Myphotoprint Application – Enabling Two Businesses into One as Integrated Mobile System, Web Application and Management System

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Abstract: **The purpose of the paper was to instigate or proposing a proper solution that were faced by the two main key partners in the business model canvas which were Fariz Huzaini Photography and Photobook Worldwide as the main idea was to join both business using new combined business model. There will be various aspects that will be analysed before a new solution can be developed including studying competitors business model canvas (BMC), environmental map (EM) and value proposition canvas (VPC), interviewing related people with the business (management, customers and etc) and also provide various alternatives for the new BMC, EM as well as VPC. The pains such as long service time and customers' limited budget have become one of the main focus to be solve. A fast services and cheaper alternatives needed in order to enhance the customers' experience. The researcher used the four lenses of innovation methodology to design the solution for these problems. Myphotoprint Application has been proposed with the hopes that this application will deliver the services in time, reduce the cost of service. The summary is made to conclude the aspects discussed in the paper.**

Keywords: **Megatrend, Business model canvas, Value proposition canvas, Environment Map, Printing, Photography, Videography, Application.**

I. INTRODUCTION

For the project, the main focus was on solving the problem that service provider and customers had in photography and printing business such as lack of products that photographer can produce, not able to produce quality photograph that printing service provider can make, and also time needed for customers to get what they desire which are the fast and high quality photography and printing service. As stated in article titled "Why Prints Matter to You as photographer" from https://digital-photography-school.com/, photographers have controls on the quality and the finished products and supporting the industry of printing.

From that, combining photography and printing services is the best solution that the researchers hope can solve the pains faced by the service providers and customers. This solution is targeted to be the pioneer for a new business that open more opportunity to both service providers and customers.

II. BACKGROUND

For decades, photography has become one of the important things in our life either as a hobby or as a professional career. The opportunity should be taken seriously as a one of a business opportunity. As we know that an event should have a

photographer, then they will find it. Here, this application can be the best way in promoting the photographers and marketing themselves to potential customers. Not only photographers can join the apps that can help them in finding the customers, but also the customers find for them. This platform will ease the promotion work of a photographer.

However, most photographers nowadays only take and edit photos. Only digital photos will be delivered to customers. Customers have to deal with the printing service providers by themselves. According to Missy Mwac in her article titled "Why did photographers stop selling paper prints?" published on https://petapixel.com/, most photography nowadays only provides digital photos in USB drive or CD as the final products to the customers. On the other hand, printing service providers have to get good quality images to be promoted with their products. At the same time, customers wanted fast services and cheaper alternative. They do not want to deal with photographers and printing company in separately.

For photographers, to provide the printed products using the old business model, they have to go to printing services providers while printing service providers have to hire photographers to get high quality photos for their products. Both services should be included at the same time so that the gap of customers need can be filled.

So, this application provides the solution for both problems. It will be more convenient for the service providers give both photography and printing service in one package. Based on an article in https://www.transparencymarketresearch.com titled "Digital Photography Market-Global Industry Analysis, Size, Share, Growth, Trends, and Forecast 2016-2024", demand for photography products is expected to boost as new products and innovation been introduce by the key player in this market to attract more and more customers. This concluded that the market demands for this solution are huge.

III. PROBLEM STATEMENT

There are no proper system that connecting between the two main business key partners which are Fariz Huzaini Photography and Photobook Worldwide. Therefore, time need for delivering the services and final products to the customers become longer. This situation is not convenient for the customers especially to those who wanted a fast and high quality service. Thus, "MyPhotoprint" application will be the one that will solve these problems. Photographers, videographers and printing services providers can integrate in one business and deliver fast services while the customers can request what they want to the photographers and videographers and will get what are they desired.

IV. LITERATURE REVIEW

- **Mun Keat Photography:**

There will be many leading for our business, but here the researcher can review a little bit about Mun Keat Photography (**www.munkeatphotography.com**). Mun Keat has been twice be nominated as the top 10 wedding photographers in Malaysia for both 2016 and 2017. This website displays the photo that he has taken so that the customer can look at it. It key feature is more to specializing in destination wedding, wedding day, fine art engagement portrait, kid and travel photography.

Figure 1 The interface of Mun Keat Photography website

Based on https://www.bridestory.com, this photography service only provide very few items which are album, digital files and picture prints while the final products take 3 months to be deliver to the customers. So, customers have to wait for long time to have the final products in their hand.

