NOMAD

JOIN AS A NATIVE

JOIN AS A COMPANY

NAME

PASSWORD

SIGN IN

Sign Up Page:

HEL SING IN
NAINO
NATIVES | NOMADS

JOIN AS A NOMAD

JOIN AS A NATIVE

JOIN AS A COMPANY

NAME

PASSWORD

SIGN IN

Q W E R T Y U I O P
A S D F G H J K L
↑ Z X C V B N M ↵
123 space Go
😊 🎤

Mission Statement



Nano, short for natives and nomads is a platform where both groups can find true social interactions favouring new residents of Helsinki to display their passion and work on their fields.

Nano offers great experiences, hangouts, tours for tourists/nomads which are guaranteed to become the highlight of their time here on Helsinki

NoNo also vow to support the small businesses around Helsinki by letting them promote their beloved brand on our platform.

Nano also is a InApp currency which every member can use to book experiences.


Our initial mission is to create opportunities for English speakers of Helsinki where job hunt can last forever and secondly to make social media social again.

Our motto is to side with the weak at all costs and our values are freedom, hope, enthusiasm, creativity, encouragement.

Shop

HELSINKI'S NATIVESINOMADS SHOP

POSTCARDS Free Shipping via Pixieset

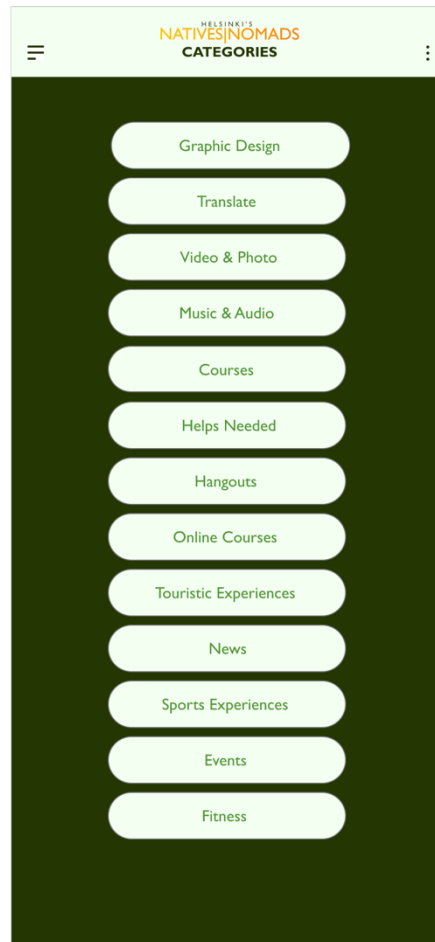


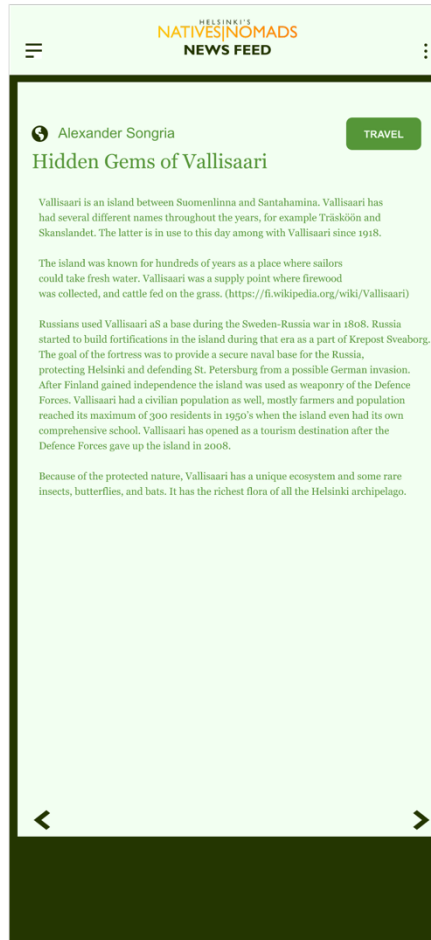
svensk Finland

TERVASAARI
HELSINKI | HELSINGFORS

PURCHASE NOW
4 NANOS


Categories






Purchases

HELINKKI'S
NATIVES|NOMADS
NATIVE PROFILE



Carlos Sanchez
From Santiago / Chile
Lives in Helsinki
Student in Haaga Heila

23 FOLLOWING 140 POSTS 2 REVIEWS 24k FOLLOWERS 

BACK

+PROFESSIONAL TOURISTIC PHOTOSHOOT

PURCHASE **MORE INFO** **REVIEWS**

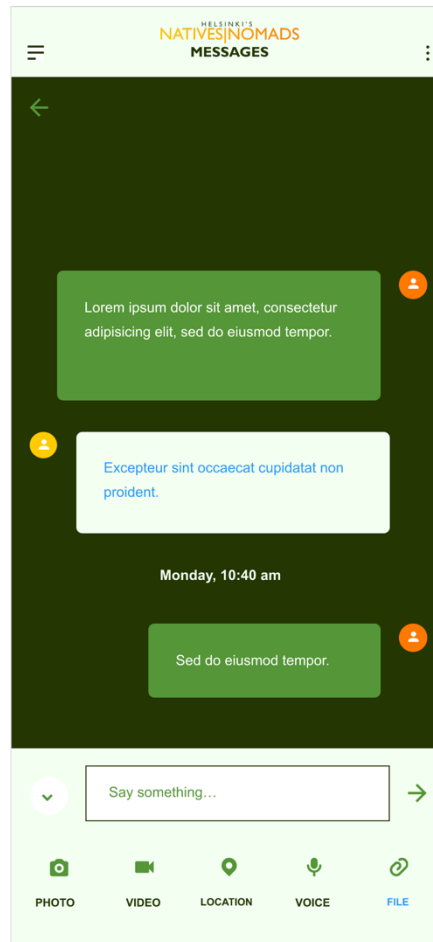
+PROFESSIONAL TOURISTIC VIDEOSHOOT

PURCHASE **MORE INFO** **REVIEWS**

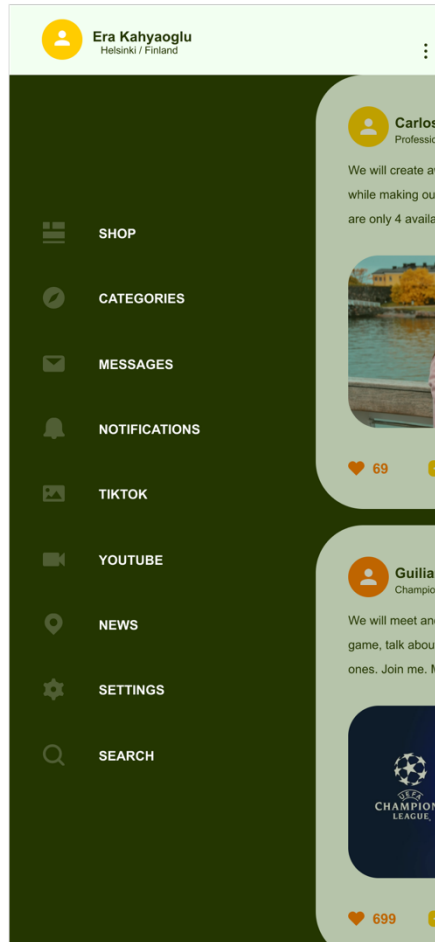
