

Bee Better 

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# Problematic



Lack of usual  
visitors



Bee's in  
danger

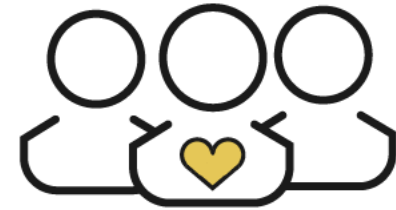
## Proposal | main goals



Give exposure to  
KiwiBee



Spread awareness  
about bee's  
situation

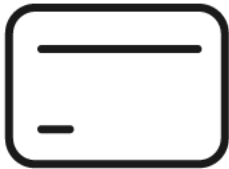


Bring the  
community together

Proposal



BeeBetter App



BeeBetter card

# Proposal



BeeBetter App



BeeBetter card



Donate



Book products



List of "tasks"

# Proposal



BeeBetter App



BeeBetter card



Donate



Book products

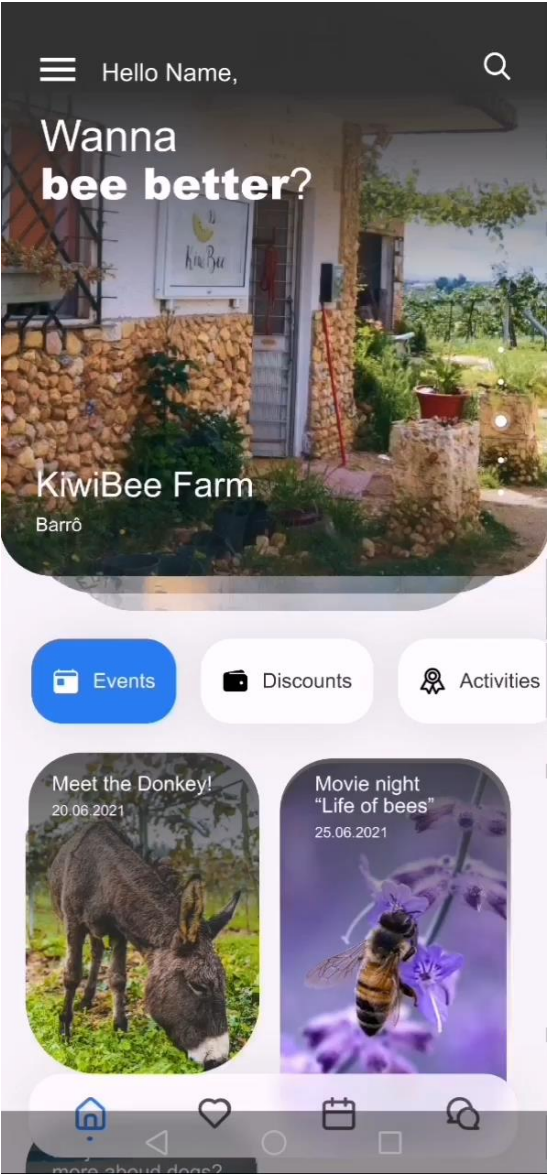
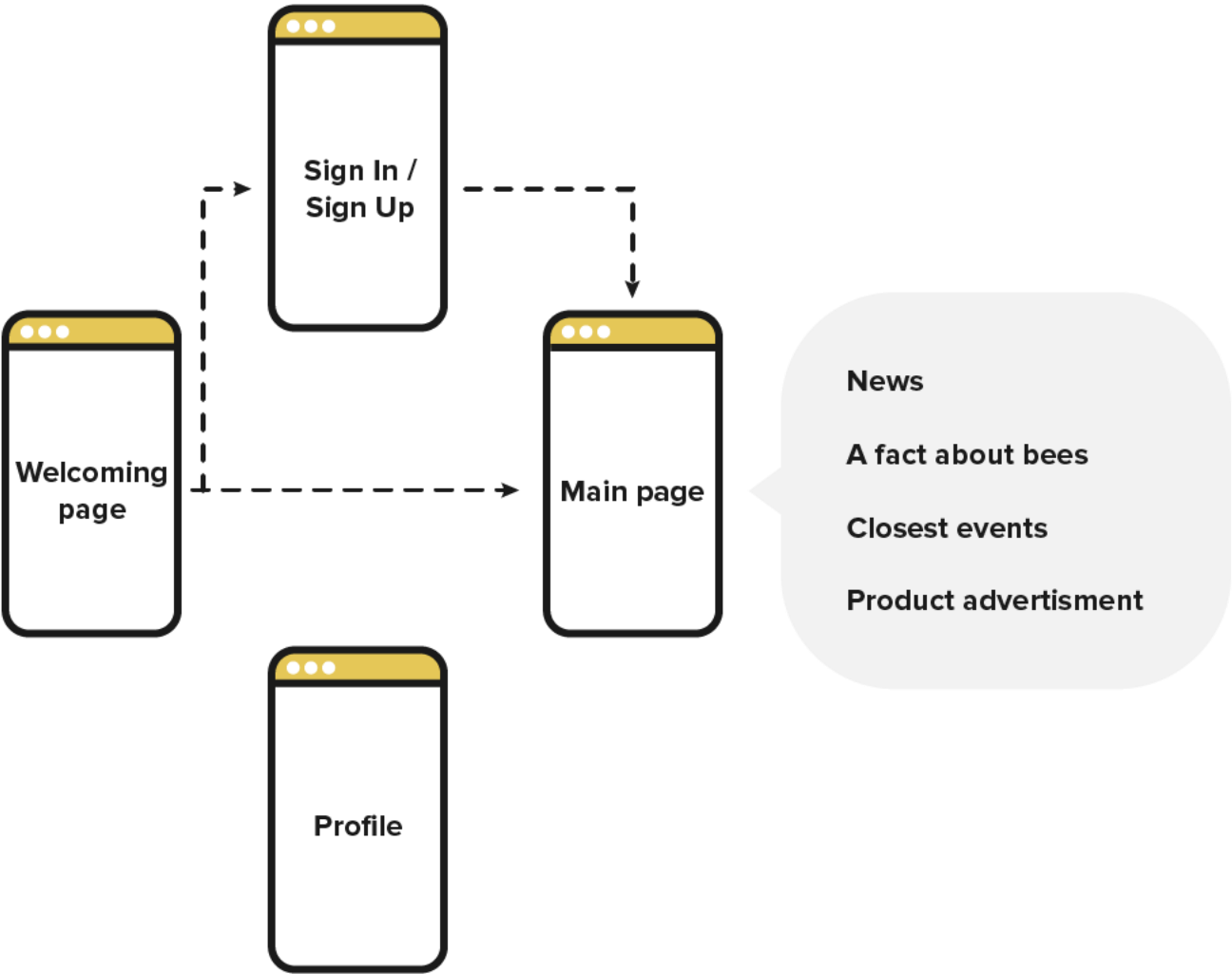


