

domo



# TEAM CERANA



**ENYA  
HUANG**

MFA Themed  
Entertainment Design



**FLAVIA  
YOSHITAKE**

MFA Themed  
Entertainment Design



**LINA  
EDRIS**

MA Service Design



**PIE  
PRAPAWUTTIKUL**

MFA Service Design



**JEVIN  
CHEN**

MA Design  
Management





# 50%

believe home sickness  
impacted their academic  
performance



*How might we establish an*

# EMOTIONAL CONNECTION

*to help us feel at home even  
with the physical distance?*





# EMOTIONAL CONNECTION

84%


Technology has deepened relationships with my friends and family

Wunderman Thompson (2021)

**EMOTIONAL CONNECTION**

**TECHNOLOGY**



An illustration featuring two characters wearing VR headsets in a futuristic, space-themed environment. The character on the left is wearing a pink shirt and blue pants, holding a white controller. The character on the right is wearing a blue shirt and blue pants, also holding a controller. They are surrounded by large, glowing purple and blue abstract shapes that resemble planets or nebulae. The background is dark with some light streaks. The text 'TRAVELPORTATION + SENSATION' is centered in a bold, cyan font.

**TRAVELPORTATION**  
+  
**SENSATION**



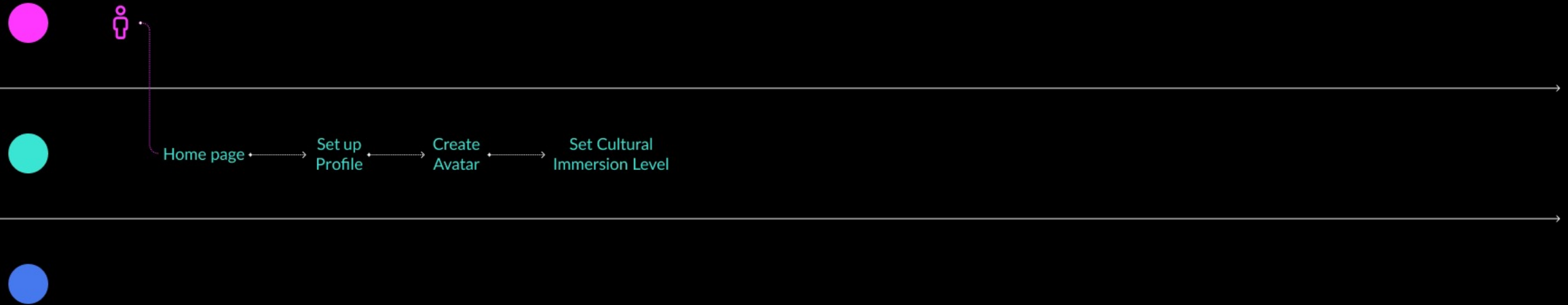


# domo

Travel to and from home

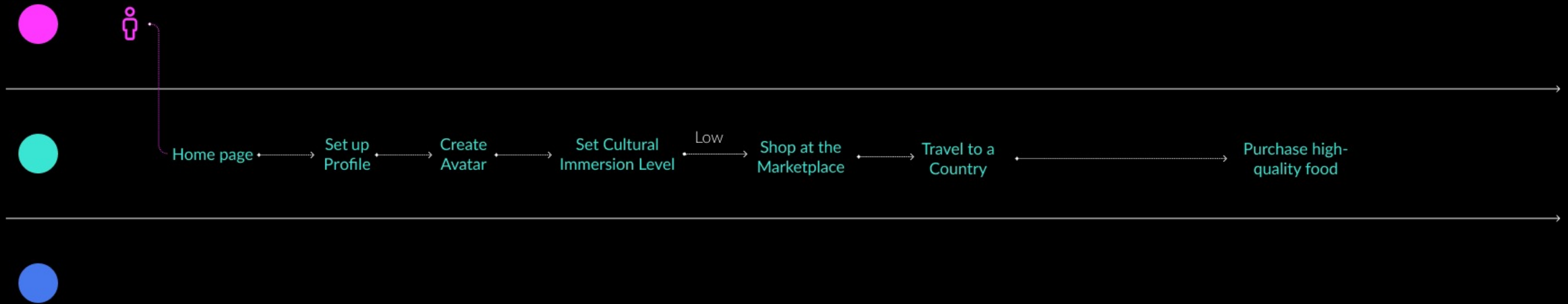
# User Journey

- Physical world
- Domo app
- Metaverse platform



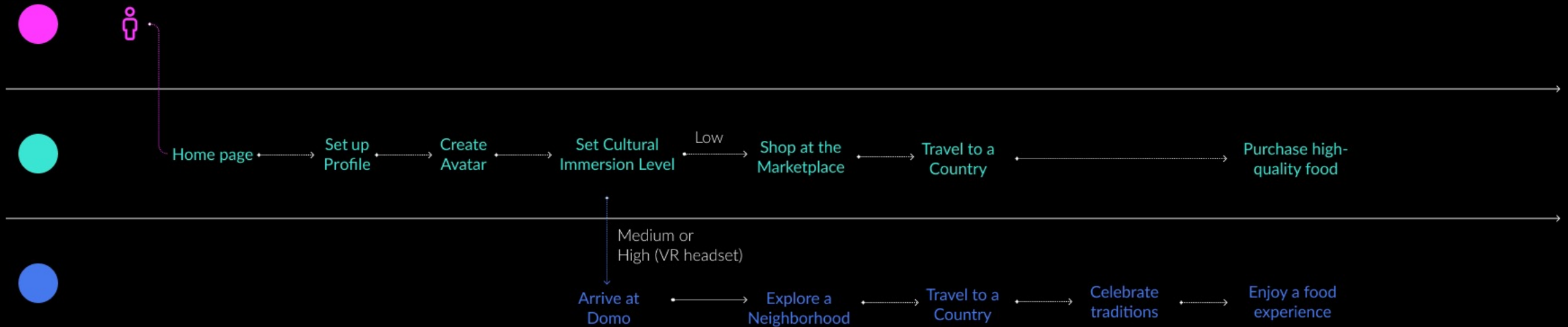
# User Journey

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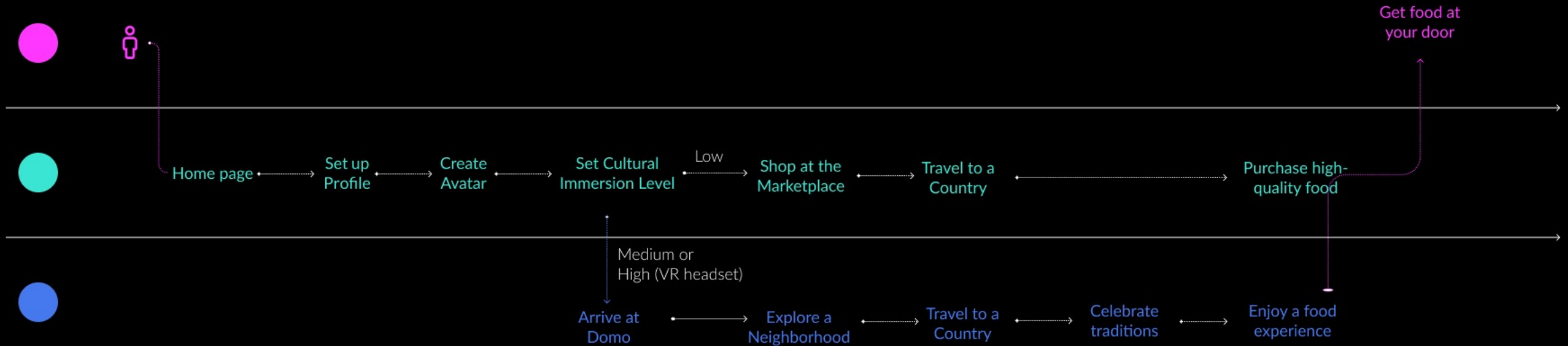
# User Journey

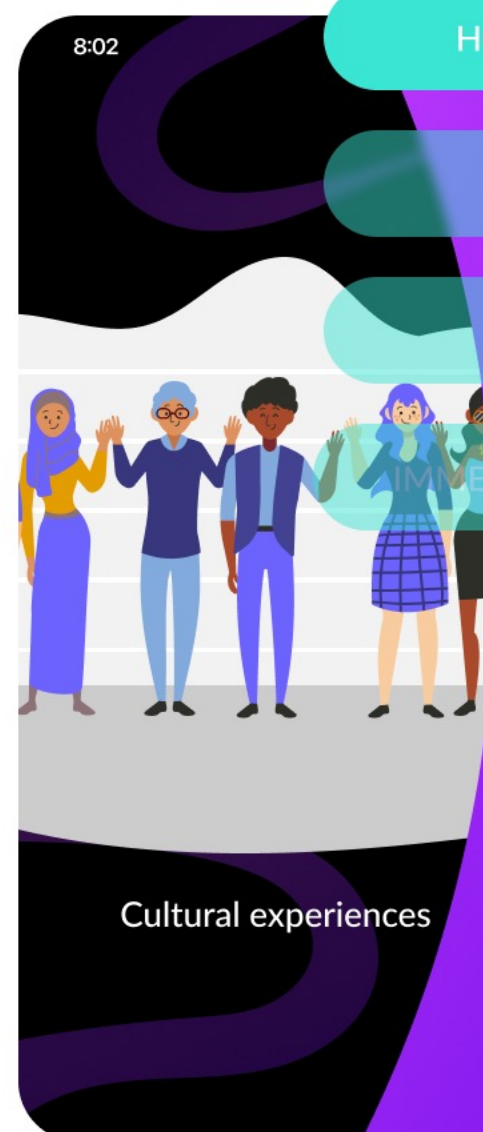
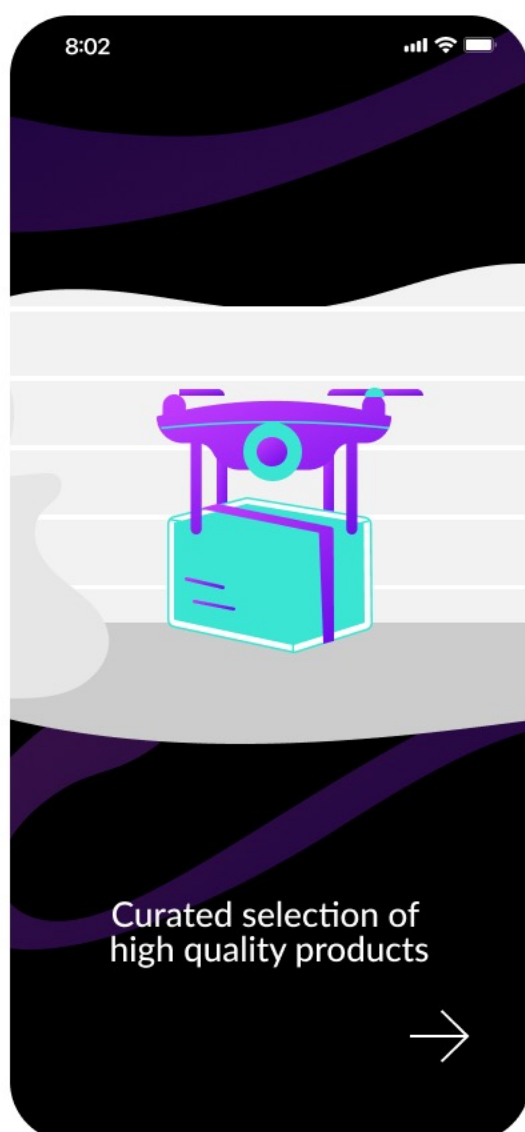
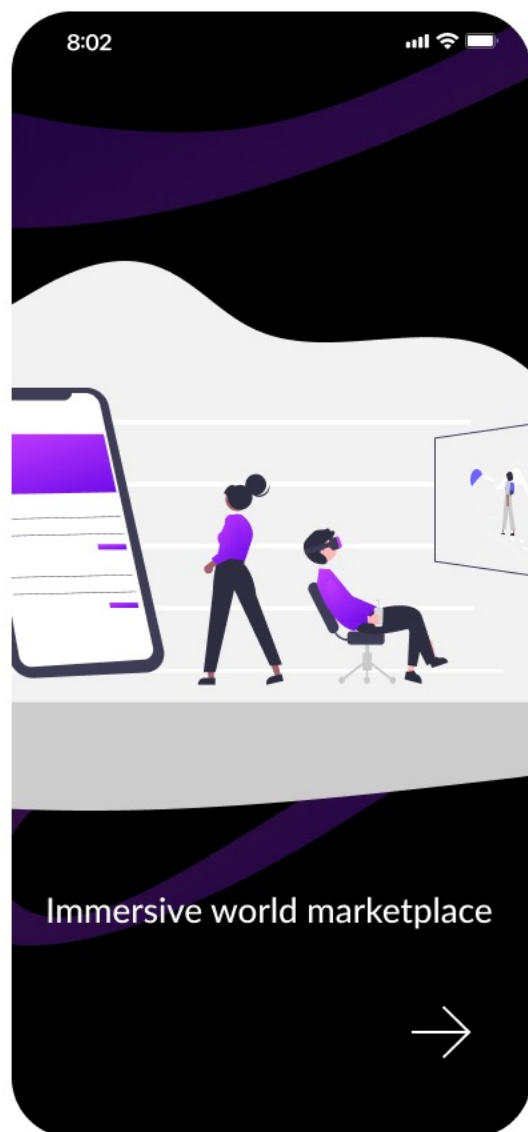
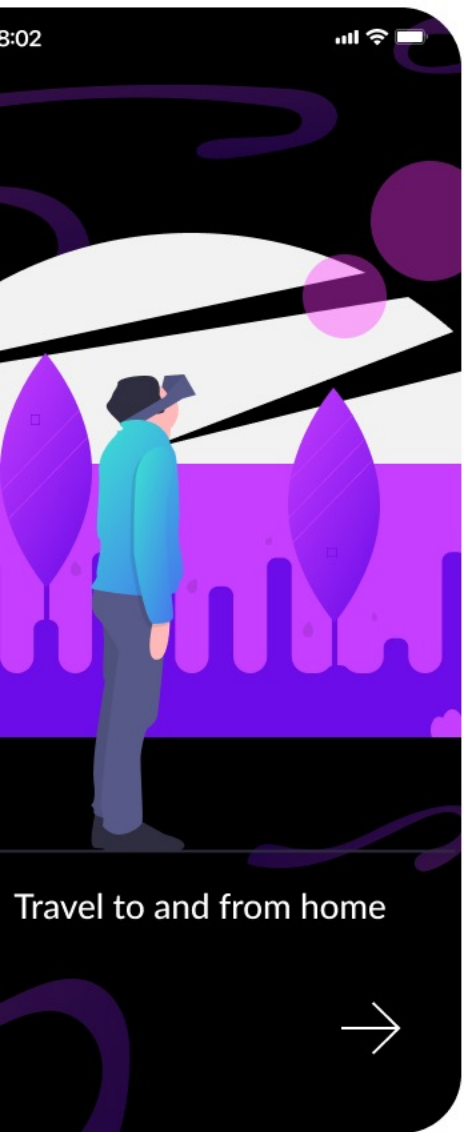
- Physical world
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# User Journey