SELECT DATE

SUN	MON	TUE	WED	THU	FRI	SAT
30 4:00 PM	31 4:00 PM	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3


Messaging



Menu



Payment Plan for Companies



Select Daily Plan
60€
Includes 1 promoted post.
Unlimited Interactions.
1 Created discount

Select Weekly Plan
200€
Includes 2 promoted post.
Unlimited Interactions.
1 Created discount


Select Monthly Plan
700€
Includes 3 promoted post everyday.
Unlimited Interactions.
1 Created discount
Product Photoshoot by Nano Team

Select Yearly Plan
1600€
Includes 1 promoted post everyday.
Unlimited Interactions.
Links to social media outlets
Commercial Video & Photo by NANO Team.


[JOIN](#)



Experience Feed


HELSENKI'S
NATIVESINOMADS
EXPERIENCE FEED

 **Carlos Sanchez** Today 17:00
Professional Touristic Photoshoot @Senate Square


We will create awesome memories as photographs while making our beloved city as a background. There are only 4 available spots for today.





 69  44 [Book Now](#)
60 NANOS

 **Guiliami Crosson** Today 17:00
Champions League & Chill @Lemon Bar


We will meet and watch Chelsea Vs Manchester City game, talk about football while having couple of cold ones. Join me. More the merrier.




 699  14 [FREE](#)

Descriptions of Experiences


HELINKKI'S
NATIVES|NOMADS
NATIVE PROFILE



Carlos Sanchez
From Santiago / Chile
Lives in Helsinki
Student in Haaga Heila

23 FOLLOWING 140 POSTS 2 REVIEWS 24k FOLLOWERS 

[BACK](#)

Professional Touristic Photoshoot 5 Orange Heart Experience


We normally meet by café Engel in front of senate square, but if you wish we can come and meet you somewhere else too, for example by the Railway Station. We can get some coffee or tea before starting and get to know each other and find out what kind of photos you desire to have.