List of “tasks”

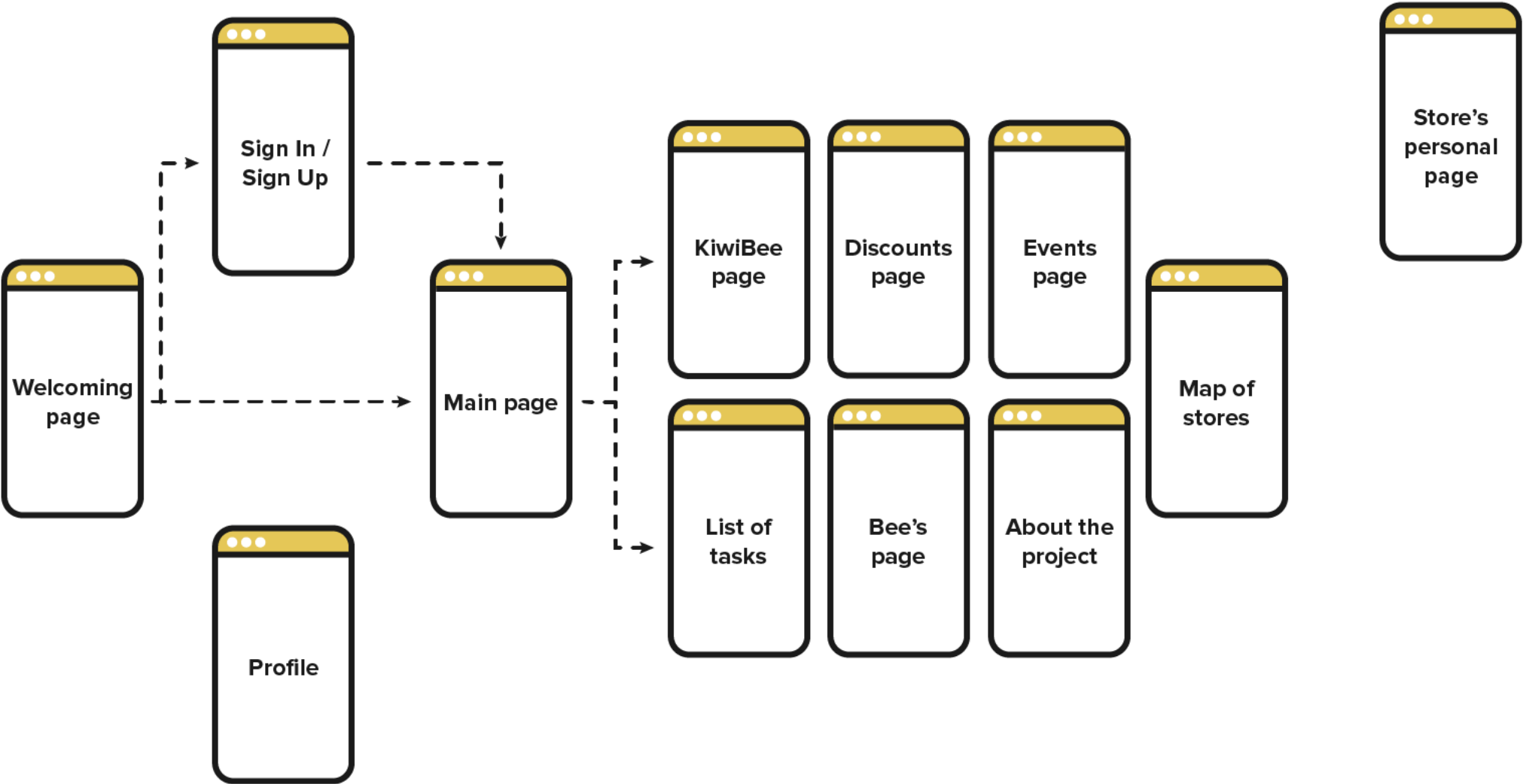


Points

Proposal | App layout



Proposal | App layout



## Personas | 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 | Joana



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



“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!”

## Personas | Luís



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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!”



“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.”

