



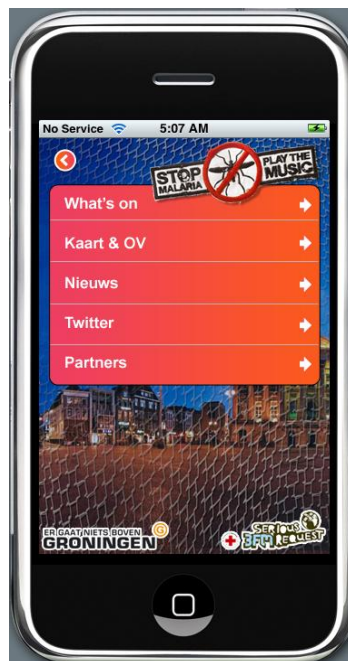
Hanze University Groningen
APPLIED SCIENCES
School of Computer Science

GroningenGeeft.mobi

on

Wireless Groningen Network

Prototype Description



Investing in the future by working together for a sustainable and competitive region



1 Executive summary

In December 2009 the Dutch national radio station 3FM organized its yearly fundraising activity “3FM Serious Request” in the city of Groningen. During one week 3 disc jockeys are fasting, locked inside a glass house on a public square. This action is supported by all sorts of local and national activities. A team of five IT and Marketing students from the Hanze University (WiMultitask.nl) have built a smartphone version of the website to accommodate people visiting Groningen.

The most important lessons learned from this project were:

1. Division of work is very important if you have a lot to do in a very short time.
2. There is so much effort needed to promote a particular service or application and also in particular to keep it there.

2 Problem statement

In December 2009 the Dutch national radio station 3FM organized its yearly fundraising activity “3FM Serious Request” in the city of Groningen. During one week 3 disc jockeys are fasting, locked inside a glass house on a public square. This action is supported by all sorts of local and national activities. The municipality of Groningen supported it with amongst others a website called “GroningenGeeft.nl” (“Groningen Gives”), that kept track of all local activities and the amount of money that was raised. A team of five IT and Marketing students from the Hanze University (WiMultitask.nl) have built a mobile version of this website, in order to accommodate people visiting Groningen.

This document shows the results of this project.

2.1.1 Objectives

The objectives of the project are listed below, included an appropriate explanation.

- **Mobilize people to collect a record amount of money for SR.**
By offering extra media attention to Serious Request a wider audience will be reached so that more money is collected.
- **Providing information to visitors.**
About the Serious Request action there was a huge amount of information available. There was, among others information available on websites, community sites, forums. With this amount of information the audience will possibly suffer from infobesity. Collecting and providing this information in one central place will accommodate the audience.
- **Involve visitors more in the 3FM Serious Request action.**
By bundling and showing all the initiatives in Groningen in our application, users can easily see which initiatives took place where. If they see an initiative that appeals to them, they can go there to help or donate money.
- **Make the 3FM Serious Request action mobile.**
There were relatively few mobile applications for Serious Request. By providing much information in a mobile manner a mobile aspect is added to Serious Request.

3 Alternatives

During the project a number of choices had to be made in a relatively short period of time. The most important ones were:

- Which other parties to involve,
- Definition of the target audience,
- Definition of the application functionality,
- Definition of the mobile phones capable of viewing the application,
- Layout design,
- Release timing.

4 Implementation issues

4.1 Marketing activities

In this chapter the marketing activities for GroningenGeeft.mobi are evaluated.

4.1.1 Target audience

With the project we focused on visitors to Serious Request in Groningen, which are mainly young people.

The main criteria is that the audience is in possession of a smartphone (e.g. iPhone, Google Android or Windows Mobile PDA) and are geographically located in the city of Groningen.

This was decided because we wanted to give a mobile aspect to the visitors of Serious Request. This should allow the audience to request information while they are already in Groningen and no longer in a home environment.

This appeared to be a good choice as shown by the figures from Google analytics. These showed that most of the visitors went to the application with a smartphone.

4.1.2 Contacts

The project team experienced the following with the contacts they used to accomplish the project:

- Hanze University Groningen
 - Project Serious RPM
The contact with the project leader was good. Bad communication with the IT professionals working for him caused that his information was not shown on GroningenGeeft.mobi.
 - Hanze, Marketing and Communications
Difficult to get into contact with. Finally it was succeeded.
- Marketing Groningen

- One direct meeting and further contacts by phone and mail. All initiative had to come from the project team.
Marketing Groningen also arranged approval for the connection to the GroningenGeeft.nl website, provided by iWink.
- Public radio station 3FM
 - No direct contacts, all approval for the webapp came via Marketing Groningen
- iWink
 - Good contacts related to connection to the database of GroningenGeeft.nl.

4.1.3 Visibility on other websites

GroningenGeeft.mobi has been visible on the following sites.