Routes can vary depending on weather conditions and your hopes. Maybe you want to go to the harbour, or to some close by neighbourhoods? If you haven't been in Suomenlinna yet, we suggest we hop on the ferry to get some amazing pictures while there. It's all up to you what kind of pictures you want, but don't worry if you are not sure, we'll have plenty of ideas in our pockets.

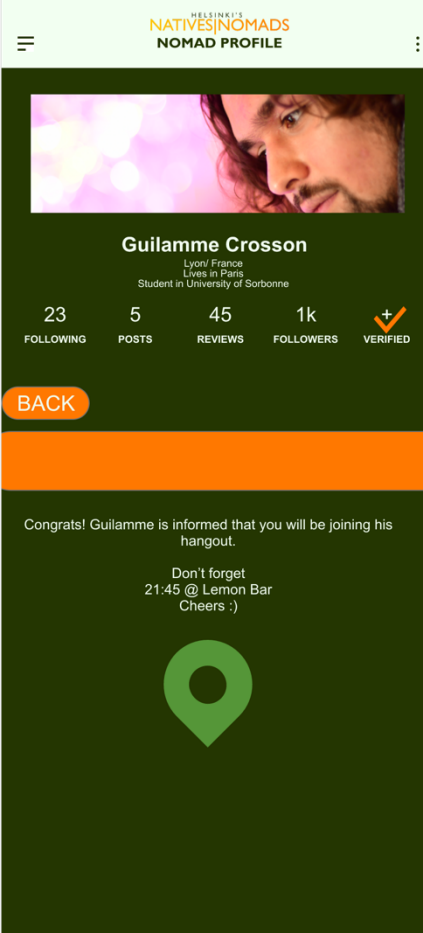
Our goal is to create a connection between us and our guests through photography. After we are finished and you guys are happy with the pictures, we'll hand you a little souvenir to take home! It also wouldn't be the first time when the photoshoot ends in all of us going to a restaurant or a bar to continue the night together!

We can work on them the same evening and will email minimum of 25 photographs to you the very next day.

We are welcoming locals as well as tourists and encouraging our guest to challenge us. The more accessories, costumes and ideas our guests bring, the better. Or if you need something from us, maybe even just a warm jacket, just let us know and we'll try our best to make it happen!


[+View Professional Touristic Videoshoot Experience](#)

Descriptions of Hangouts



The screenshot shows a mobile application interface for a user profile. At the top, there is a header with a hamburger menu icon on the left, the text "HELINKKI'S NATIVES|NOMADS" in orange and black, and "NOMAD PROFILE" in black. On the right of the header is a vertical ellipsis icon. Below the header is a profile picture of a man with long hair and a beard. Underneath the photo, the name "Guilamme Crosson" is displayed in white, followed by his location "Lyon! France", "Lives in Paris", and "Student in University of Sorbonne". A row of statistics is shown: "23 FOLLOWING", "5 POSTS", "45 REVIEWS", "1k FOLLOWERS", and "VERIFIED" with a checkmark icon. Below this is an orange "BACK" button. A thick orange horizontal bar separates the profile from the hangout details. The hangout message reads: "Congrats! Guilamme is informed that you will be joining his hangout." followed by "Don't forget 21:45 @ Lemon Bar Cheers :)". At the bottom is a large green location pin icon.

HELINKKI'S
NATIVES|NOMADS
NOMAD PROFILE




Guilamme Crosson
Lyon! France
Lives in Paris
Student in University of Sorbonne

23 FOLLOWING 5 POSTS 45 REVIEWS 1k FOLLOWERS VERIFIED

BACK


Congrats! Guilamme is informed that you will be joining his hangout.

Don't forget
21:45 @ Lemon Bar
Cheers :)



Reviews


HELINKKI'S NATIVES|NOMADS
NATIVE PROFILE





Carlos Sanchez
From Santiago / Chile
Lives in Helsinki
Student in Haaga Hela

23 FOLLOWING 140 POSTS 2 REVIEWS 24k FOLLOWERS VERIFIED

BACK

 **Leslie**
Sep 23, 2019
★★★★★
The Photo session experience was magnificent. I highly recommend Eralp in this activity. I spent an afternoon in Helsinki on a long scale and took the opportunity to get to know a little Helsinki. Eralp is very kind and helped me a lot to achieve good photos, I am an introverted person but he gave me so much confidence and everything was perfect. The session was very fun and I felt like I was touring Helsinki with a friend.
Private Feedback: Eralo, sorry for take so long for this review. Hope you are doing well. Best regards from Mexico.)
[Write a public response](#)