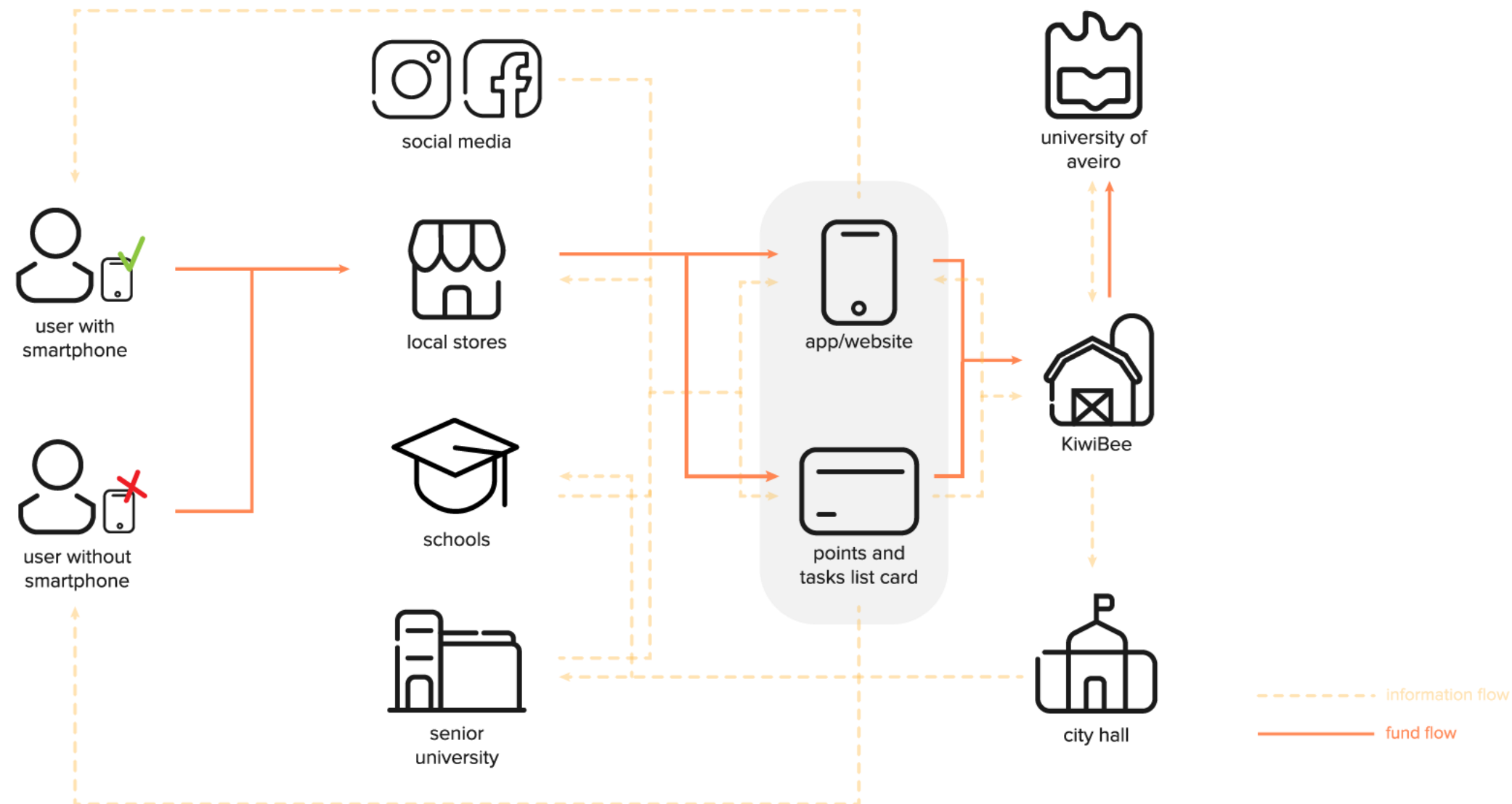
# Motivational Map

Gives	KiwiBee	Citizens	Local Businesses	App	University of	Promoters
KiwiBee	<ul style="list-style-type: none"> <li>Expand the business</li> <li>Attract new people with activities</li> </ul>	<ul style="list-style-type: none"> <li>Farm's events/activities</li> <li>Seasonal products</li> <li>Possibility for work</li> <li>Points to exchange on experiences/products</li> </ul>	<ul style="list-style-type: none"> <li>Possibility for advertising</li> <li>New opportunities of businesses</li> </ul>	<ul style="list-style-type: none"> <li>Developing</li> </ul>	<ul style="list-style-type: none"> <li>Experiences for students to develop real projects in the real world</li> </ul>	<ul style="list-style-type: none"> <li>Attract new people to the area</li> </ul>
Citizens	<ul style="list-style-type: none"> <li>Money (from buying products)</li> <li>Exposure (talking with other people)</li> <li>Help in the farm</li> </ul>	<ul style="list-style-type: none"> <li>Family time</li> <li>Help local businesses</li> </ul>	<ul style="list-style-type: none"> <li>Money (from buying products)</li> <li>Exposure (talking with other people)</li> </ul>	<ul style="list-style-type: none"> <li>Information (name) to interact with</li> <li>Feedback</li> </ul>	<ul style="list-style-type: none"> <li>Feedback about app</li> </ul>	
Local Businesses	<ul style="list-style-type: none"> <li>Money from premium subscription</li> <li>Possibility to sell their products</li> <li>Exposure the app</li> </ul>	<ul style="list-style-type: none"> <li>Events</li> <li>Production</li> <li>Possibility for work</li> </ul>	<ul style="list-style-type: none"> <li>Partnership</li> <li>New clients</li> <li>Business expansion</li> </ul>	<ul style="list-style-type: none"> <li>Information</li> </ul>		
App	<ul style="list-style-type: none"> <li>Customers</li> <li>Workers</li> <li>Volunteers</li> </ul>	<ul style="list-style-type: none"> <li>A way to organize for better life</li> <li>Discounts</li> <li>Motivation</li> <li>Opportunity to buy natural products and collect points to exchange on experience/products</li> </ul>	<ul style="list-style-type: none"> <li>New clients</li> <li>Exposure their business</li> </ul>	<ul style="list-style-type: none"> <li>Spreads awareness</li> </ul>	<ul style="list-style-type: none"> <li>Data</li> </ul>	<ul style="list-style-type: none"> <li>Activities for the citizens</li> </ul>
University of Aveiro	<ul style="list-style-type: none"> <li>The app</li> </ul>			<ul style="list-style-type: none"> <li>Developing</li> </ul>	<ul style="list-style-type: none"> <li>New projects for students</li> <li>Interaction with real world</li> <li>Associate the name</li> </ul>	
Promoters (TownHall, Senior University, Helth Center, etc.)	<ul style="list-style-type: none"> <li>Exposure</li> <li>Costumers</li> <li>Workers</li> <li>Volunteers</li> </ul>	<ul style="list-style-type: none"> <li>A way to know about new activities in the area</li> </ul>	<ul style="list-style-type: none"> <li>New customers</li> <li>Expand their business</li> </ul>	<ul style="list-style-type: none"> <li>A way for people to find the app</li> </ul>		<ul style="list-style-type: none"> <li>City development</li> <li>Attract new people</li> <li>More active city</li> </ul>