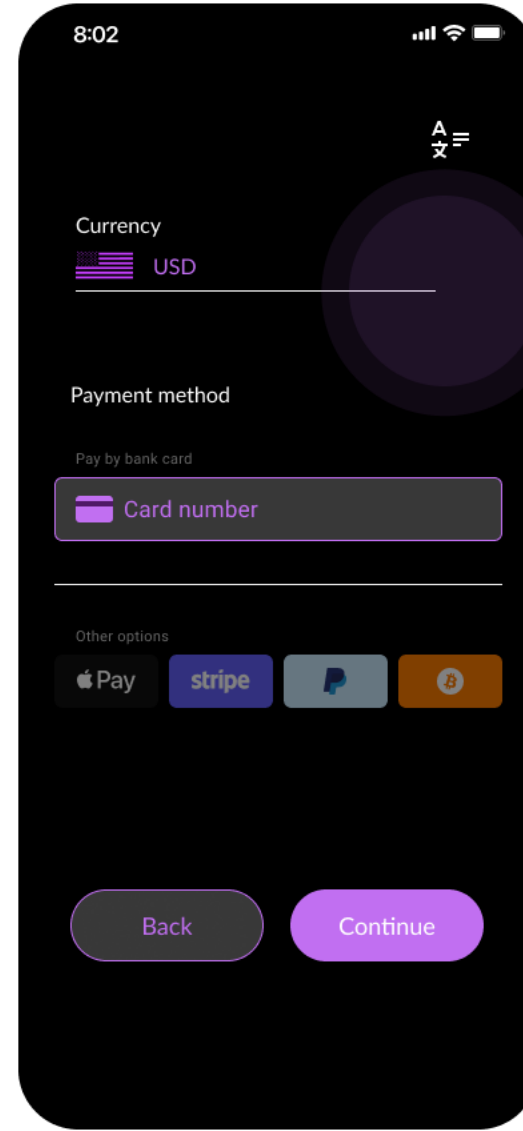
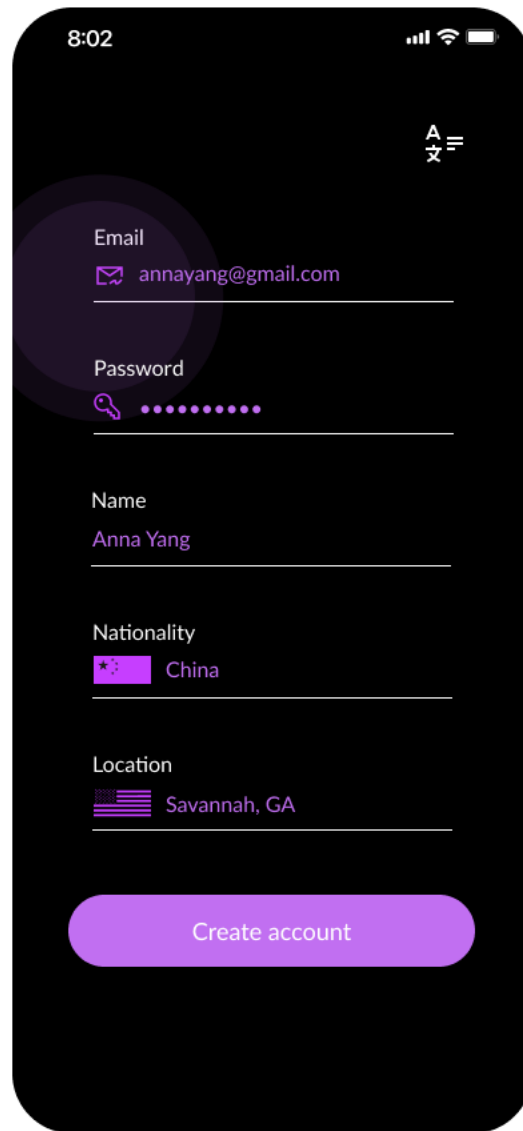
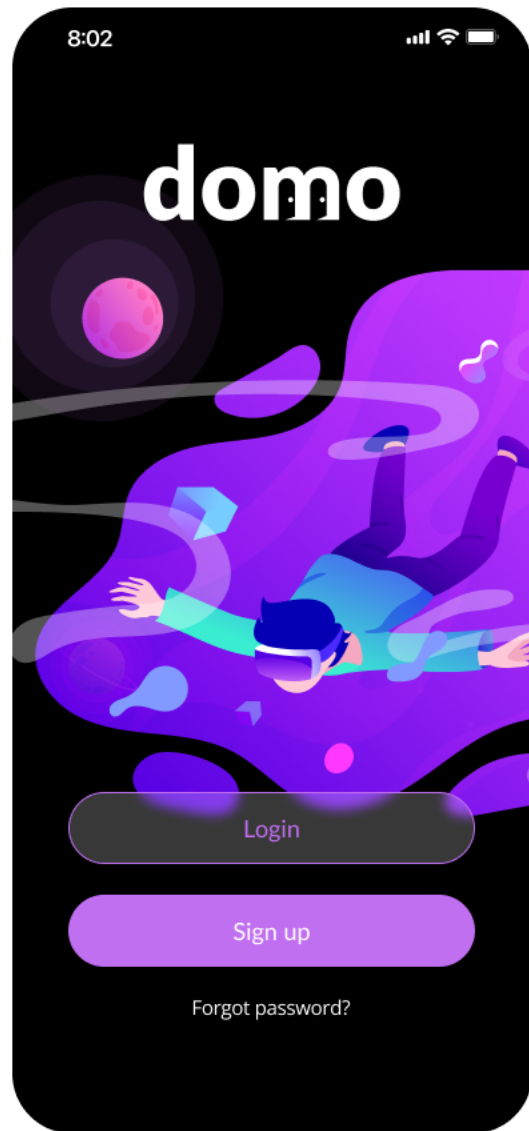
- Physical world
- Domo app
- Metaverse platform