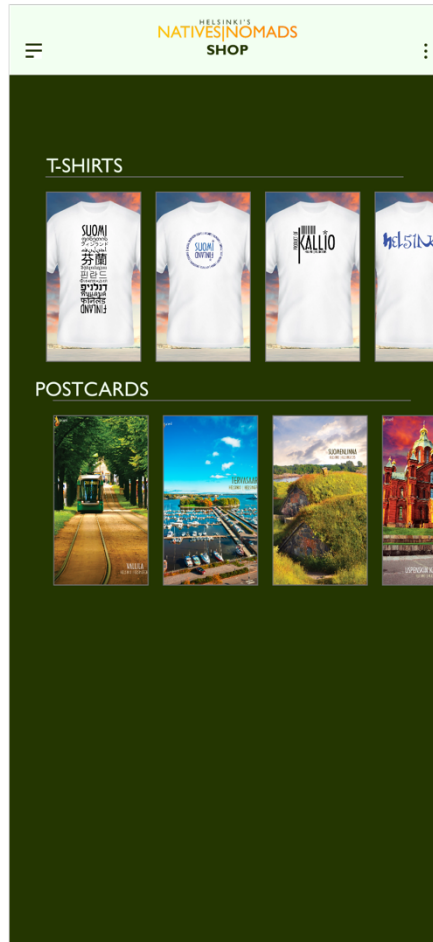
 **Evgeniya**
Sep 23, 2019
★★★★★
The photoshoot with Eralp and Elina really exceeds all the possible expectations! All 3 hours were spent really intense despite of the weather being a bit cold. A lot of great pictures were received already on the next day. I did some professional photoests before, but I would like to say that Eralp's photos are the coolest ones. He's always doing the pile of snapshots trying to improve something to get the best possible result. I'm really grateful and would definetely recommend this experience to the guests of Helsinki and locals.
[Write a public response](#)

 **Manish**
Sep 20, 2019
★★★★★

Locations




Merchandise



Creating Experiences

HELINKKI'S
NATIVES|NOMADS
NATIVE PROFILE



Era Kahyaoglu
Where are you from?
Where do you live?
Work or Study?

0 FOLLOWING 0 POSTS 0 REVIEWS 0 FOLLOWERS + VERIFIED

BACK PUBLISH

Explain Experience

What will you provide?

Where do you meet?


How much do you charge?

Search



Edit Profile

HELINKI'S
NATIVES|NOMADS
NATIVE PROFILE



Era Kahyaoglu
Where are you from?
Where do you live?
Work or Study?

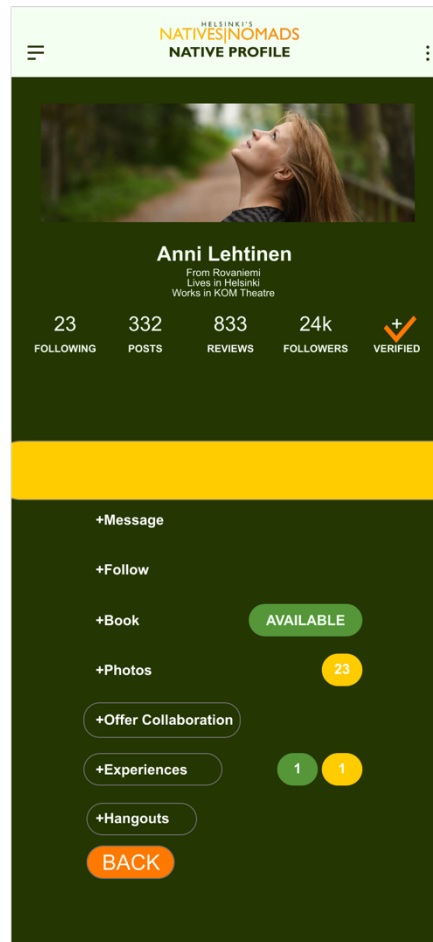
0 FOLLOWING 0 POSTS 0 REVIEWS 0 FOLLOWERS + VERIFIED

[BACK](#) [EDIT PROFILE](#)

FULL NAME	Era Kahyaoglu
EMAIL	••••••••
PASSWORD	09/09/1987
LOCATION	Finland
FROM	Istanbul
WORK	Rovio
CITY	Helsinki