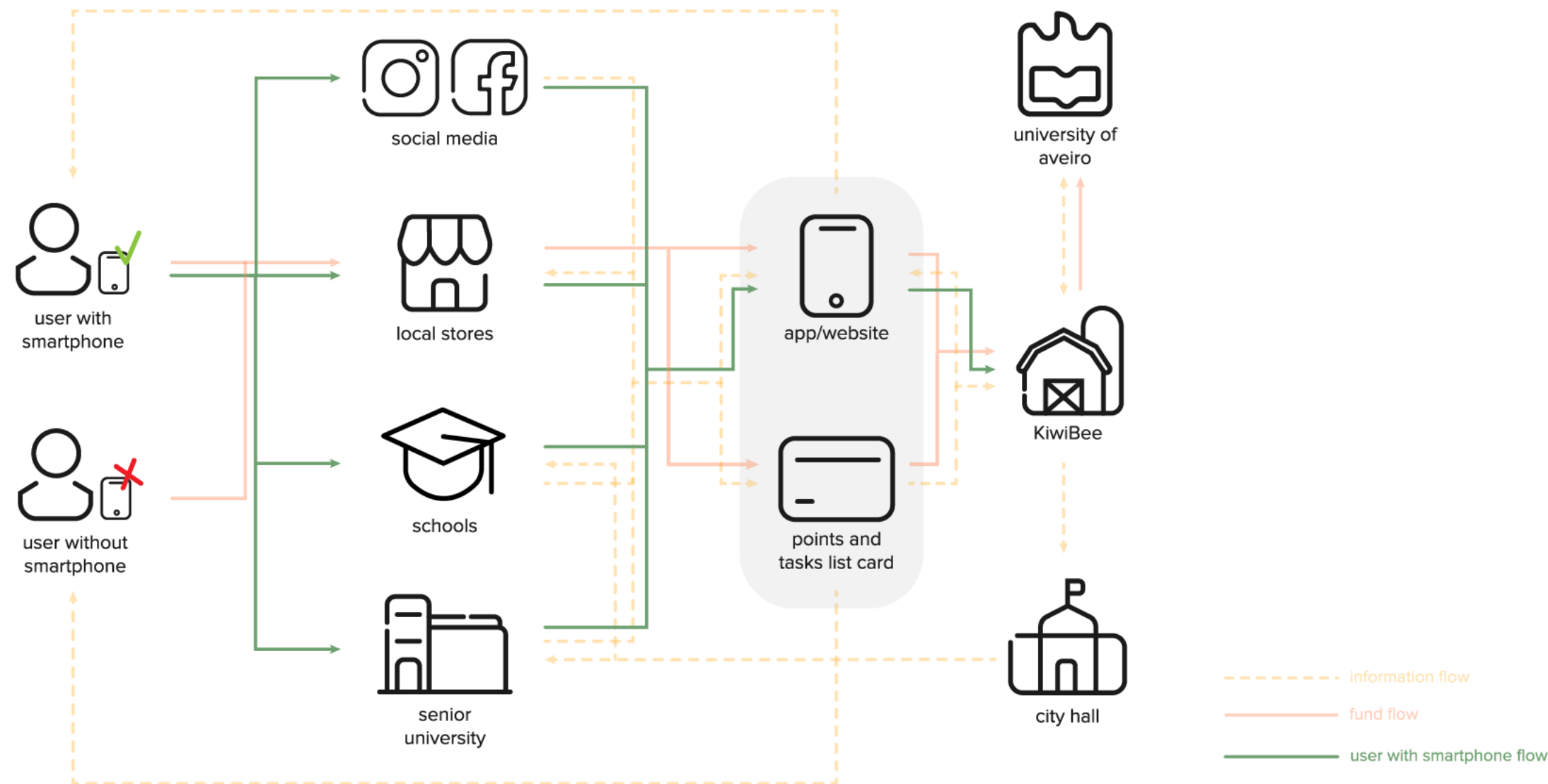
# System map



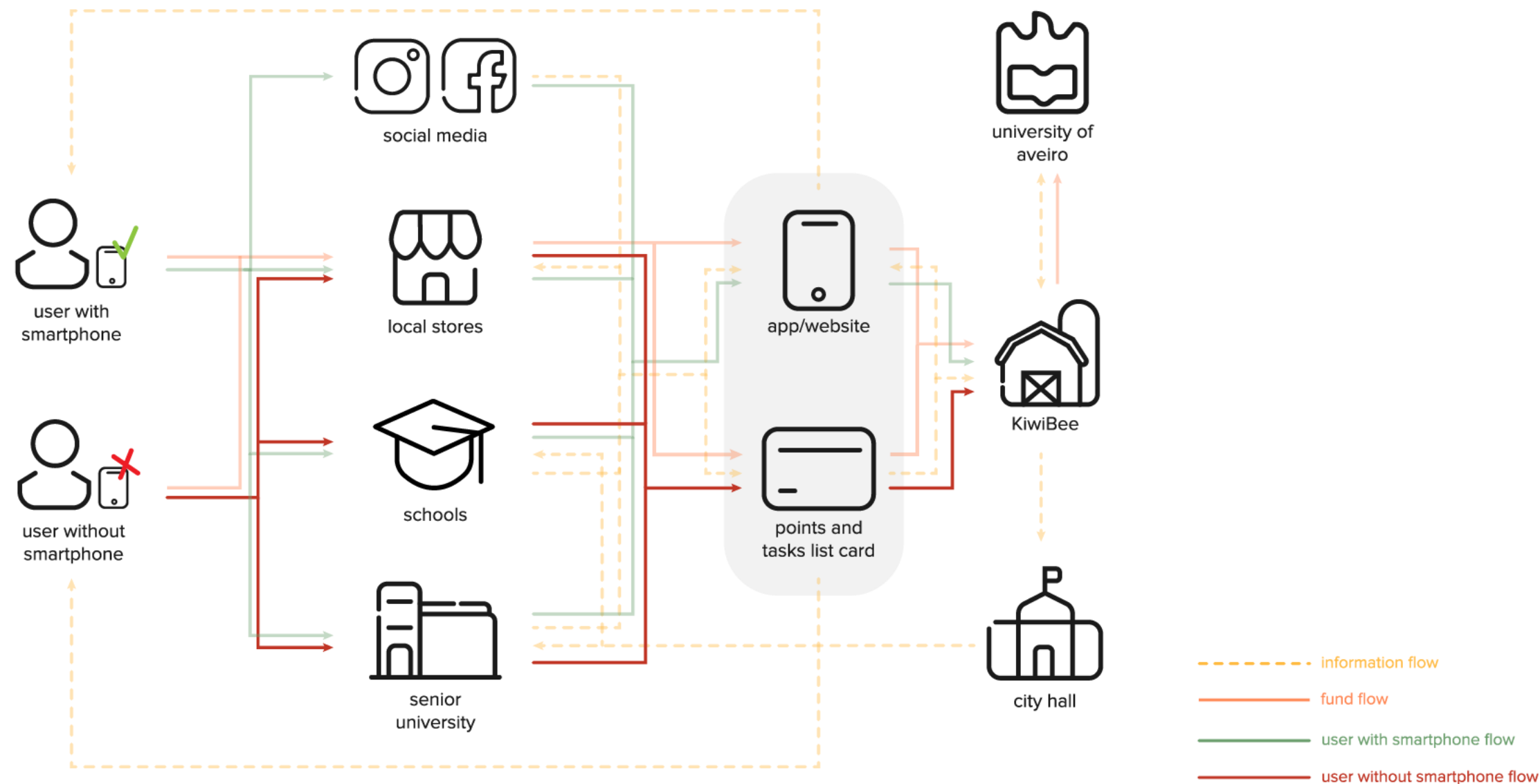