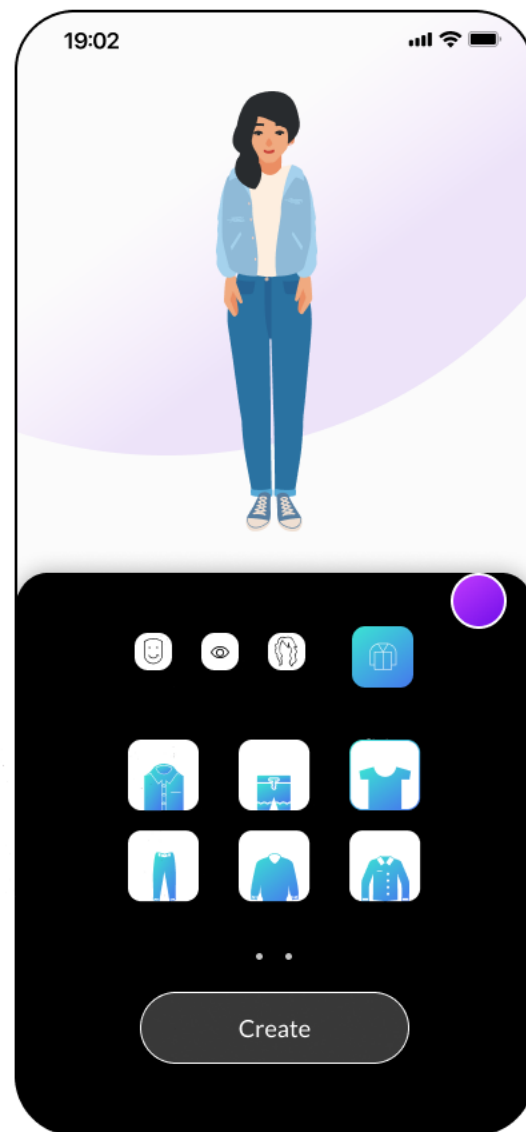
- HOME PAGE
- PROFILE
- AVATAR
- IMMERSION LEVEL

APP



- HOME PAGE
- PROFILE
- AVATAR
- IMMERSION LEVEL

APP



HOME PAGE

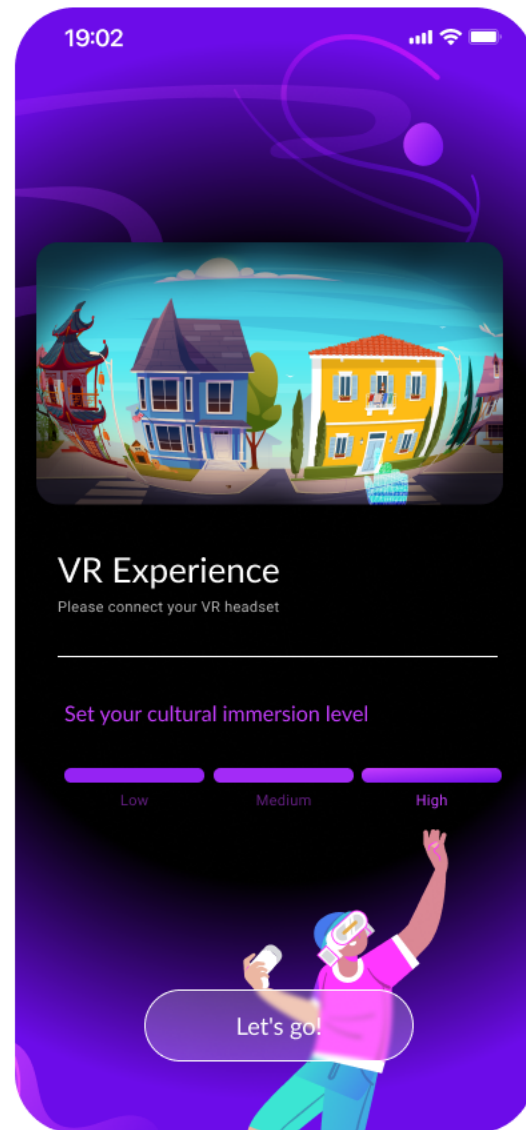
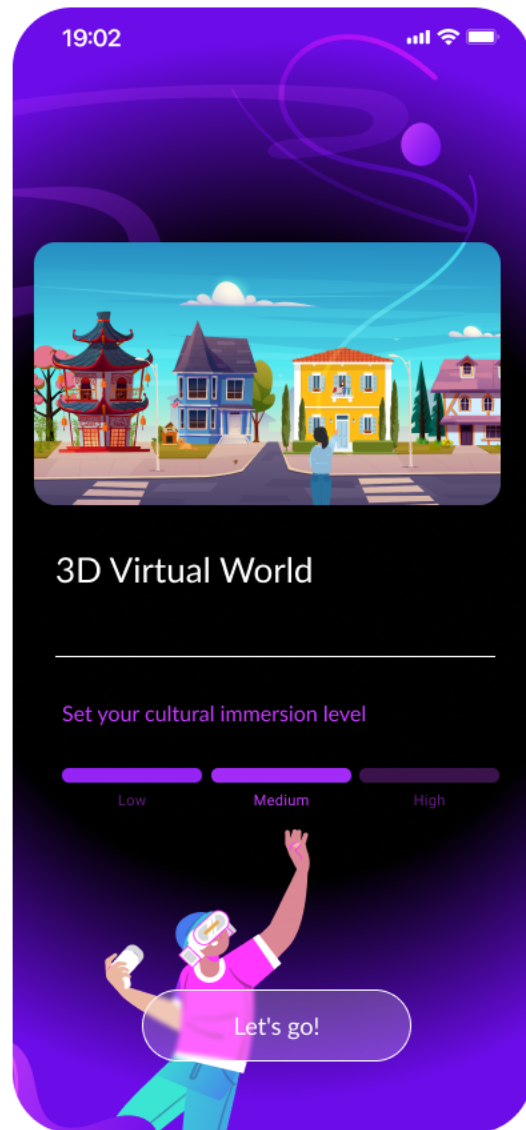
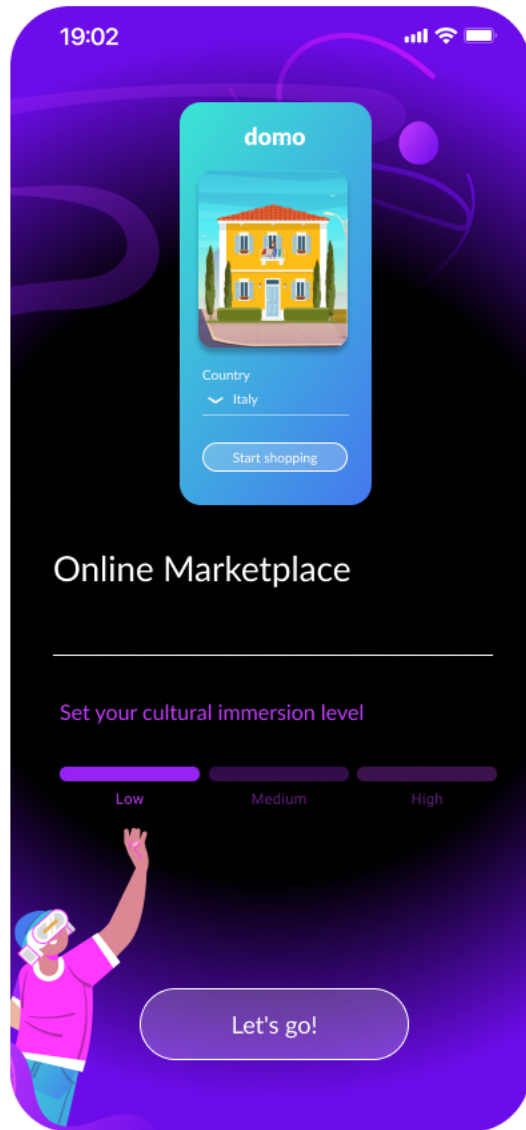
PROFILE

