

Problematic





Bee's in danger

Proposal I main goals



Give exposure to KiwiBee



Spread awareness about bee's situation



Bring the community together

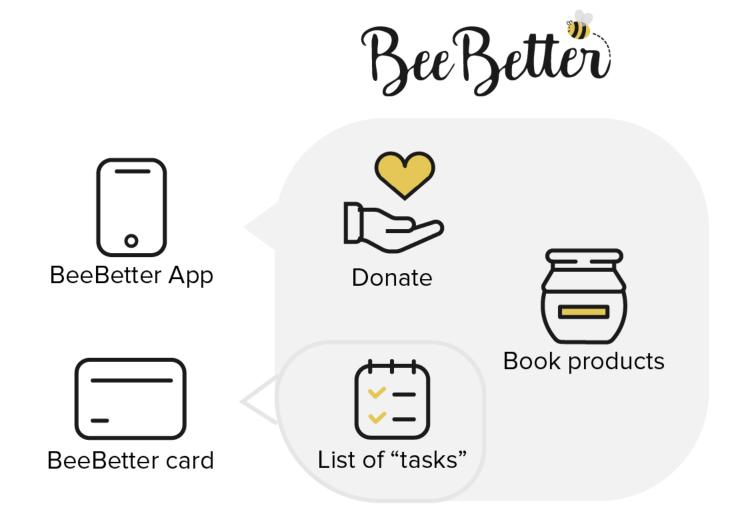
Proposal







Proposal



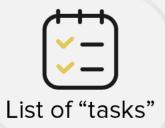
Proposal







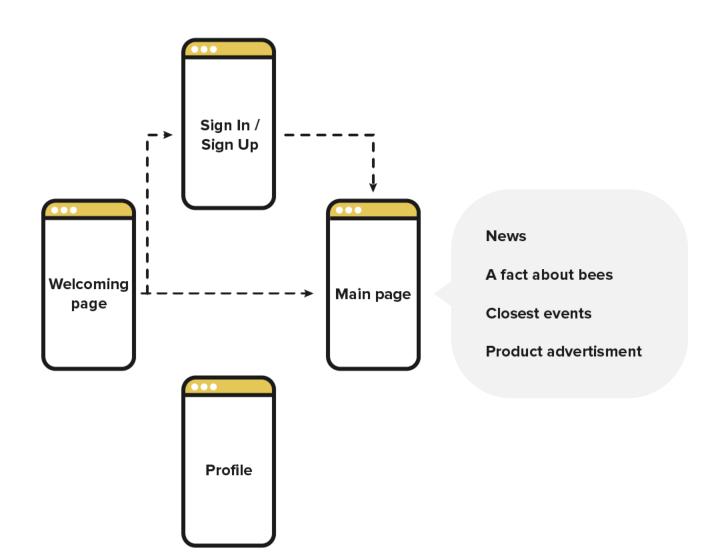


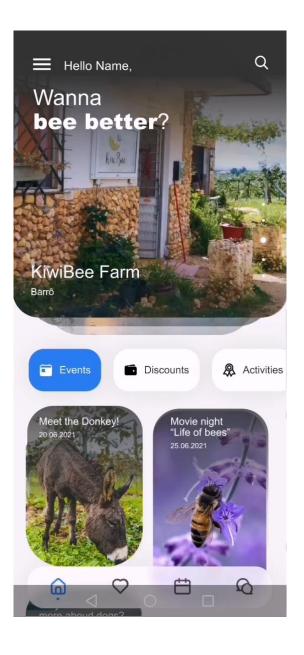




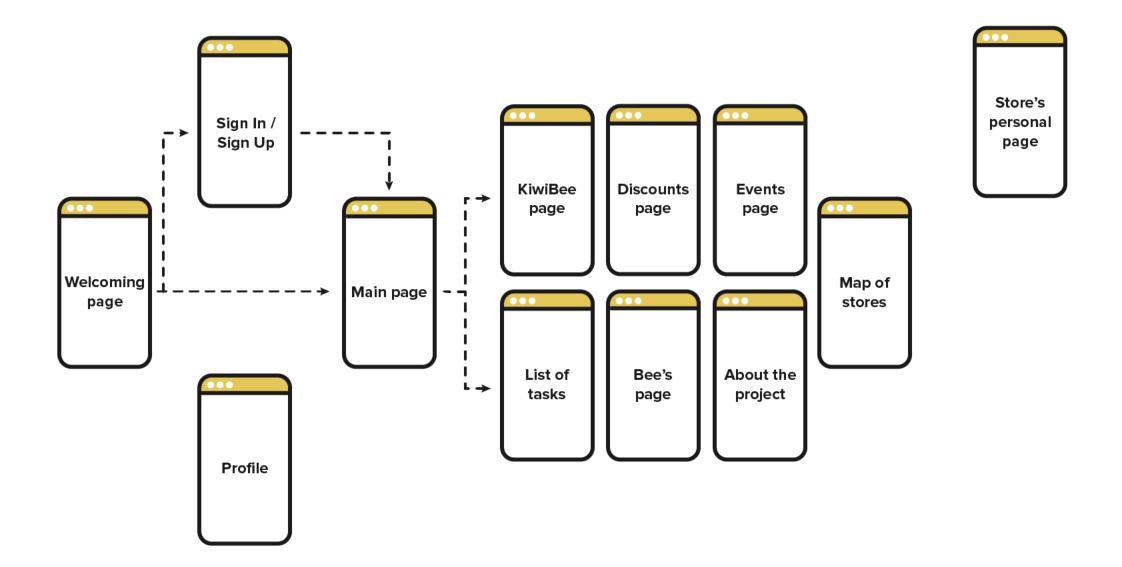


Proposal | App layout





Proposal | App layout



Personas I Tiago



"I'm Tiago, I'm 10 and I go to Escola Básica António Graça in Barrô.

I like coming to school every day, but I like it even more when we have fun activities instead of math problems."

Personas | Rita



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"Hello! My name is **Rita**, I'm **17** and my dream is to become a veterinarian.

I spend a lot of time on TikTok watching tips about being more sustainable."

Personas | Rui



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"My name is **Rui**, I'm **33** and I am a **nurse** working for the Health Centre in Águeda.

Whenever it's possible, I like to relax by taking long walks in nature and taking photos of the landscape."



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Personas | Sofia



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"I'm Sofia, I'm 25 and I'm a freelance designer.

Since I work in a front of a laptop all day, I recognize that practicing different hobbies is very important to my mental health."

Personas I Joana



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"I'm **Joana**, I'm **40** and I've always lived in **Barrô**.

Recently I started to grow my own vegetables and plant my own flowers. My food tastes better and my backyard looks stunning!"



