

Report on Blanket

This month I have continued my work on Blanket, I have had very strong discussions with people at Krinova and parents in the country of what they think of the idea and my business plan, it said that sometimes good criticism is more valuable than gold. From these discussions, I have gathered that it would be a good idea to charge the consumer either per subscription or per ad for using this platform. Another idea was then also created on the way the platform can monetize itself in the future that is inlined with the messages it is trying to send to the consumer. Which is to advertise new baby products that are ecologically friendly. There has also been further discussion on what should be the offering to kick-starts when the campaign is run. Further research into the kick starter community needs to be done. On what would make it a successful campaign.

This month I have also spent some time learning how to use sketch and to properly set up buttons using the application. This let me design some of the first screens the app will demonstrate at the beginning nothing is final yet but there is some progress in the design stage at least. I am learning how to combine colors together to try to give the application an appealing look. More has to be done in the designing aspect as the functionality of the app or better said the perceived functionality will highly depend on how well the design of the application will look like. This will also have to match the website that is then created. So that users can have an easier time scrolling through the catalog of cloths. After the final stages of design are done I will have to test it on a few of the users preferably parents or people aware of Kickstarter campaigns.

This month I have also designed the final logo for the platform. I might change the way the babe looks to make him cuter. I don't know yet if that would happen though.

I have also created a video presentation, presenting my idea to the start-up lab. This might help further promote my idea. I was told by the incubator that the best way of creating such presentations is by using an NABC pitch model (Need, Approach, benefit, competition). So let's keep the snowball tumbling for next month.