AVATAR

IMMERSION LEVEL

APP







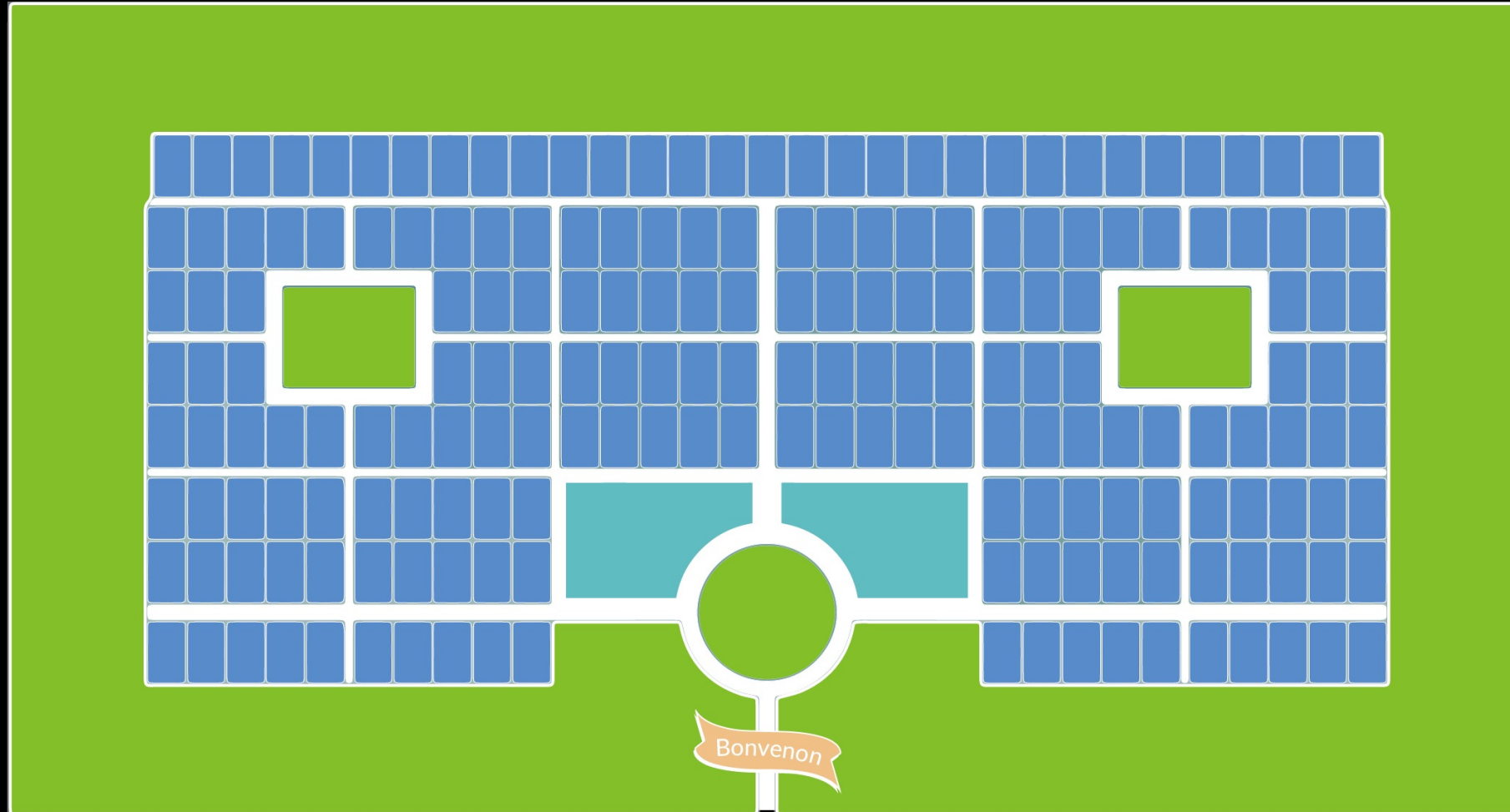


- HOME PAGE
- PROFILE
- AVATAR
- IMMERSION LEVEL

APP

# domo

-  Entrance
-  Green areas  
Park & Squares
-  Pop-up spaces  
Dining, Retail & Events
-  Houses  
9,20 x 15 m





ARRIVE AT DOMO

EXPLORE A NEIGHBORHOOD

TRAVEL TO A COUNTRY

CELEBRATE TRADITIONS

ENJOY A FOOD EXPERIENCE

METAVVERSE



ARRIVE AT DOMO

EXPLORE A NEIGHBORHOOD

TRAVEL TO A COUNTRY

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METaverse



ARRIVE AT DOMO

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ARRIVE AT DOMO

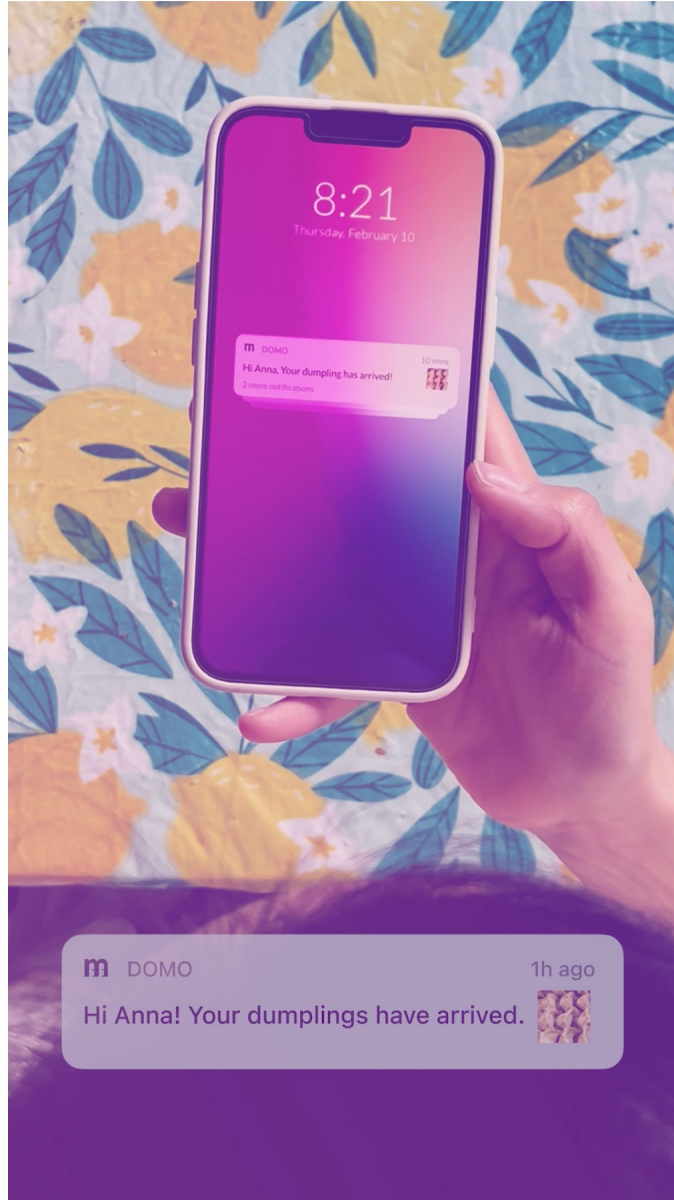
EXPLORE A NEIGHBORHOOD

TRAVEL TO A COUNTRY

CELEBRATE TRADITIONS

ENJOY A FOOD EXPERIENCE

METAVVERSE



m DOMO 1h ago  
Hi Anna! Your dumplings have arrived. 🥟



GET FOOD

PHYSICAL





**Lori**

I have been wanting to share my Belgian culture with my friend who currently lives in Brazil. I can now meet her virtually, while she gets Belgian chocolate right to her door.



**Anna Yang**

I loved walking into a familiar setting to home. Getting my dumplings delivered felt soothing and uplifting during my finals.



