Stacks:

Swinburne Design Factory Study Tour 2013
Client Presentation for Purplemonky

Presented by:

Dan Cabral
Product Design Engineering

Christine Lee
Digital Media Design

Natura Lia
Commerce (Entrepreneurship and Innovation)

Stefanie Urso
Communication Design

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Stacks:
Understanding business card culture

- Using business cards
- Business card storage
- The process of obtaining a business card
- Cost of obtaining business cards
- Sustainablity
- Usage of iPhone/mobile apps
- Behaviours towards apps
- Exploring various cultures in different locations (Asia and Europe)

Stacks:
The knowledge gaps

- Identifying the target user(s) for Stacks
- Finding methods of engaging app users
- Raising awareness about the app and its benefits and features
- Identifying possible improvements that could enhance the app's functionality

WHO IS THE USER?

HOW CAN USERS ENGAGE WITH THE APP?

HOW DO WE RAISE AWARENESS?

COULD THE APP BE IMPROVED?

Stacks:
Identifying needs

- Identifying differences between physical business cards and digital business cards
- Looking at the pros and cons of each
- How the use of technology has changed the way we communicate

BUSINESS CARD	DIGITAL BUSINESS CARD
Represents good company image	Pixel perfect
Personal image/ Representation	Cost effective
Business marketing (Part of a marketing campaign)	Eco friendly/ sustainable
Selling a product or service	Easily accessible
Something Physical	Cards can't be lost
Holding on to tradition	Fluid transaction
Providing a means of contact	Easy to update
	Infinite
	Easy sharing and storing

Stage 1: Research Methods

- Interviews

- Field Observation

Stage 2: Data Analysis

- Organisation of business cards

- Physical vs digital business cards

- Business cards as a networking tool

Research

**MAJORITY ARE
NON-IPHONE USERS**

**AGING POPULATION
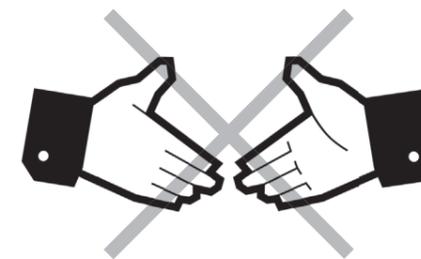PREFER TRADITIONAL
EXCHANGE METHODS**

**PHYSICAL BUSINESS
CARDS ARE MORE
"PROFESSIONAL"**

**PRINTING BUSINESS
CARDS IS CHEAP AND
RELIABLE**

**TRUST ISSUES
- ENSURING SECURITY
AND PRIVACY**

**LOSS OF CEREMONY/
FORMALITY IN CARD
EXCHANGE**

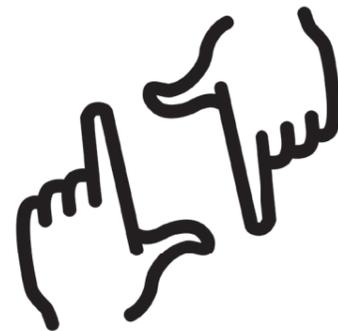# Stage 3.1: Key issues - China

Research

MAJORITY ARE
NON-IPHONE USERS

CONTACT DETAILS ARE
OFTEN EXCHANGED BY
EMAIL/TELEPHONE

PHYSICAL BUSINESS
CARDS ARE MORE
"VALUABLE"

TIME CONCERNS
(EXCHANGE PROCESS IS
TOO TIME-CONSUMING)

DESIGN RESTRICTIONS
ON CARDS FROM
CORPORATIONS

POPULARITY OF APP IS
AN IMPORTANT FACTOR

Stage 3.2: Key issues - Finland

Stage 4: Focus area

- Business-to-business

- Influence and willingness to join Stacks

- Proposed target market

Personas (x3)

Shari Turner
Female, 30

Freelance graphic designer

- Currently has a paper business card, but would prefer using a digital one as most of her clients are only communicated with online.

- Has the potential to design business cards for clients using the Stacks platform.

Sue Langdon
Female, 42

Senior Manager at a Manufacturing Facility

- Speaks at many seminars and networking events.

- She is provided business cards by her company's administration department and must consult them when she needs more ordered.

Charles Mizzi
Male, 50

CEO at a large accounting firm

- Currently uses paper business cards.

- However, he is not very familar with mobile technology/apps and prefers to communicate by email or telephone

- Wishes to find a method of organising all the cards he receives from his clients.