Here is the business model canvas for Mun Keat Photography:

Figure 2 Mun Keat Photography Business Model Canvas

- **Sweetpictures:**

There also another competitor that is from Sweetpictures. This company provide good quality photography and videography services, which mean it has a similar feature from our company that provide photographer by booking them. For this company they only focusing on providing photographer for the customer that really want their services. Our business model will also provide an available photographer but in the same time also provide printing services. The price is according to the packages provided to the customers.
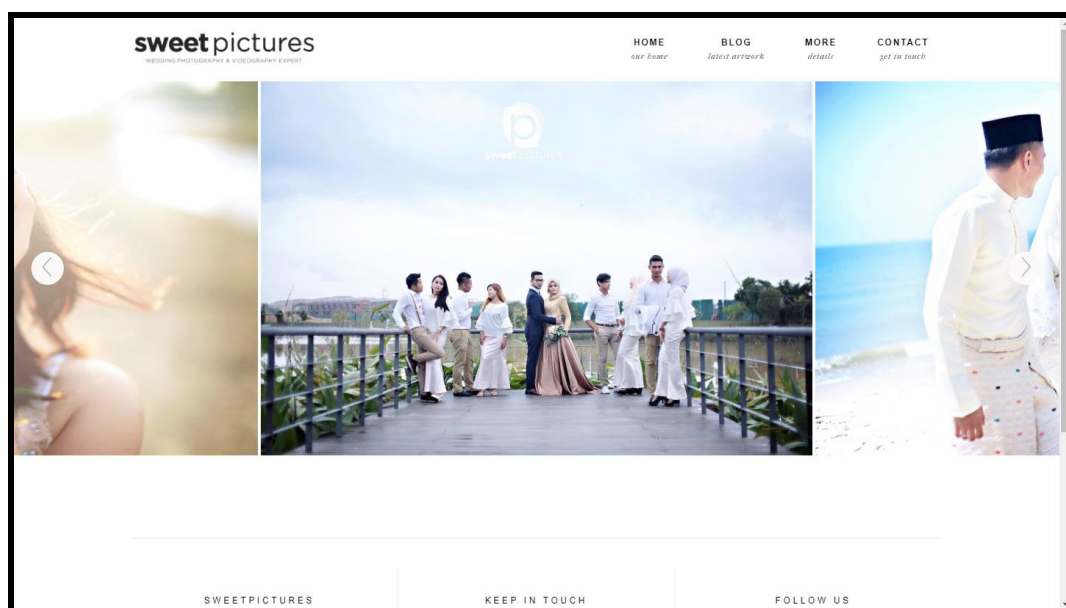
Figure 3 The interface of Sweetpictures website

Here is the business model canvas for Sweetpictures;

Figure 4 Business Model Canvas for Sweetpictures

Megatrend that involve with this company is urbanization. This type of business cannot be work on small number of people. The more people who life at that area the more chance for people in doing business. The services such as data connection and Wi-Fi should be good. This will help the customer searching for this website, without any connection failure.

V. STRATEGY CANVAS

Figure 4 shows the strategy canvas that has been applied to create a new market space as well as to make the competition irrelevant between the current systems.
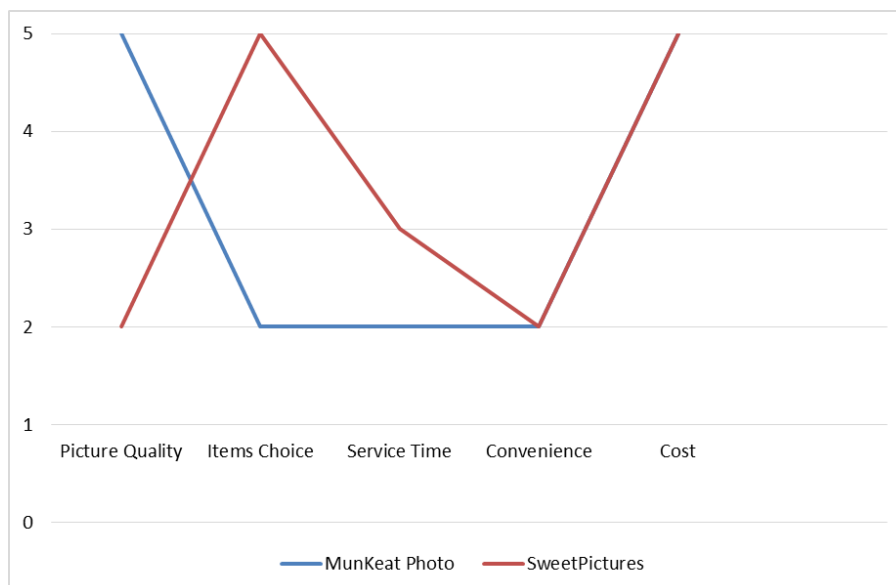
Figure 4: Strategy Canvas