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Personas I Luís



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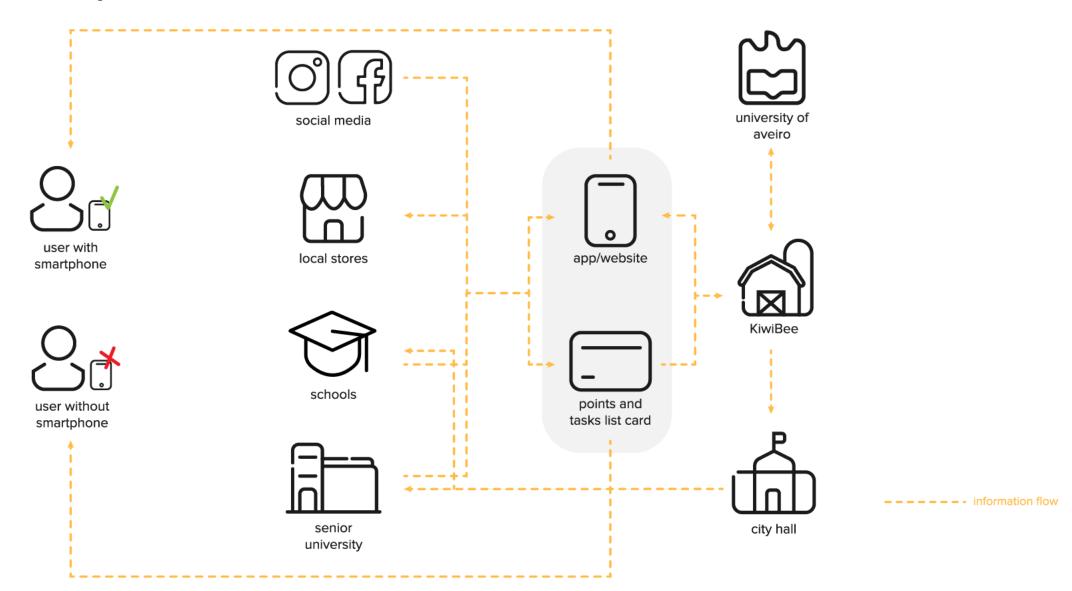


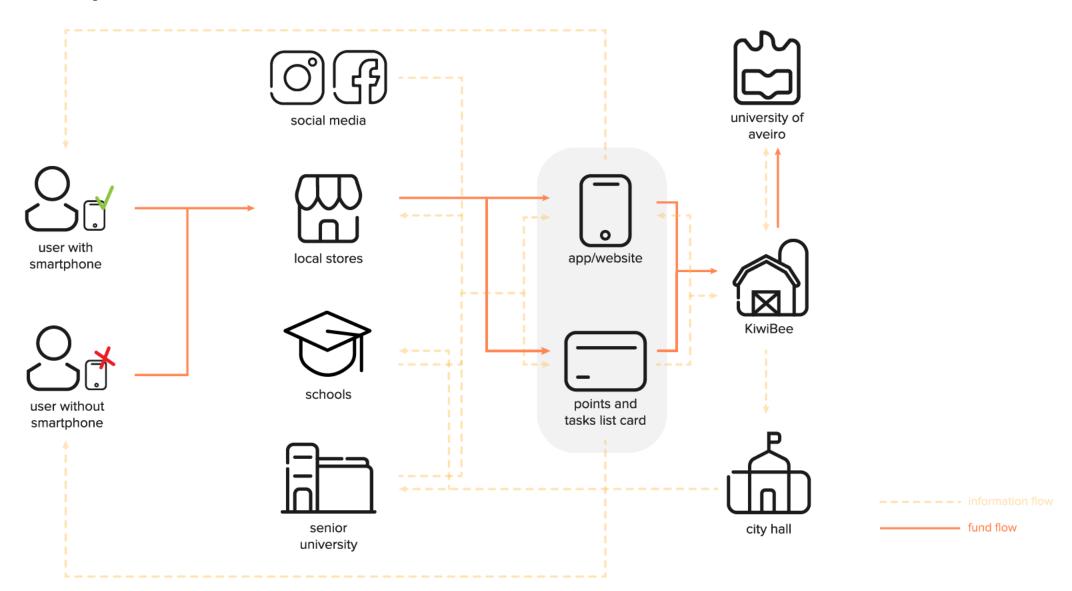
"I'm Luís, I'm 72 and I'm currently retired.