Project Outcome/Development

Ideas generated from the research

- Using sensations to create interaction
- Software/operating system
- Tutorial process
- Privacy
- Keeping in contact
- Networking
- Competitor apps (eg. CamCard)
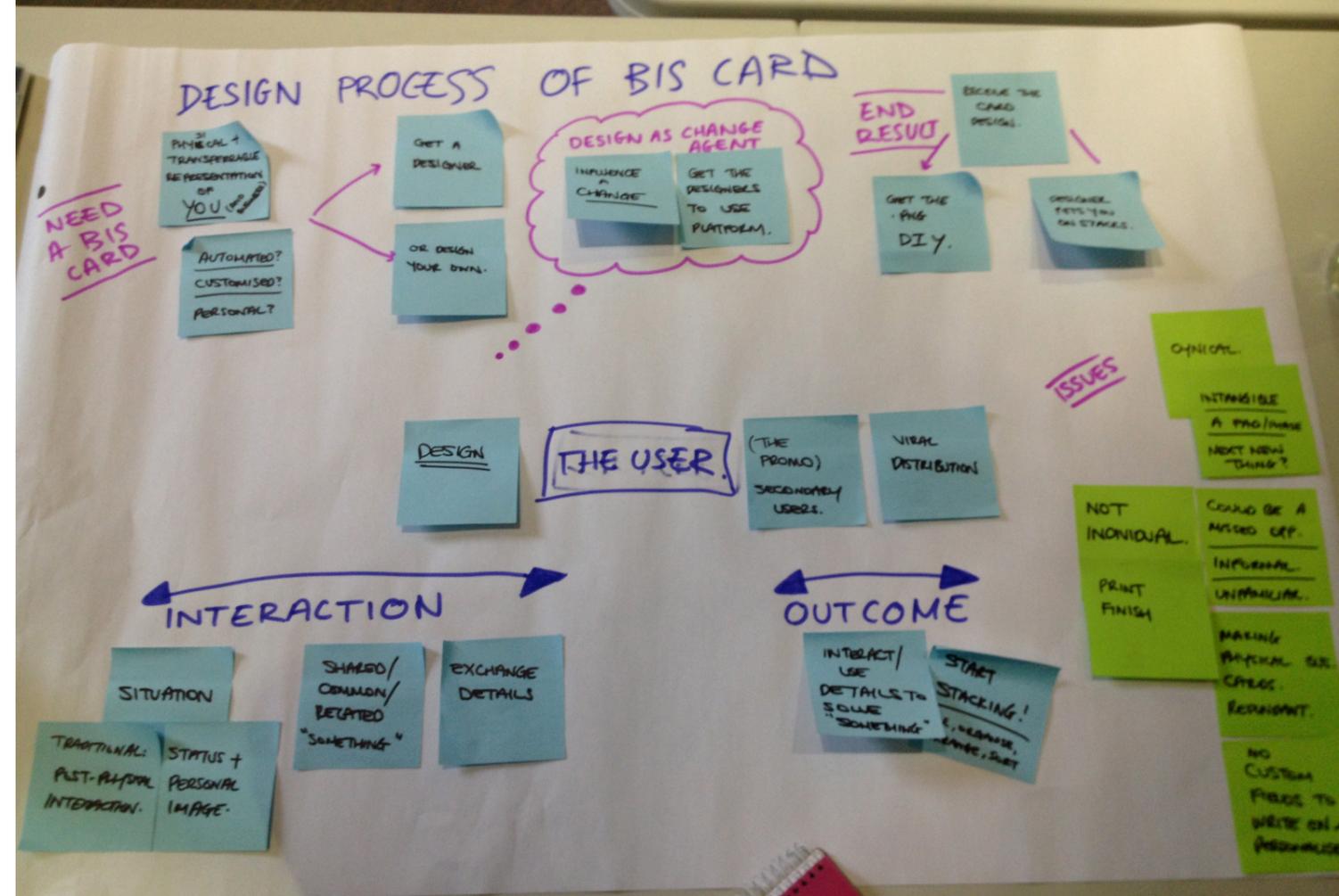
Strategic Plan
Aims and Objectives

- Business people/working professionals
- Mid-to-high socio-economic status
- Larger companies set trends that are often adopted by smaller companies and organisations
- Will help build the app's reputation over time if larger companies set an example
- Start locally, and then expand internationally