VI.   CHALLENGES AND OPPORTUNITIES

- **CHALLENGES FACED:**

Challenges in creating this application can be in finding the key partners for this business models. Finding the right photographers and company for printing is one of important to ensure the quality of the outcome of this business model is high. Customers' expectation and needs also may be different from one another so we have to take into consideration about the variety of services that will be delivered. As photographers and printing companies do not have proper connection, customers' need which wanting photos to be taken and printed take longer time to be deliver. Other than that, the price between photographers may not be fixed and this will lead to customers have possibilities to be overcharge by the photographers. Both service providers and customers also have to meet physically in order to make a deal.

- **OPPORTUNITIES:**

The new business model that the researcher created can save time of delivering the customers' need and also giving fast response. Other than that, the quality of the products that will be delivered will be high and can be control. The cost of delivering customers' need also can be reduced as the photography and printing has been combined. As the application will have connection to the internet, online booking system that can be implemented. The online booking system can be included in the company's website and mobile application. Online and offline service centre and suggestion system also can be included.

VII.   BUSINESS MODEL ALTERNATIVES

- **Alternative Business Model 1:**

For the first alternative business model, the photography services provider do not have specific printing services provider as it will sending the customers' request to any available printing service at the time of services or the customers have to do it by themselves.

BMC:

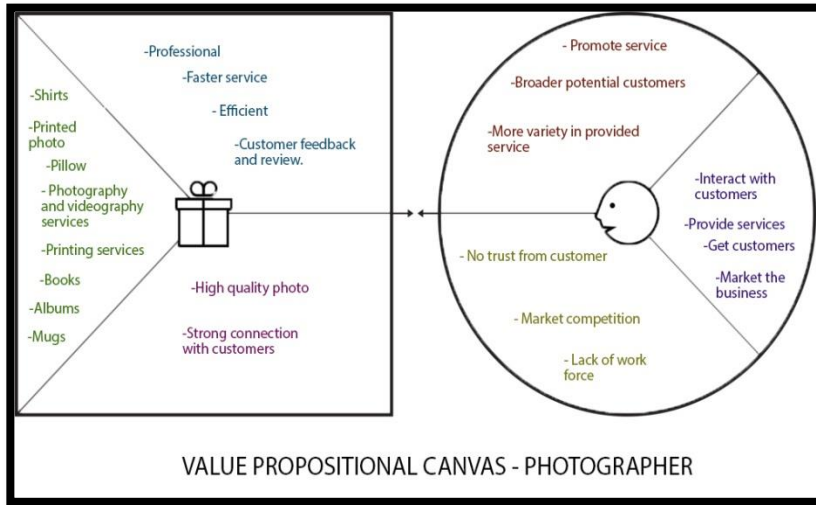**Figure 5: Alternative business model canvas 1**

VPC-(Photographer):

Figure 6: Alternative value proposition canvas 1(a)
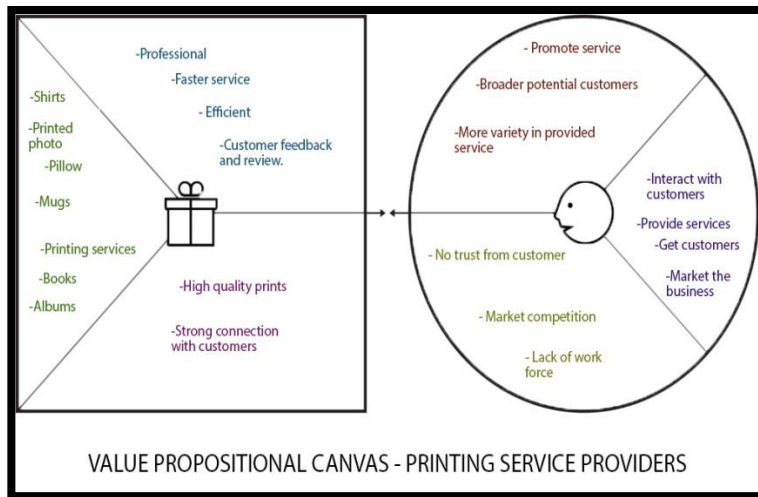
VPC-(Printing Service Provider):