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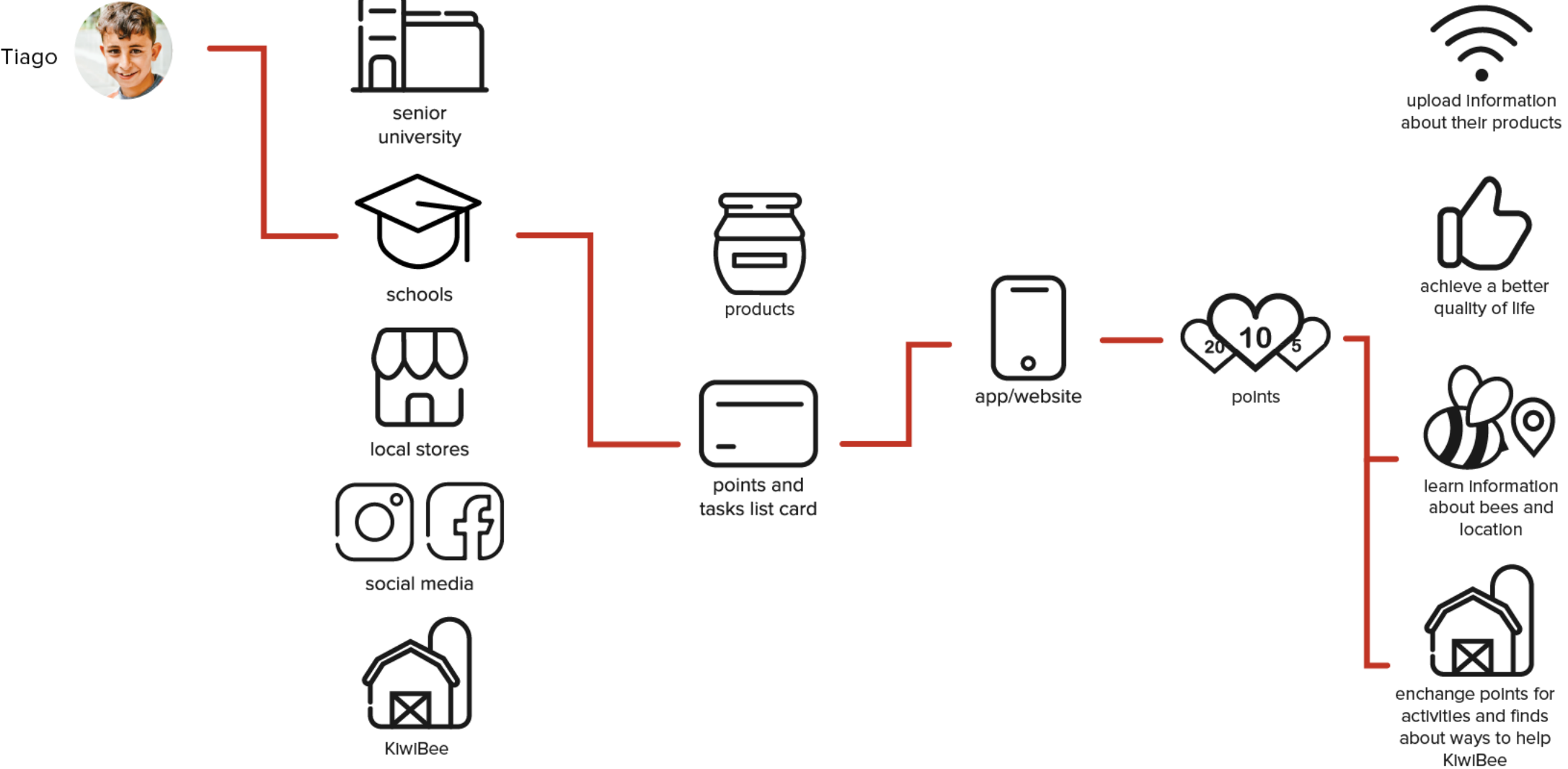
# System map