- Groningengeeft.nl
- Seriousrequest.3fm.nl
- Hanze.nl
- Seriousrpm.nl
- Wimultitask.nl
- Draadloosgroningen.nl
- Oogtv.nl
- Spits.nl
- RTVnoord.nl
- Dvhn.nl
- Hyves.nl
- Twitter

4.1.4 Marketing campaigns

The following media have been approached in the multimedia marketing campaign. For websites, see the previous paragraph.

Newspapers

- Dagblad van het Noorden (regional newspaper)
- Local weekly newspapers
- Spits (national daily newspaper, distributed free of charge in the public transport)

Radio

- RTV Noord
- NOS headlines

What went well

The day we got media attention we had significantly more visitors. Especially the newspapers led to extra attention.

What could be better

On the day the application was mentioned in the Spits, we had the misfortune of very heavy snowfall, making public transport mostly left out. This caused that much less potential users were reached than could have been with this press release.

Furthermore, the media attention is effective only very briefly. The first day there was a reasonable number of visitors, dropping to almost no visitors at the end of the period.

Conclusion Marketing

The objective was to have many more visitors than the 900 visitors now achieved. With another form of marketing or a better distribution of media attention this could be better.

Statistics show that of the non-digital marketing campaigns actions are most effective. Most were not redirected from another and must have had a newspaper article or a radio origin.

Lessons for the next campaign are:

- 1) Another marketing method should be devised.
- 2) A greater dispersion of the median should be applied.
- 3) A much larger amount of media coverage should be applied.

4.2 Technological implementation

4.2.1 Functional specifications

A brief description of the functional specifications is given below:

- General
 - XML feed from Groningengeeft.nl is periodically imported into own database,
 - Server-based
 - Display structure like iPhone/Android interface
 - Mobile (text-)interface – not implemented
 - Menu setup
- Agenda
 - Display overview
 - Detail pages
- Initiatives
 - Overview
 - Detail pages
- Map with route description to the Glass house
 - Google Maps walking route
 - Input own current locatie – not implemented
- Community
 - Twitter – nor implemented due to lack of time
 - Flickr API - idem
- News
 - Overview
 - Detail pages
- Public transport
 - Schedules and other info

- SeriousRPM
 - Display counter with speed and distance – not implemented due to implementation problems at Serious RPM side.

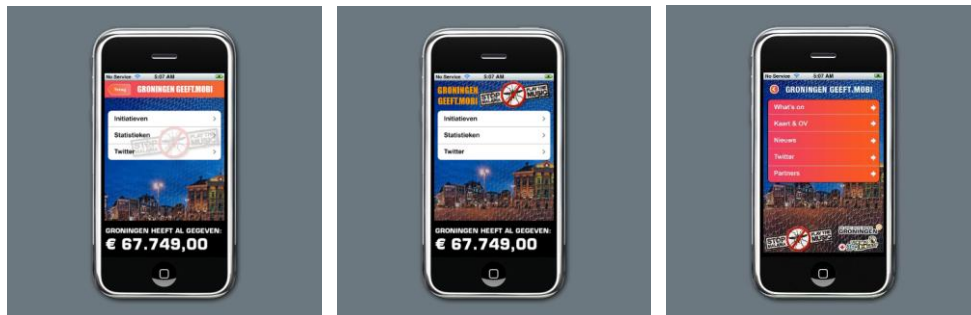
4.2.2 System architecture

Groningengeeft.mobi is a web application build with PHP and MySQL. The system runs op a Linux server with Apache webserver.

Details and source code can be supplied on request.

4.2.3 Graphical design

The final graphical design was the result of a number of iterations and the demands by the Serious Request organization. E.g. the mandatory logos were hard to place on the limited space of a smartphone screen. Below three design stages are shown:



5 Conclusion

The project was a success. Because the team was already working together for some time the cooperation went smoothly. The work was divided into separate tasks, so that everyone could work independently.

It felt very annoying to be dependent on external parties, when you have very little time. This we noticed in particular with SeriousRPM, there was a slow communication on their side and we did not get the information we needed. Also we noticed this while waiting for permission and feedback from Marketing Groningen.

The important thing here is that you do not take on wait-and-see attitude yourself. Because you only have limited time you cannot afford to wait until the third party decides to contact you. Try to make clear appointments with external parties and keep them here to it. If they fail to fulfil an appointment contact them right away.

Furthermore the promotion of such a website requires much work. To stay known you constantly need to advertise yourself. This was in particular shown by the number of visitors to our website, that went down very quickly after our last promotions.

Lessons Learned

- Division of work is very important if you have a lot to do in a short time.
- There is so much effort needed to promote a particular service or application and also in particular to keep it there.

6 Participants

Hanze University of Applied Sciences, School of Computer Science
Groningen, The Netherlands

- WiMultitask (student company):
 - Willard Baan, marketing-student
 - Jorik Berkepas, it-student
 - Freerk Duursma, it-student
 - Tim van den Heuvel, marketing-student
 - Jan Kadijk, it-student
- Hugo Velthuisen, professor New Business and ICT
- Piet Fransen, lecturer Technical Computer Science / Entrepreneurship