Figure 6: Alternative value proposition canvas 1(a)
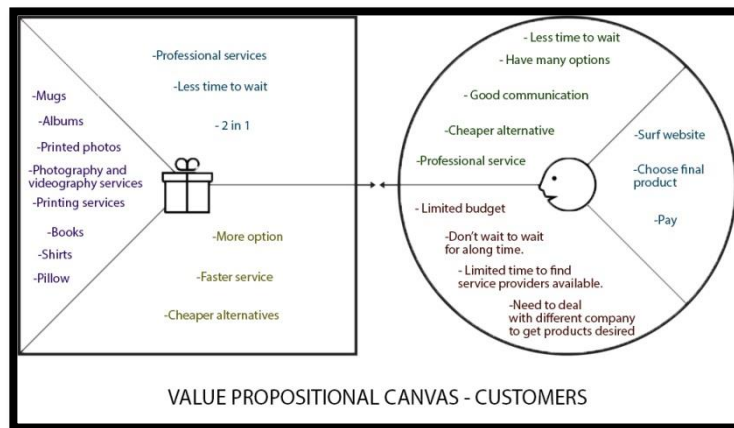
VPC-(Customer):

Figure 7: Alternative value proposition canvas 1(b)

- **Alternative Business Model 2:**

For the second alternative, the printing service provider do not have photographers in their business model. The business will only provide printing services and the photos will be provided by customers.
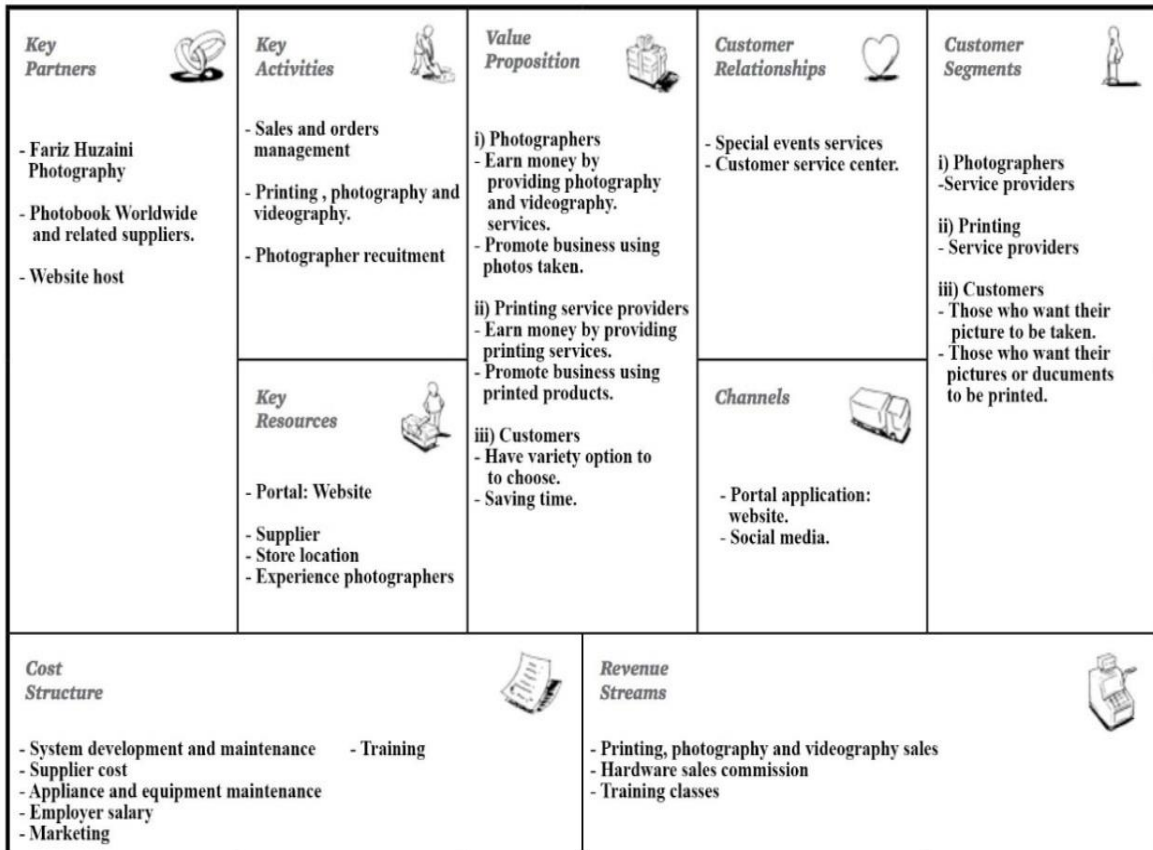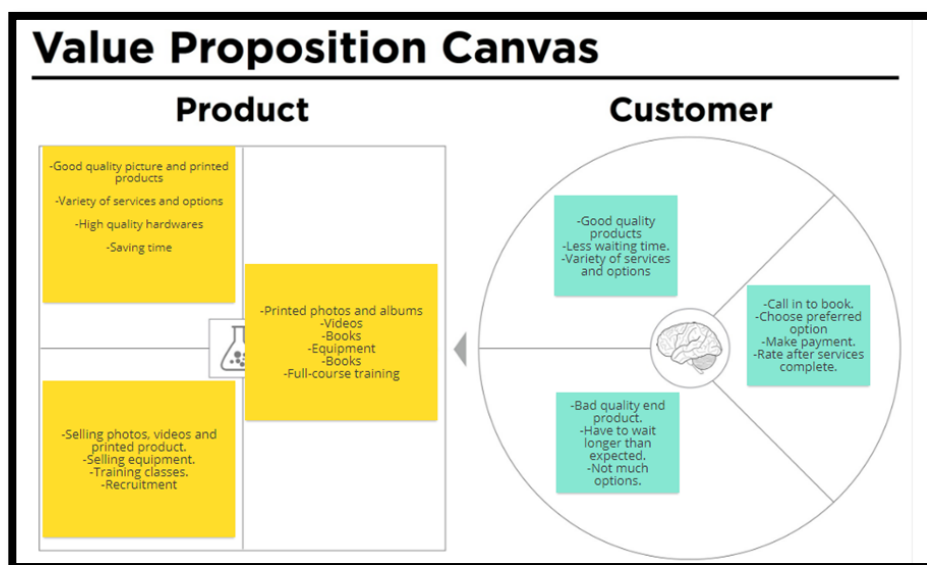
BMC:

Figure 8: Alternative business model canvas 2

VPC:

Figure 9: Alternative value proposition canvas 2(a)

- **Alternative Business Model 3:**

BMC:

Figure 8: Alternative business model canvas 2

VPC:

Figure 9: Alternative value proposition canvas 2(a)

VIII.   FOUR LENSES OF INNOVATION

The researchers use the Four Lenses of Innovation to search the solution the service providers' and customers' pains and to create a new business model. From the business model canvas of Sweetpictures, there were some questions that had been highlighted by the researcher. Why they are not choosing mobile application one of the channels? Smartphones usage has increase with the emergence of advance smartphones and most of the phone users used smartphones which enable them to use mobile application. Targeting mobile application as the primary channels can broaden the opportunity to market the business and finding potential customers. Why the customer segments limited to family, friends, colleagues and past

customers only? Photography and printing market can have customers from corporate, products owners and event organisers. Why one of the key activities is meeting the customers face-to-face? Nowadays, people can connect to each other through online system such as social media and specialized website or booking system which make the process to make a deal much easier.

Researchers' observation relating to the business model and other similar business found that the market opportunity of for a business that combined photography and printing is high and demand forecast based on the article from https://www.transparencymarketresearch.com that the researchers mention previously. Besides, the utilization of internet connection to use mobile application, website and social media to promote the services that will be provided by "Myphotoprint" will have high possibility to attract many potential customers with the increasing trends and needs. Many final products such as custom calendars, picture mugs, canvas printing and custom notebook also can be choose by customers.

Interviews have been conducted in order to get more information of what is the customers' difficulty and what they need. Getting different ideas and suggestion from the customers help the researchers to understand the problem from customers' point of view. This application also get full support from interviewees as they told that this is the solution that will give them much better option to choose compared to existing business plans in the market.