**Rami**

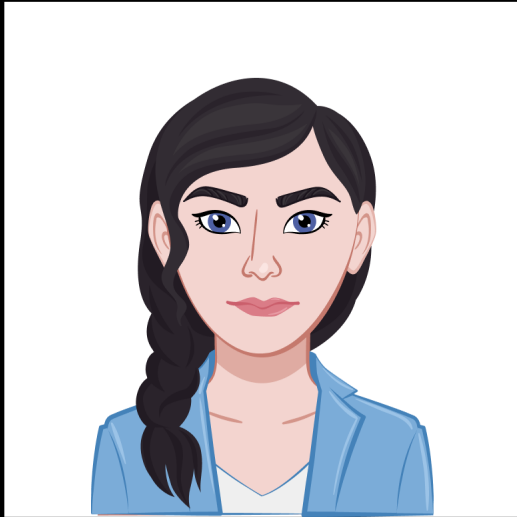
I have always thought my best customers are those living abroad missing food items found only at home, domo gave me a chance to reach those customers and bring warmth to thier days away from home.

# Business Model Canvas

<p><b>Key partners</b></p> <ul style="list-style-type: none"> <li>Local food sellers</li> <li>International food sellers</li> <li>Logistic companies</li> <li>Metaverse platform - eg: Roblox, Decentraland</li> <li>VR manufacturers and suppliers</li> <li>Local artists and designers</li> <li>Other software infrastructure partners - eg: Square, Amazon AWS</li> </ul>	<p><b>Key activities</b></p> <ul style="list-style-type: none"> <li>Curating quality goods and meaningful experiences from diverse countries;</li> <li>B2C: providing an alternative marketplace and social buying experience;</li> <li>B2B: providing an alternative sales channel for Small and Mid-size Enterprises (SME) through metaverse.</li> </ul>	<p><b>Value propositions</b></p> <p><b>B2C</b></p> <ul style="list-style-type: none"> <li>“Travelporting” users to unique cultural environments by providing authentic, sensorial and social interactions;</li> <li>Relief feelings of disconnection and home sickness for international students and expats by offering a sense of home;</li> <li>Getting introduced to other cultures to create a sense of compassion and empathy among people from diverse nationalities;</li> <li>Connecting users virtually, regardless of their location.</li> </ul> <p><b>B2B</b></p> <ul style="list-style-type: none"> <li>Facilitating their access to metaverse as a new potential revenue stream with an affordable price.</li> </ul>	<p><b>Customer relationship</b></p> <p><b>B2C</b></p> <ul style="list-style-type: none"> <li>Intuitive app that with the support of a virtual assistant</li> <li>The company will connect users to logistic partners that provide high-quality services</li> </ul> <p><b>B2B</b></p> <ul style="list-style-type: none"> <li>The company will have a customer success team to support vendors</li> </ul>	<p><b>Customer segments</b></p> <p><b>Main customer:</b></p> <ul style="list-style-type: none"> <li>International students</li> <li>Expats working abroad</li> </ul> <p><b>Secondary:</b></p> <ul style="list-style-type: none"> <li>Students on diverse campuses who want to explore their friends cultures.</li> <li>People who love to travel and experience new cultures.</li> <li>Users who can't travel due to pandemic, busy with work, financial issues, or just want to explore even more travel during work days.</li> <li>Families and friends of main customer who want to meet them virtually.</li> </ul>
<p><b>Cost structure</b></p> <ul style="list-style-type: none"> <li>IT developers, artists/ designers, curators, and cloud-infrastructure</li> <li>Premium subscription to metaverse platform</li> <li>Logistic</li> <li>Marketing and customer success teams</li> <li>Sales team for B2B</li> </ul>		<p><b>Revenue streams</b></p> <p><b>B2C</b></p> <ul style="list-style-type: none"> <li>Take rate over the Total Payment Volume (TPV)</li> <li>Subscription plans for premium users</li> </ul> <p><b>B2B</b></p> <ul style="list-style-type: none"> <li>Take rate over the Total Payment Volume (TPV)</li> </ul>		

# APPENDIX

# Persona



"I am from Shanghai, currently living in Savannah doing my MFA in Design management. I've met lots of international and American students during my time here, which has been a great experience. However, I still miss being home sometimes, specially during certain important occasions to me, or stressful times, I miss the support of my family, and spending time with my friends and boyfriend. I specifically crave our dumplings, bbq pork and tea. We can all agree on the affect of comfort food during finals and thesis review."

## Motivations:

I am an independent person and like to challenge myself by moving to new countries, speaking new language, learning new skills, and meeting new people.

## Core needs:

- Have the best available education in my field.
- Have a global network.