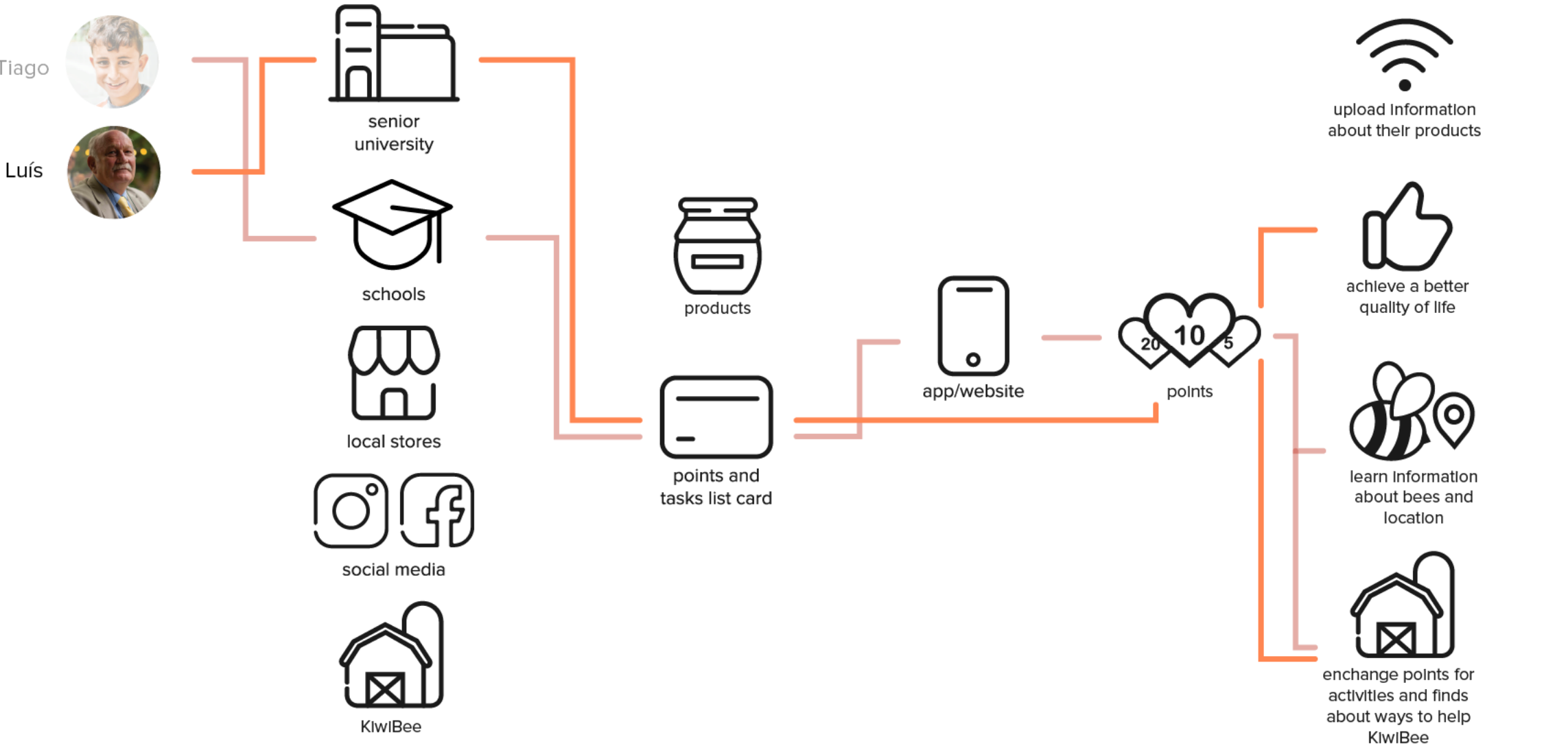
# System map



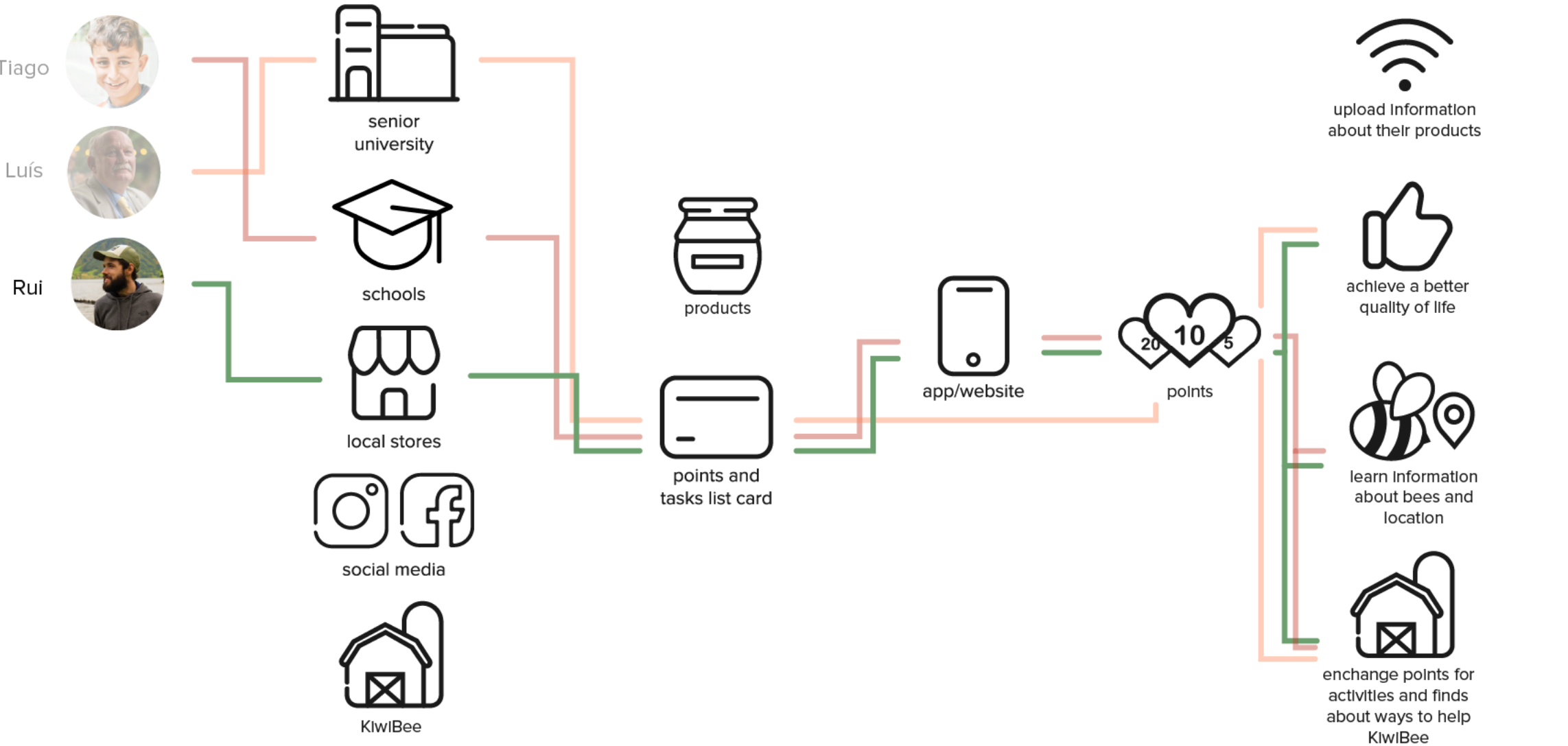
# User Journey Map | Tiago



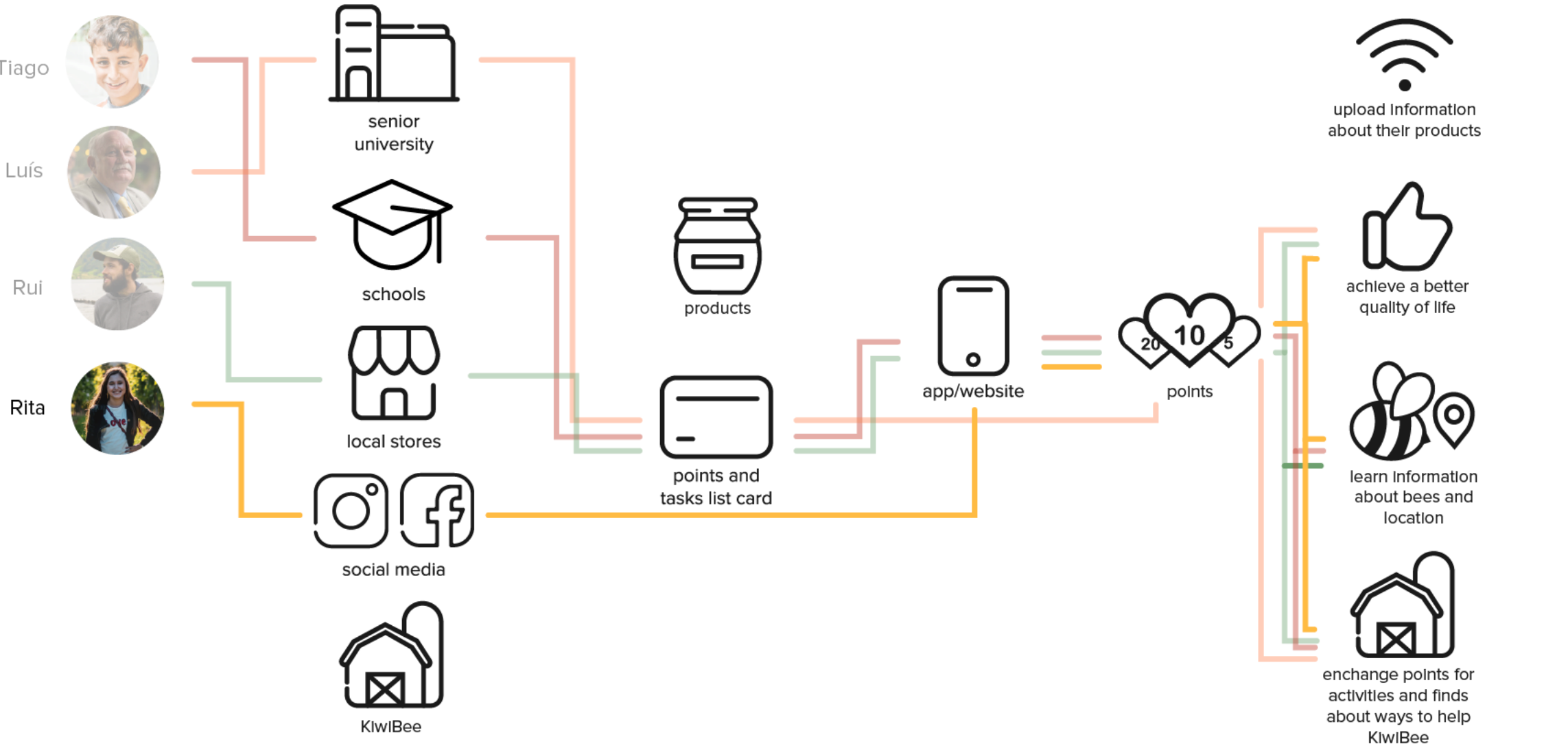