Appendix 2. User Personas

Native Profiles



☰
⋮

HELSINKI'S
NATIVES|NOMADS
NATIVE PROFILE



Carlos Sanchez

From Santiago / Chile
Lives in Helsinki
Student in Haaga Helia

23

FOLLOWING

140

POSTS

2

REVIEWS

24k

FOLLOWERS

+

✓

VERIFIED

+Message
+Follow

+Book
AVAILABLE

+Photos
23

+Offer Collaboration

+Experiences


2
2

+Hangouts

0
23

BACK

HELSINKI'S
NATIVES|NOMADS
NATIVE PROFILE



Sammeli Sarinen


From Rovaniemi
Lives in Helsinki
Works in Rovio

23
FOLLOWING

22
POSTS

44
REVIEWS

726
FOLLOWERS


VERIFIED

- [+Message](#)
- [+Follow](#)
- [+Help & Earn](#)

1
23
- [+Photos](#)

23
- [+Offer Collaboration](#)
- [+Experiences](#)
- [+Hangouts](#)

1
- [BACK](#)

Nomad Profile:

The screenshot shows a mobile application interface for a user profile. At the top, there is a light green header with a hamburger menu icon on the left, the text "HELINKU'S NATIVES|NOMADS" in the center, and a vertical ellipsis icon on the right. Below the header is a dark green profile card. The card features a profile picture of a man with long hair and a beard. Below the photo, the name "Guillaume Crosson" is displayed in white, followed by his location "Lyon/ France", "Lives in Paris", and "Student in University of Sorbonne". A row of statistics is shown: "23 FOLLOWING", "5 POSTS", "45 REVIEWS", "1k FOLLOWERS", and "VERIFIED" with a checkmark icon. Below this is a solid orange horizontal bar. Underneath the bar is a list of interactive options: "+Message", "+Follow", "+Join" (with a green "AVAILABLE" button), "+Photos" (with a yellow circle containing "23"), "+Offer Collaboration" (in a rounded rectangle), "+Hangouts" (with a green circle containing "1" and an orange circle containing "23"), and a large orange "BACK" button at the bottom.

HELINKU'S
NATIVES|NOMADS
NOMAD PROFILE

Guillaume Crosson
Lyon/ France
Lives in Paris
Student in University of Sorbonne

23 FOLLOWING 5 POSTS 45 REVIEWS 1k FOLLOWERS VERIFIED

+Message

+Follow

+Join AVAILABLE

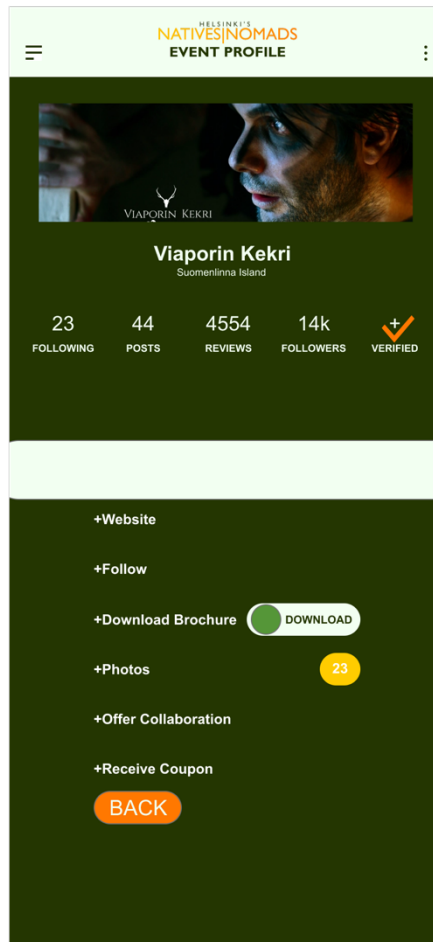
+Photos 23

+Offer Collaboration


+Hangouts 1 23

BACK

Company & Event Profiles:



HELSENKI'S
NATIVES|NOMADS
COMPANY PROFILE



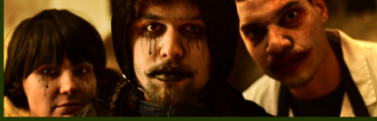
Smokey Barbecue
TYÖRÄSTIE 4 A
EIRA HELSINKI

23	0	0	14k	
FOLLOWING	POSTS	REVIEWS	FOLLOWERS	VERIFIED

- +Message
- +Follow
- +Book A Table CALL
- +Photos 23
- +Offer Collaboration
- +Receive Coupon



BACK

HELSEINKI'S
NATIVES|NOMADS
EVENT PROFILE



Natives & Nomads Team
Helsinki

55	11113	23K	674K	+
FOLLOWING	POSTS	REVIEWS	FOLLOWERS	VERIFIED

BACK  

- +Message
- +Follow
- +Help & Earn
- +Photos
- +Offer Collaboration
- +Receive Coupon

Appendix 3. POD