LARGE COMPANIES

MEDIUM COMPANIES

SMALL COMPANIES
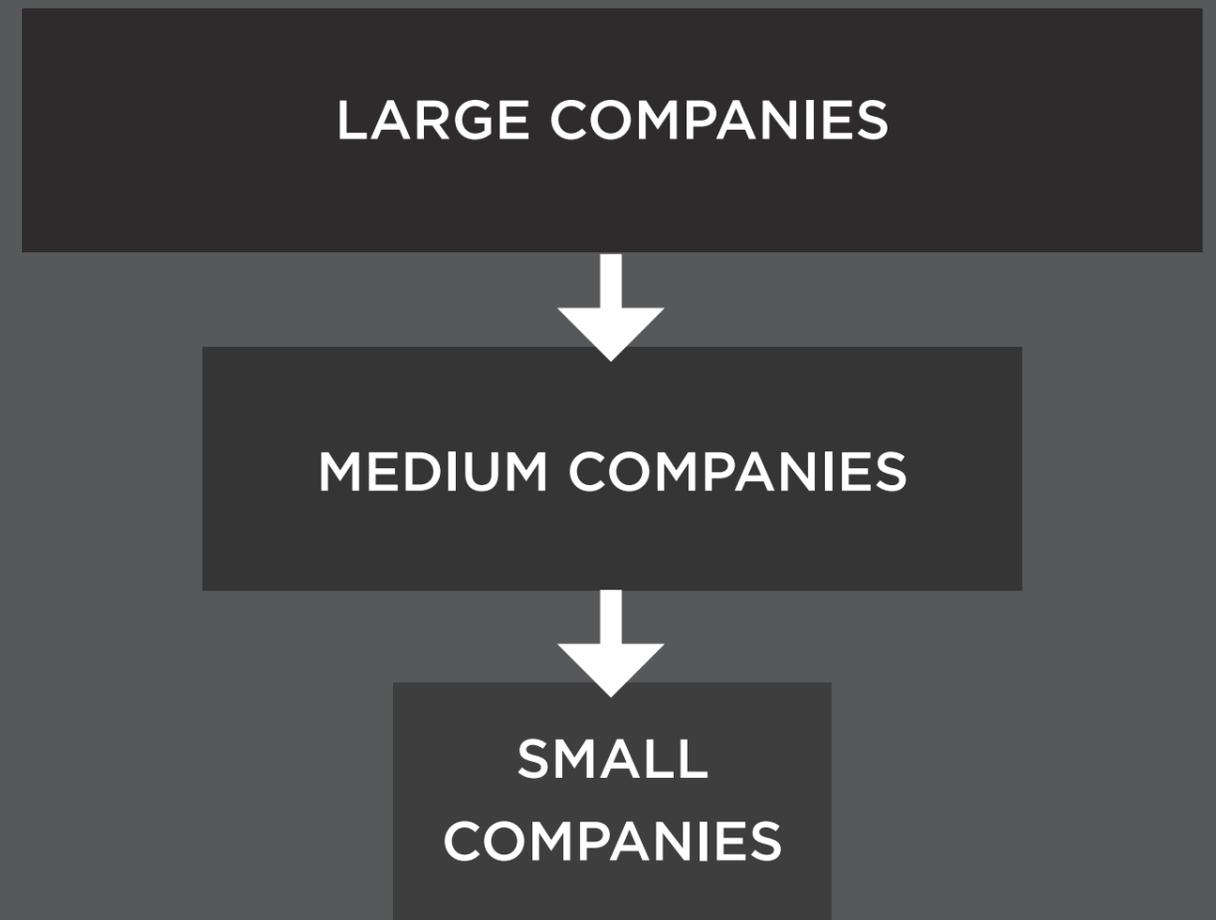
Launch Proposal:
Trade Fair/Conference

- An opportunity for raising more awareness about Stacks, to a targeted professional demographic
- Events are good networking opportunities

Australian technology/business conferences
- YOW! (Melbourne/Brisbane/Sydney) - developers conference
- CeBit (Sydney) - business and technology

Project Outcome/Development

Business Model (future)

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
- App's developer - Graphic designers - Online payment provider/ content providers	- Digital Business Card Creation - Sharing and storing business cards - Professional networking **KEY RESOURCES** - Stacks Apps - Platform and desktop access	- Pixel Perfect - Limitless storage and sharing - Environmentally friendly - Easy to update, and maintainable	- Contact management - Business card solution **CHANNELS** - Sharing method: smartphones, both Android and iOS - Email - SMS - Social Networks (eg. Twitter)	- Administration department of small and large companies in Asia-Pacific. - Marketing department of small and large companies in Asia-Pacific - Graphic designers - Entrepreneurs - Sales consultants

| COST STRUCTURE	REVENUE STREAMS
- Web/app hosting - Marketing - App development - Administration	- In-app purchases/bonus feature - Freemium/Premium subscription - Registration according to numbers of group/employees