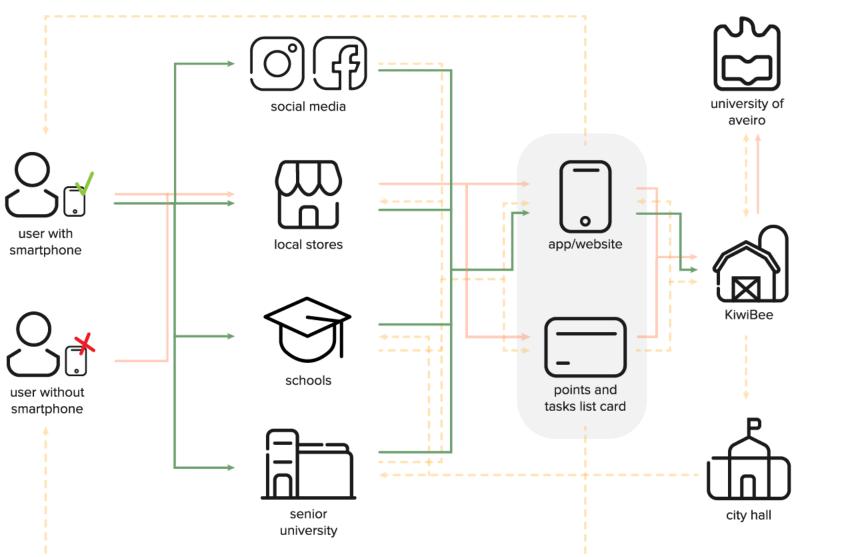
I spend my time staying socially active, talking with friends, going to cafés and spending time with my grandchildren."

Motivational Map

Gives	KiwiBee	Citizens	Local Businesses	Арр	University of	Promotors
KiwiBee	Expand the businessAttract new people with activities	Farm's events/activitiesSeasonal productsPossitibity for workPoints to exchange on experiences/products	Possibility for advertisingNew opportunities of businesses	Developing	Experiences for students to develop real projects in the real world	Attract new people to the area
Citizens	 Money (from buying products) Exposure (talking with other people) Help in the farm 	Family time Help local businesses	Money (from buying products) Exposure (talking with other people)	Information (name) to interact with Feedback	Feedback about app	
Local Businesses	 Money from premium subscription Possibility to sell their products Exposure the app 	Events Production Possibility for work	PartnershipNew clientsBusiness expansion	• Information		
Арр	Customers Workers Volunteers	 A way to organize for better life Discounts Motivation Opportunity to buy natural products and collect points to exchange on experience/products 	New clients Exposure their business	Spreads awareness	• Data	Activities for the citizens
University of Aveiro	• The app			Developing	 New projects for students Interaction with real world Associate the name 	
Promoters (TownHall, Senior University, Helth Center, etc.)	ExposureCostumersWorkersVolunteers	A way to know about new activities in the area	New customers Expand their business	• A way for people to find the app		City developmentAttract new peopleMore active city