IX.   INITIAL BUSINESS MODEL CANVAS

Figure 11 shows the initial business model canvas of MyPhotoprint which has been produced:

Figure 11: Initial BMC for Myphotoprint

X.   INITIAL VALUE PROPOSITION CANVAS

After getting the information needed relating to the customers' difficulty and needs, the researcher created the value proposition canvas for photographers, printing service providers, and customers. The objective of the VPC is to explain in details about the products and the services give benefits to the customers.
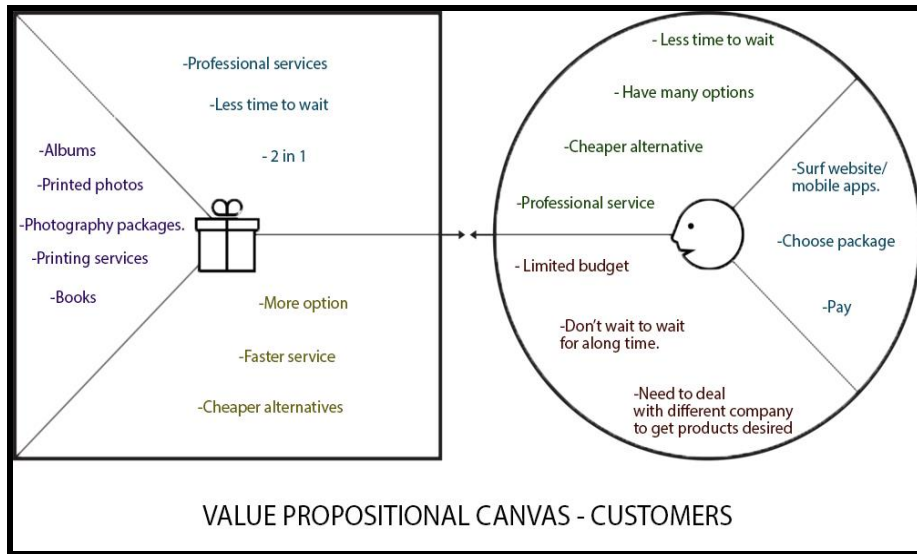
Figure 12: Initial value proposition canvas for customers
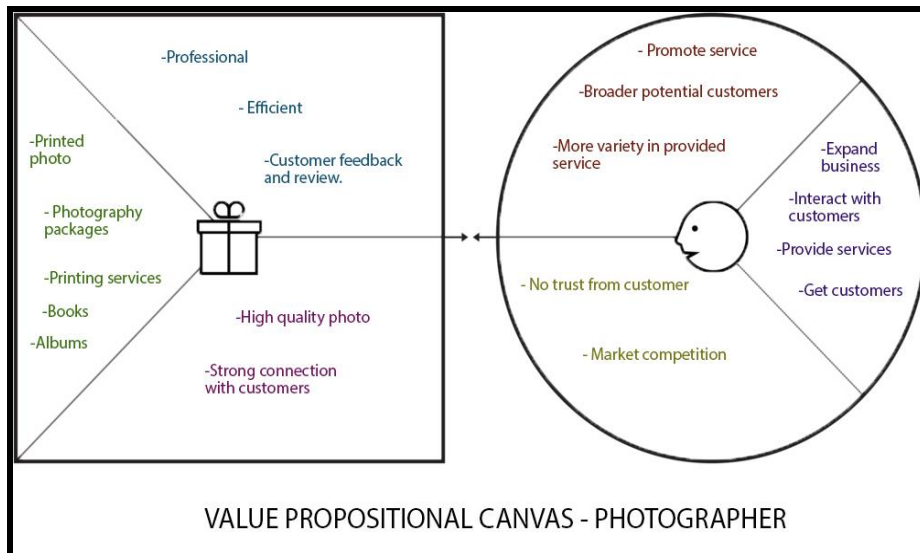
Figure 13: Initial value proposition canvas for photographer
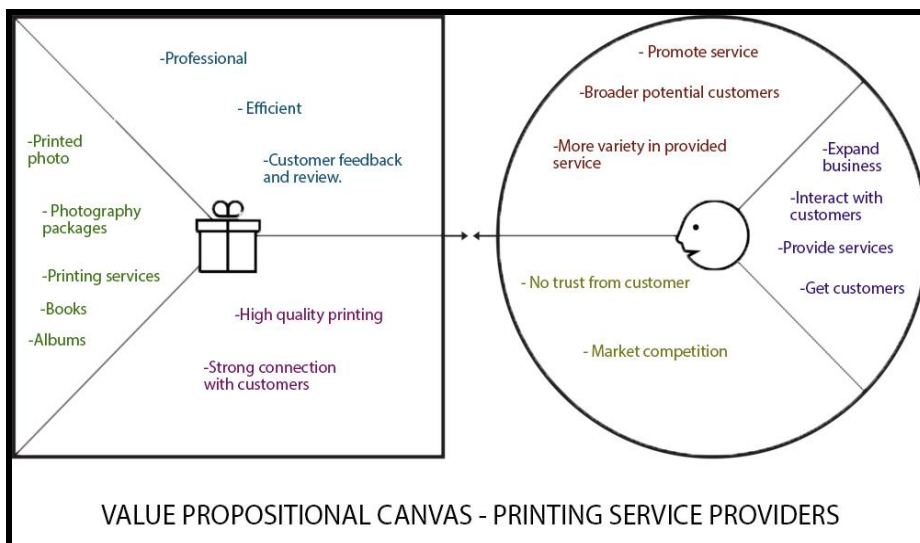
Figure 14: Initial value proposition canvas for printing service provider