# User Journey Map | Luís



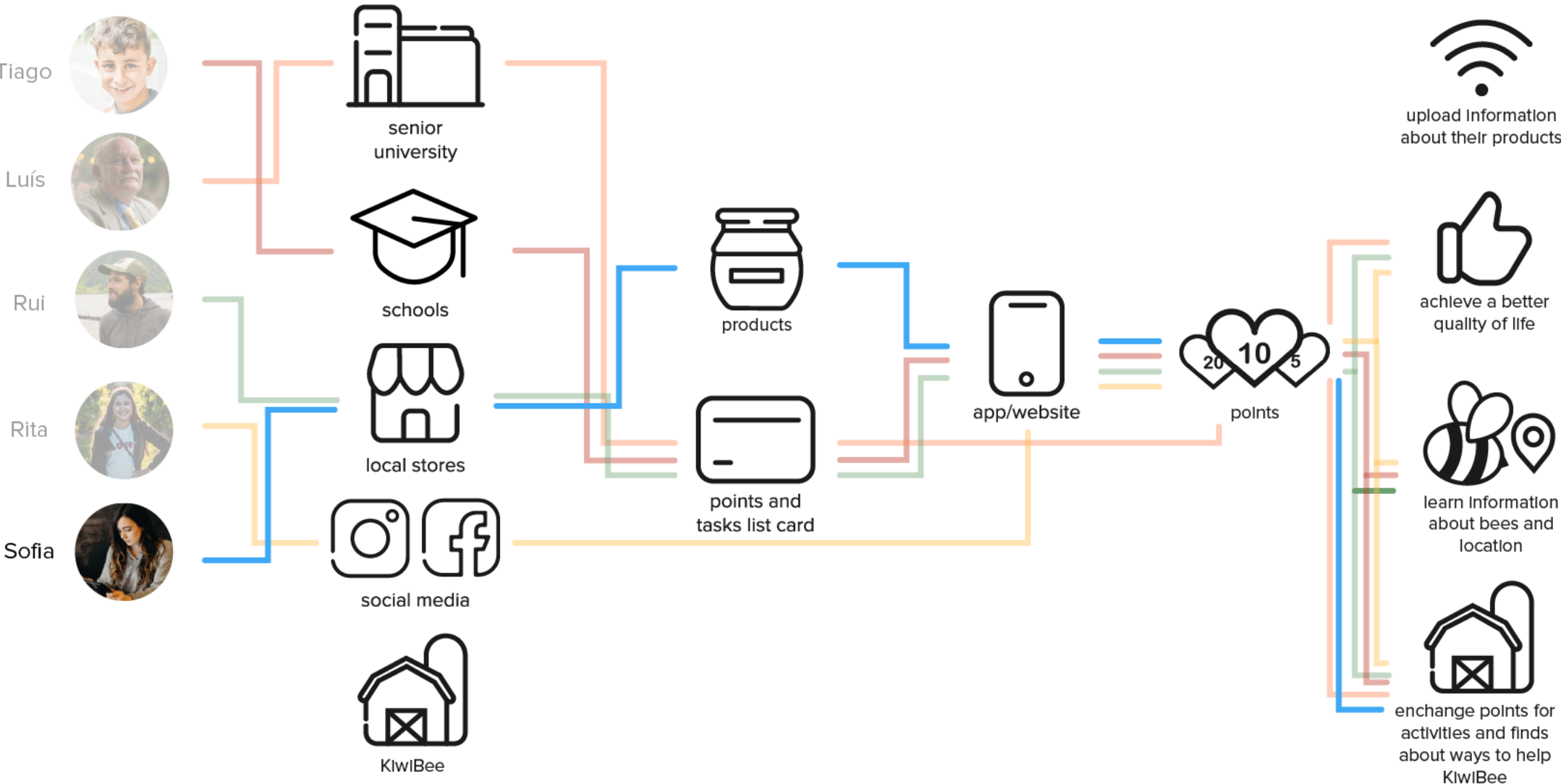
# User Journey Map | Rui



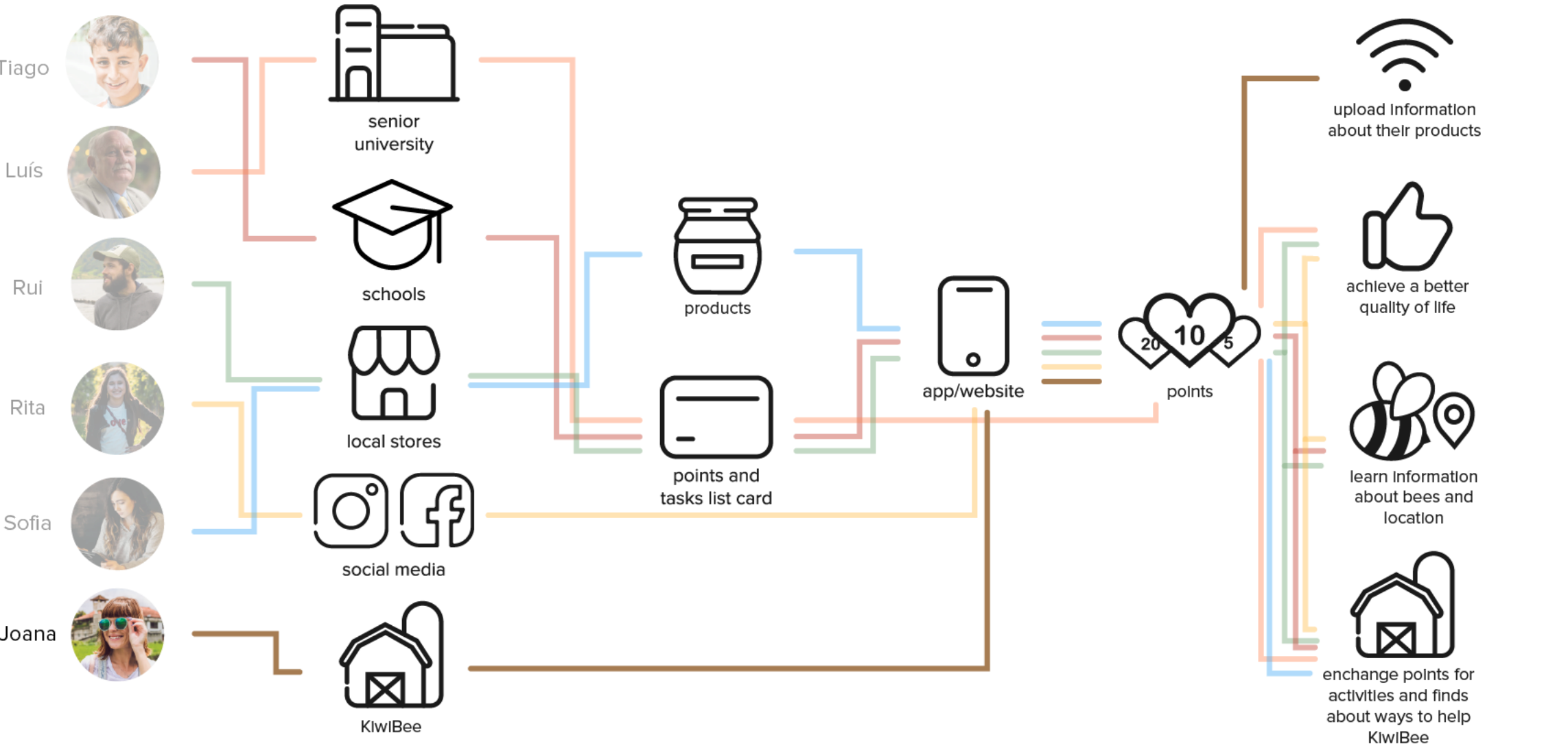