# Anna Yang

**Age:** 28

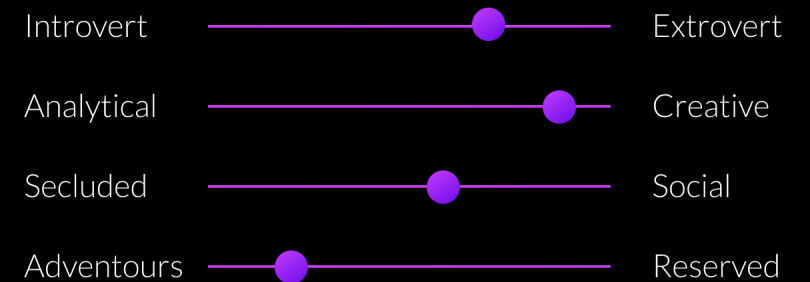
**Archetype:** Belonging

**Nationality** Chinese

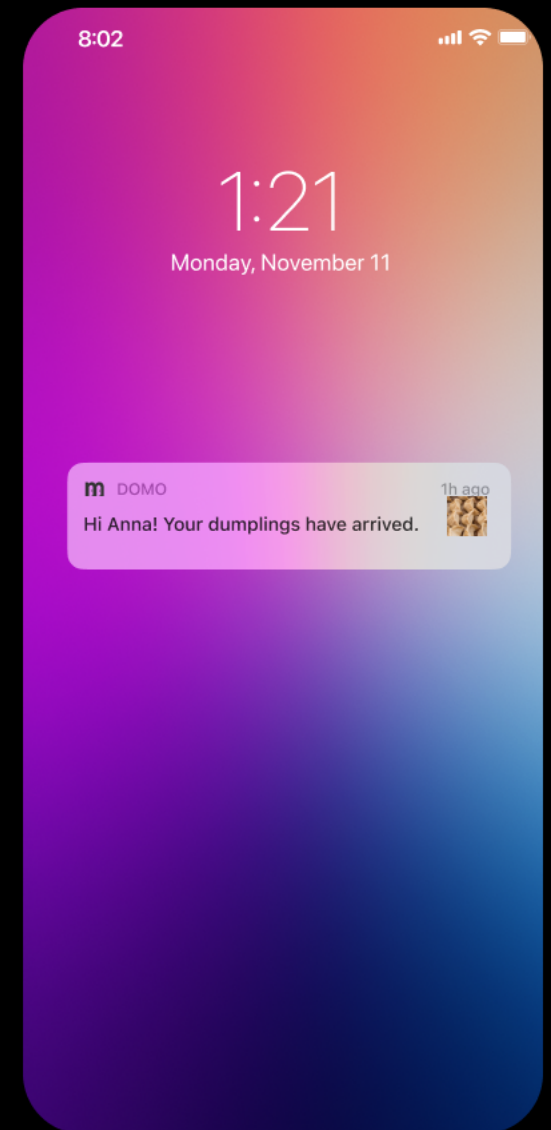
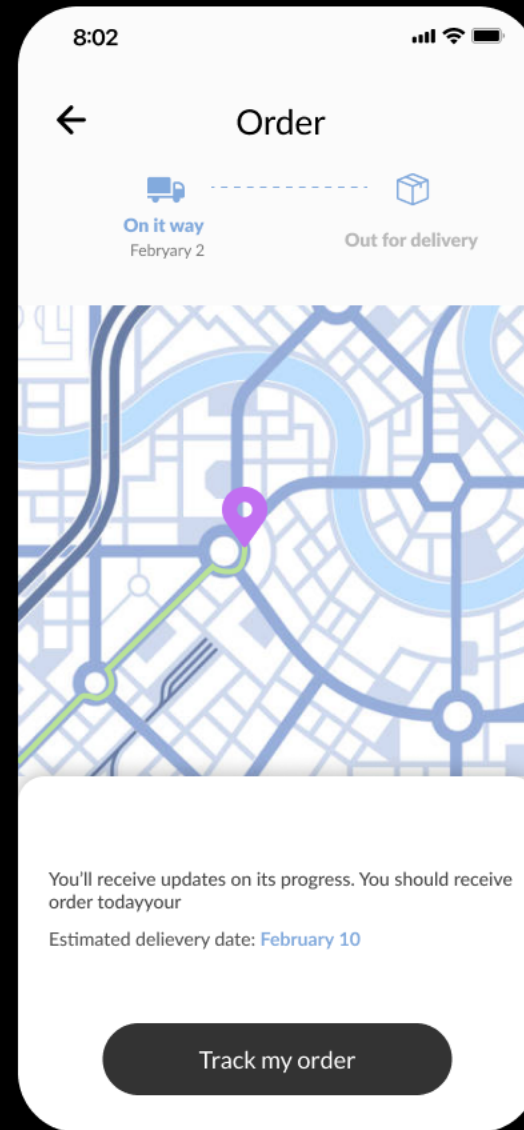
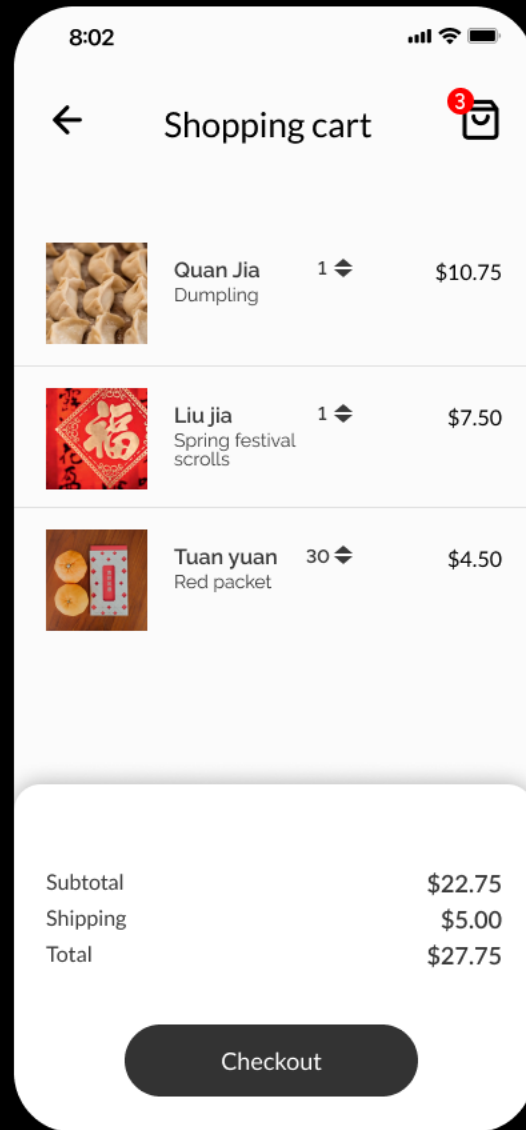
## Painpoints:

- When I feel home sick during midterms its difficult to focus
- I am not used to American cuisine so its difficult to adapt to such an essential need.
- I am unable to purchase many Chinese items locally and shipping from home is costly.

## Personalities:



# In-app shopping



# ref.

## Graphic Elements:

Designed by Freepik / pikisuperstar / pch.vector  
Avatarmaker.com

## Research:

- <https://www.un.org/en/desa/244-million-international-migrants-living-abroad-worldwide>
- <https://www.weforum.org/agenda/2020/01/iom-global-migration-report-international-migrants-2020/>
- <https://lifeafarcapital.com/the-rise-of-living-and-working-abroad-in-a-post-pandemic-world/>
- With remote working quickly becoming the new normal, more people have the exciting opportunity to live the digital nomad lifestyle than ever before.
- <https://www.projectuntethered.com/digital-nomad-statistics/#:~:text=Key%20Digital%20Nomad%20Statistics%20and%20Facts,-Quick%20Stats&text=70%25%20of%20American%20digital%20nomads,pandemic%20Ddrive%20remote%20work%20boom.>
- <https://www.dailysabah.com/life/health/the-hushed-up-dark-side-of-living-abroad-expat-depression>
- <https://www.fwd.us/news/international-students/#:~:text=During%20the%202019%2D2020%20school,are%20from%20China%20and%20India.>