XI.   ENVIRONMENT MAP
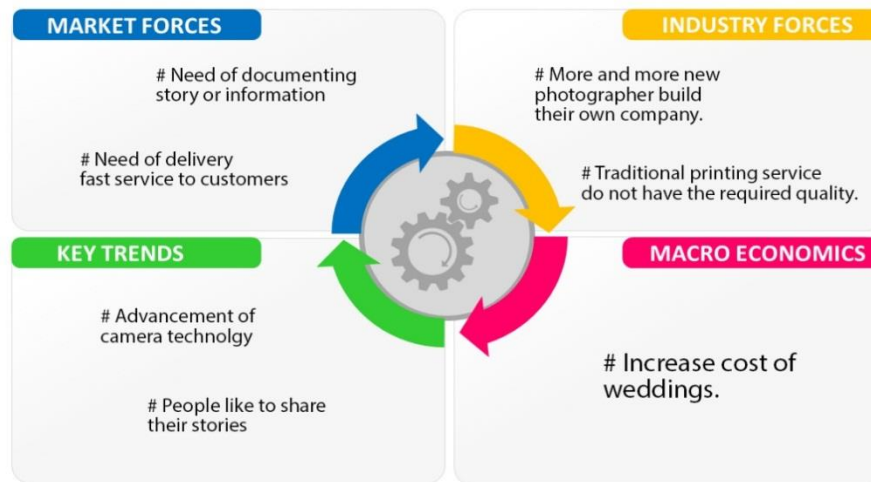
Figure 15: Environment map for Myphotoprint

- **KEYTRENDS:**

Camera technology has become better ever since. The technical part of handling a camera especially the digital single-lens reflex (DSLR) camera has become very complex for an occasional users. So, it need a certain level of knowledge to handle the cameras hence need to have specialized people to do it. According to the article on https://www.shutterstock.com/ titled "11 predictions for the Future of Photography in 2017", new paths for creativity in photography will continue to be created with the emergence of new technologies and platforms. Rapid change of the technology happened in just few years. As the expert users is the one who can handle the camera and they took the opportunity to build a business by providing the expertise, the customers then took the offer. In addition, society nowadays likes to share what they are doing whether in social media or in form printed pictures & books. Based on an article (Castella, T,2012), people nowadays eager to share their moments or to be the first one to share the event happening around them or what they are doing whether in form of social media pictures or the printed one.(Five ways the digital camera changed us, 2012. Retrieved from http://www.bbc.com/news/magazine-16483509)

- **MARKET FORCES:**

People likes to documents their special days, while company need to document their information such as financial reports and annual reports. These lead to the need for a photography and printing services. Other than that, service providers must aware that most of the customers wanted fast services. This supported by the article in http://www.eweek.com/ with the titled "Consumers Want Fast, Efficient Customer Service Experiences". Service providers need to give fast services and maintain the good relationship with current customers or else the customers with find another option that available in the market.