Stacks
Further recommendations

Idea 1: Partner with/sponsor an event
• Art/media events
• Create buzz about Stacks, promote the app and encourage networking
• Form alliances with industry partners

Idea 2: Stacks networking event
• Every 6 months, invite existing Stacks users to an event to meet and network
• Keeps users engaged with the app and encourages them to make new contacts and discuss business ventures

Thank you to SDF and Purplemonky
for this opportunity!
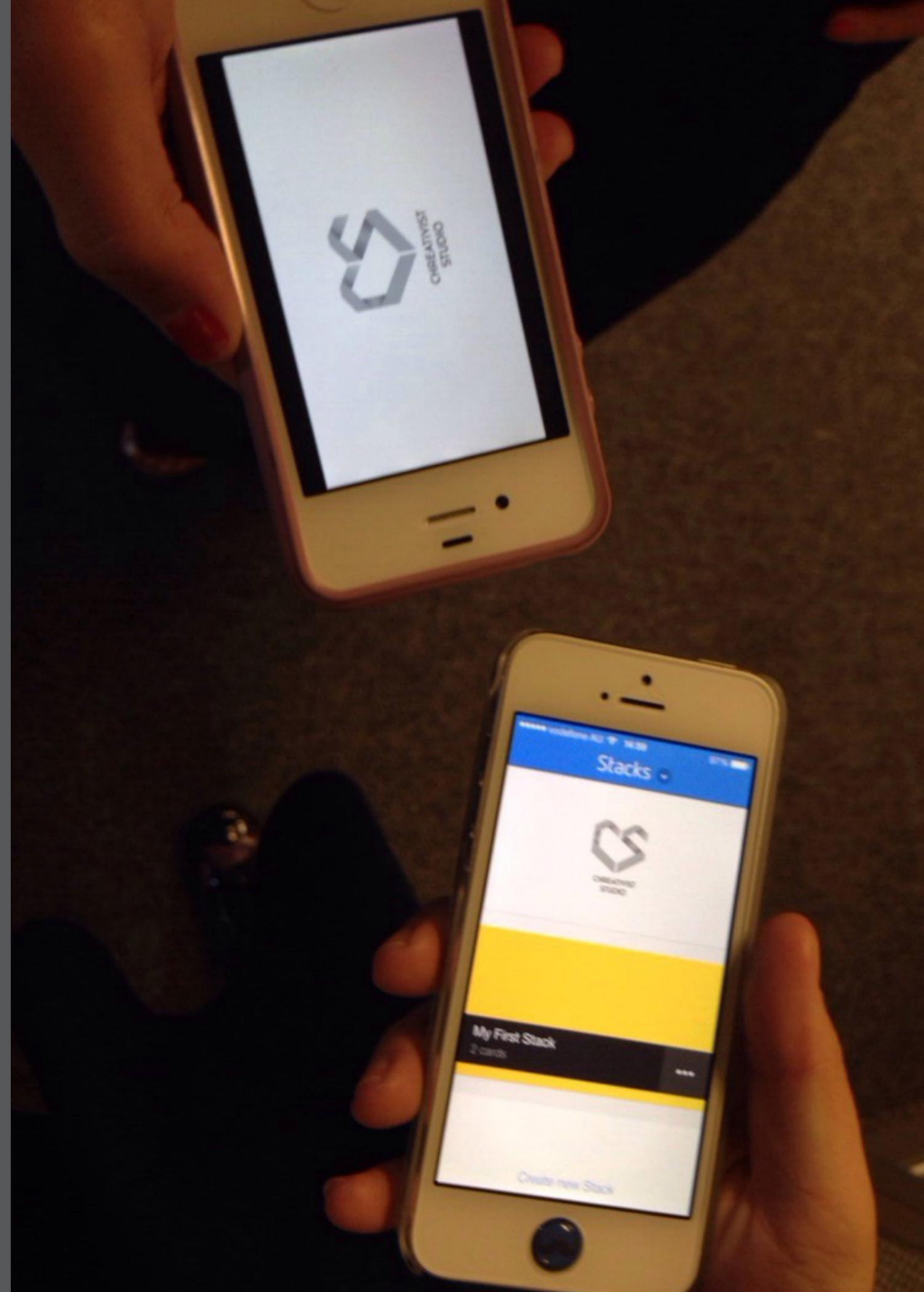
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