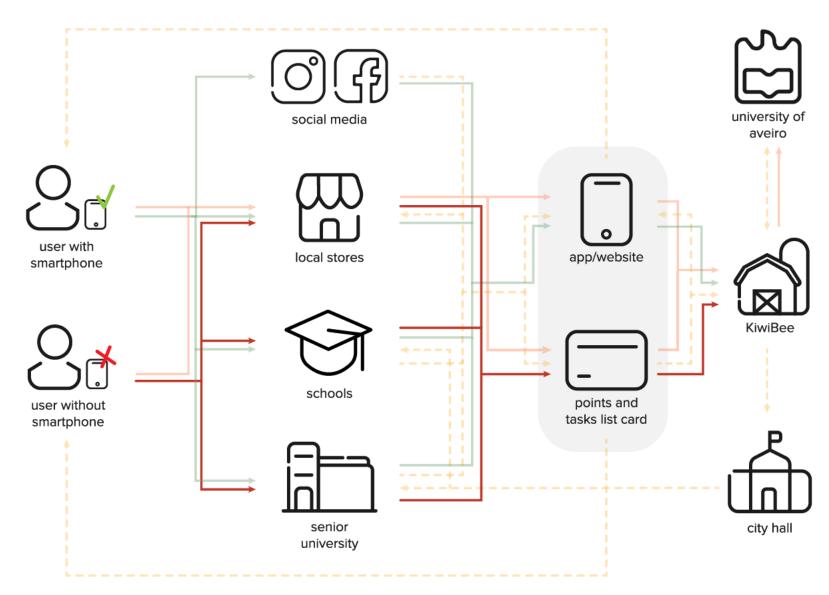




---- information flow

----- Idild flow

user with smartphone flow

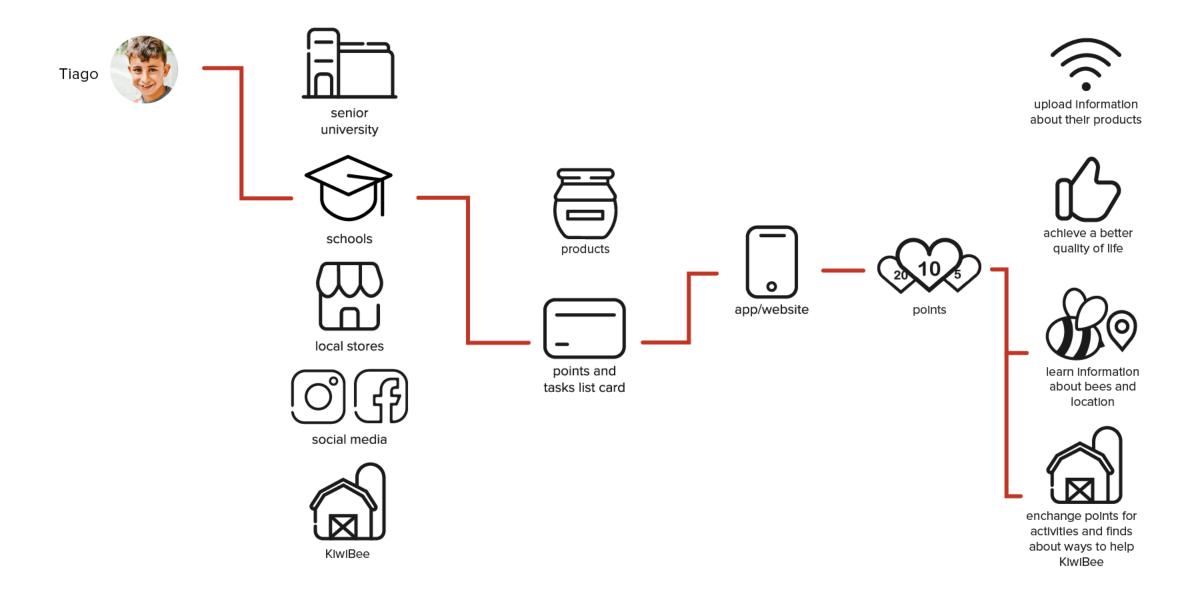


fund flow

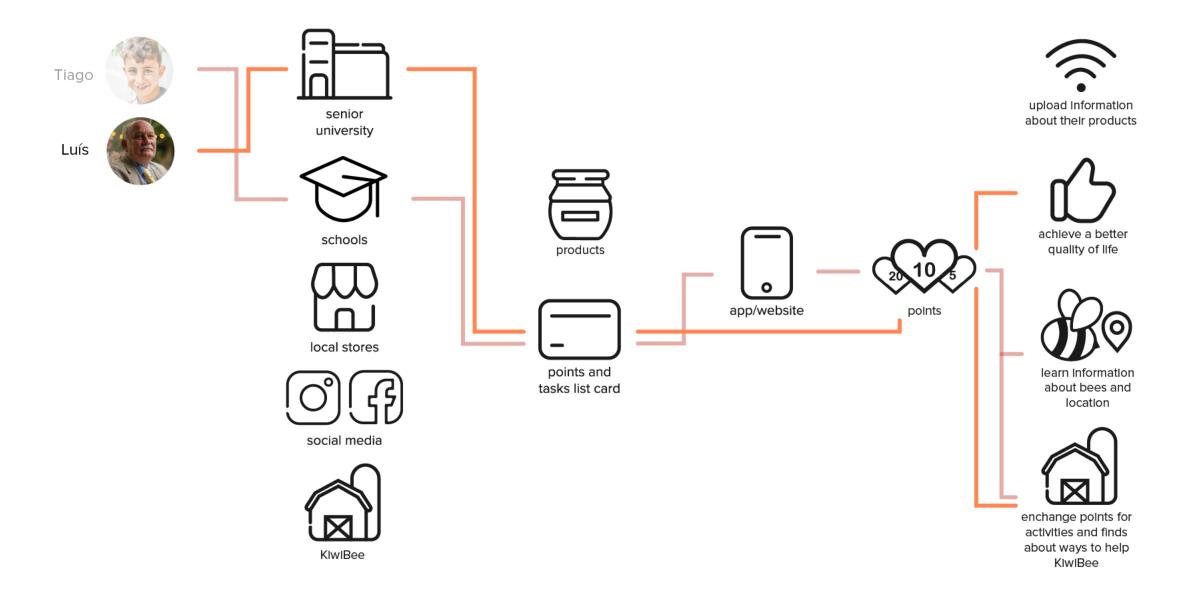
user with smartphone flow

user without smartphone flow

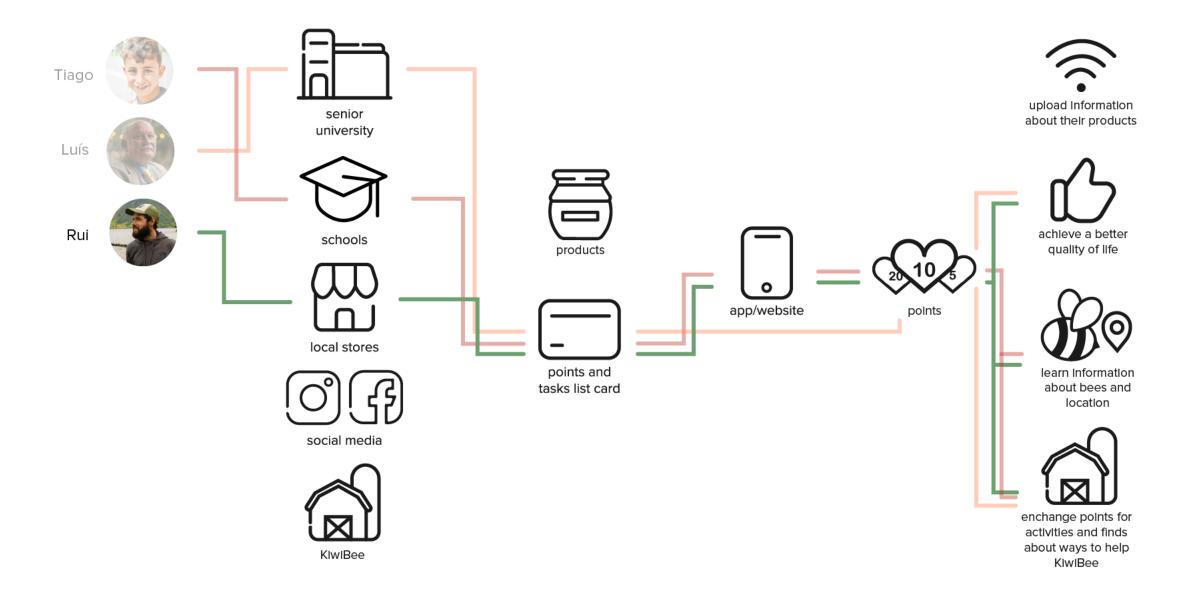
User Journey Map | Tiago



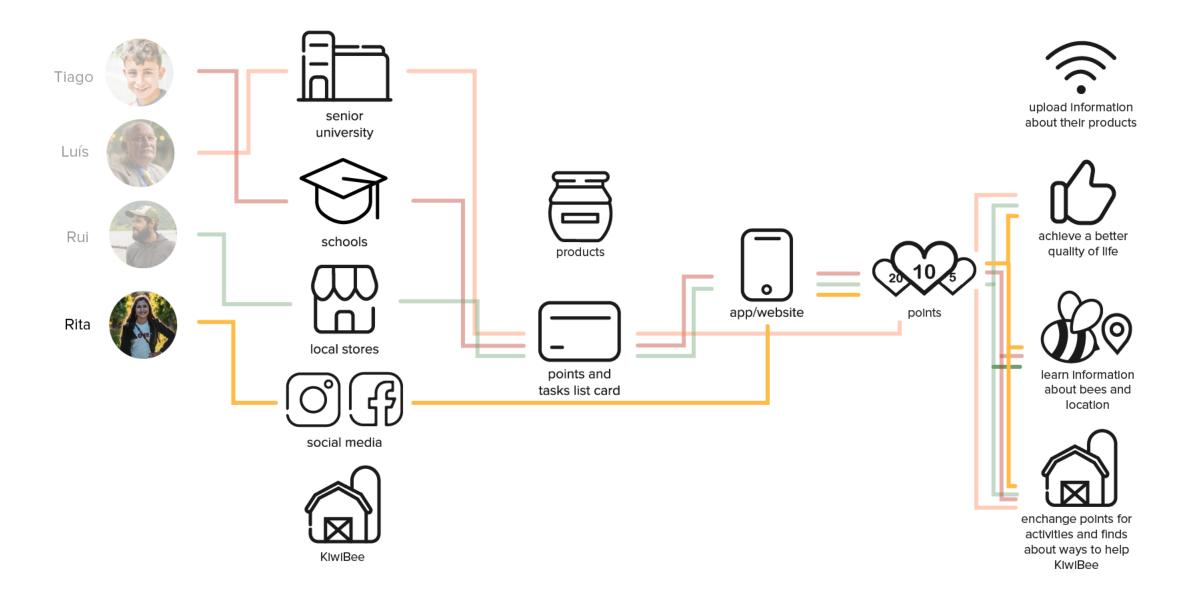
User Journey Map | Luís