# User Journey Map | Rita



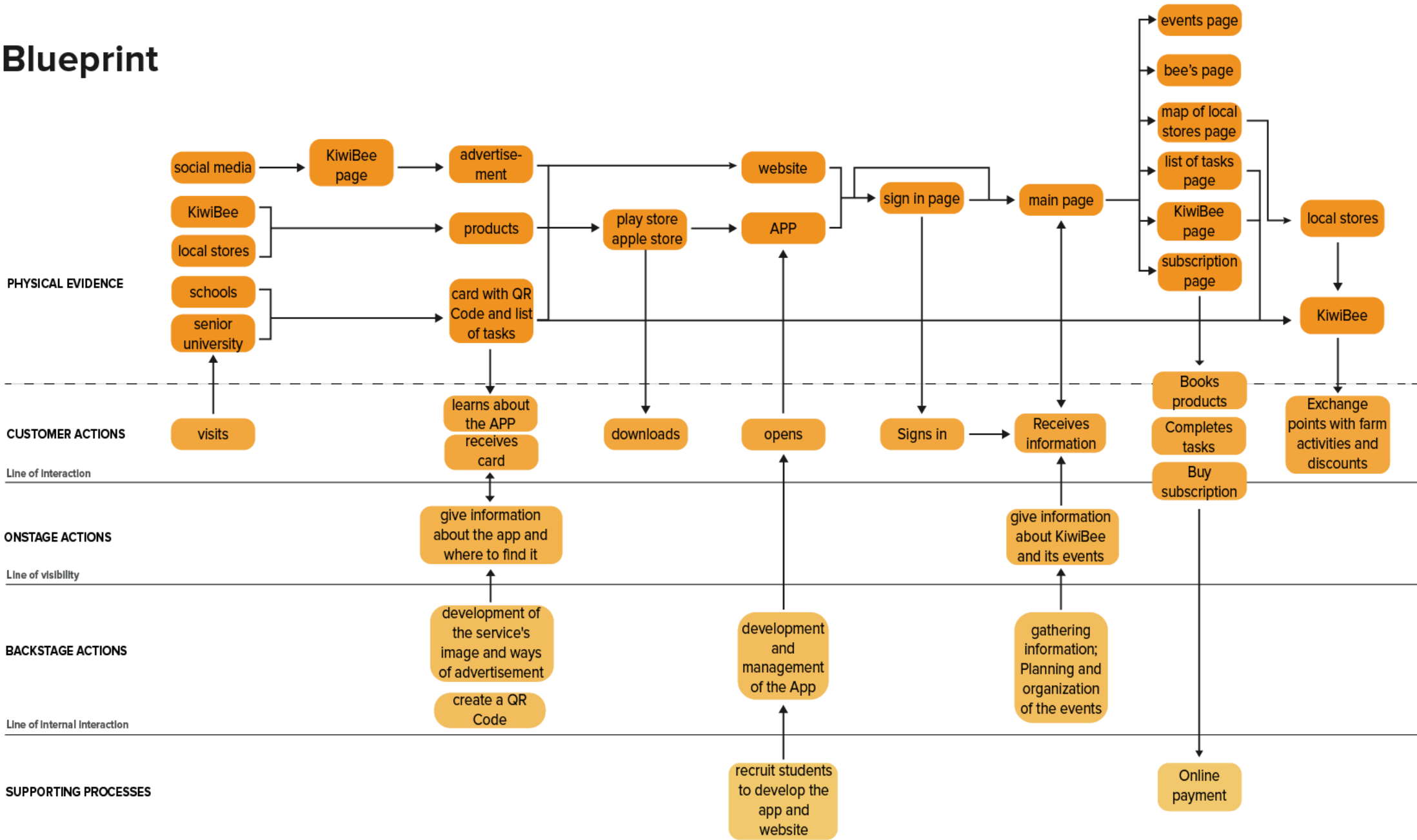
# User Journey Map | Sofia



# User Journey Map | Joana



# Blueprint





**Thank you!**