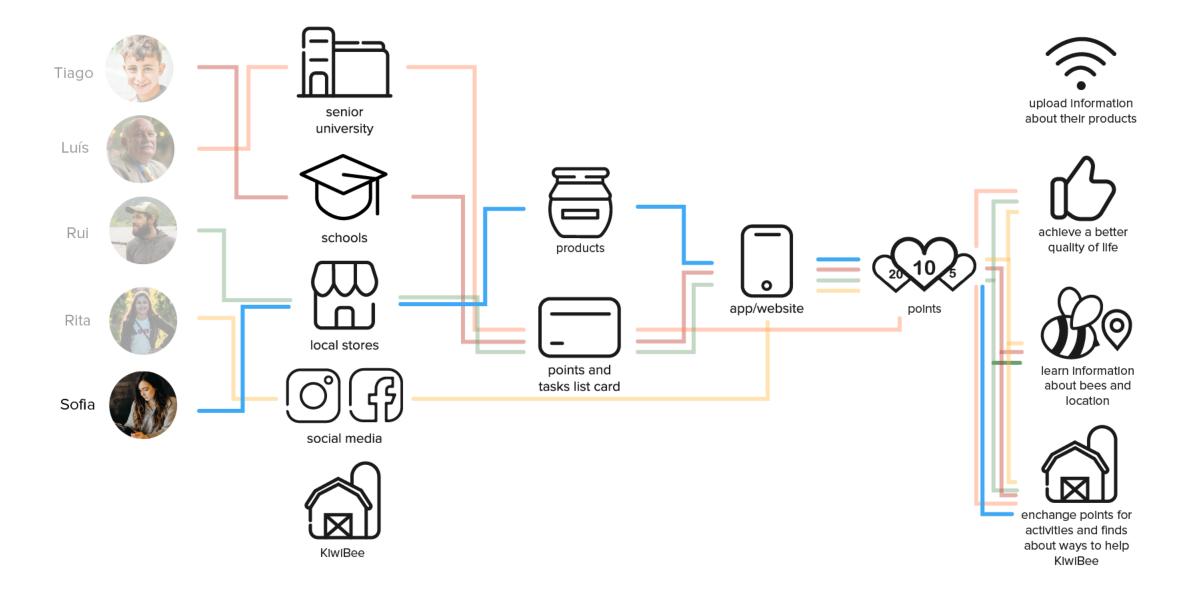
User Journey Map | Rui



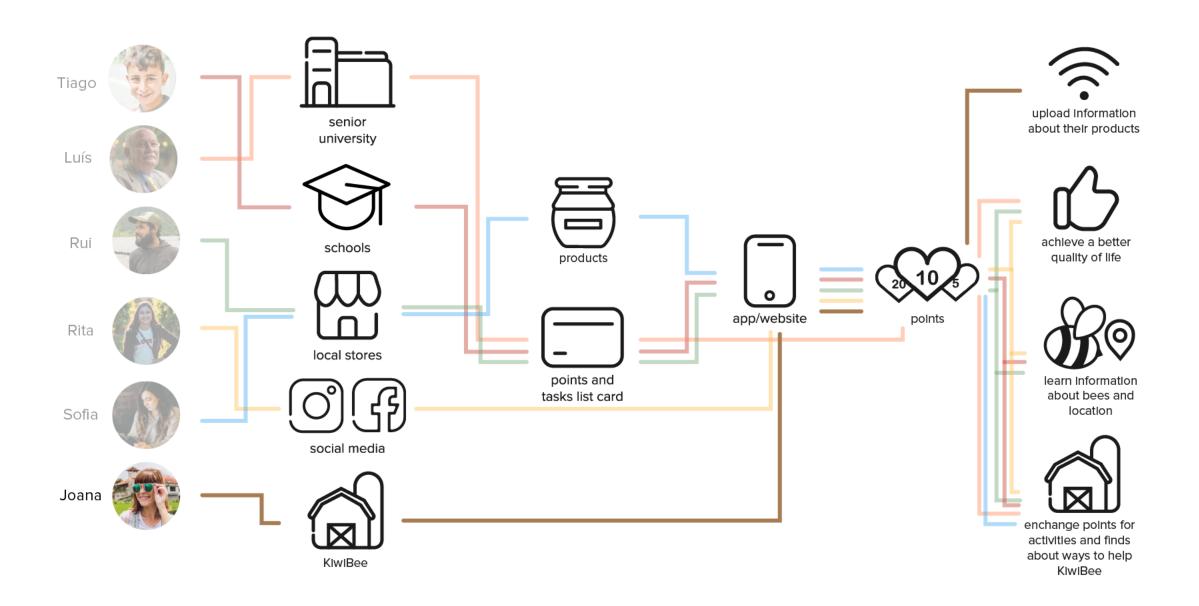
User Journey Map | Rita



User Journey Map | Sofia



User Journey Map | Joana



events page **Blueprint** → bee's page map of local stores page KiwiBee advertiselist of tasks social media website page ment page sign in page main page KiwiBee KiwiBee local stores play store APP products page apple store local stores subscription PHYSICAL EVIDENCE page schools card with QR KiwiBee ode and list senior of tasks university Books products learns about Exchange the APP Receives points with farm Completes visits downloads Signs in CUSTOMER ACTIONS opens receives activities and tasks card discounts Buy Line of interaction subscription give information give information about the app and about KiwiBee ONSTAGE ACTIONS where to find it and its events Line of visibility development of development gathering the service's and information; **BACKSTAGE ACTIONS** image and ways management Planning and of advertisement of the App organization create a QR of the events Code Line of internal interaction recruit students Online to develop the SUPPORTING PROCESSES payment app and website