- **MACRO-ECONOMIC FORCES**

The wedding cost in Malaysia is very high according to an article titled "Till debt do us part" which has been published on http://www.themalaymailonline.com/ showing the average cost is RM 50,000 and some of the couple have to took personal loans just for their wedding day. By implementing business model that can deliver printing and photography services under a one roof, the cost of delivering the services can be reduced hence lower the price of the services to give cheaper option to the potential customer compared to other service providers.

- **INDUSTRY FORCES**

New photographers build their own company every year. More photographers getting into the markets mean more ideas and creativity. By then, to stay relevant and attract the customer, a new business model has to be created to top the service quality and option provided by other available photographers of printing service providers in the market. As stated in article in http://www.eweek.com/ that the researcher mention previously, customers want a services that can provide more

option and more personalisation. Furthermore, traditional printing service providers mostly do not have expertise in producing the best image to market their printed products. Having photographer as the key partner surely eliminates this problems and at the same time photographers can get the high quality printed product as the business model combine both of the services provider together.

XII. VALIDATION OF INITIAL BUSINESS MODEL

- **INTERVIEW AND QUESTIONNAIRE RESULT:**

The researchers have conducted 9 interviews in order to collect information needed to finalise the business model. All of the interviewees that came from different background provides the researchers with multiple point of view relating to the business model.

All the interviewees also are the potential customers. From the interview that has been conducted, 90% of the interviewees interested to book a photographer for their events. But, half of them said that it is difficult to find photographers. In addition, 90% of the interviewees said that they would buy the printed products that have been offer by the business model together with the photography service that they booked.

Furthermore, 100% of the interviewee prefers on getting the photography service and printing service by the same business model. They believed that they don't have to worry dealing with separate entities in order to get what they need when all of them can be provided in one business model. By then, they also agreed that combining photography and printing under one business model give benefits not only to the customers but also to the service providers.
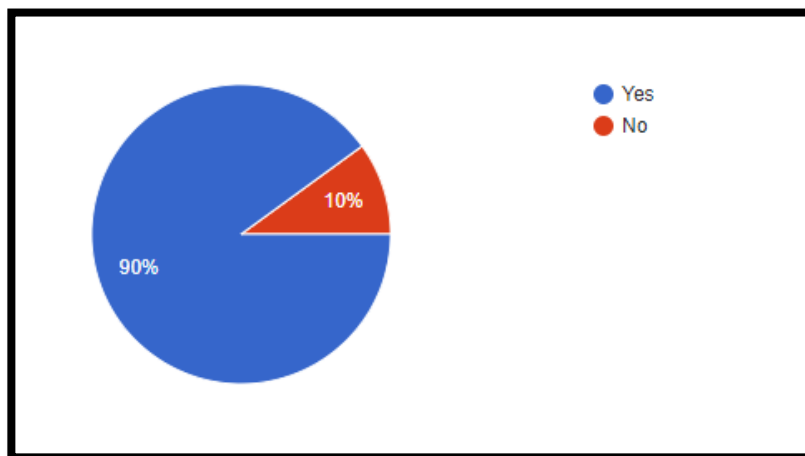
Figure 16: Percentage of interviewees who will book photographer for the event
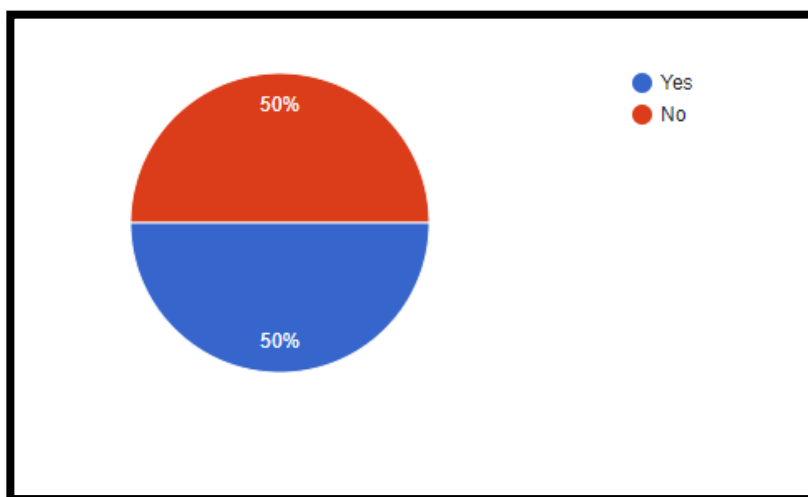
Figure 17: Percentage of difficulty to find photographer
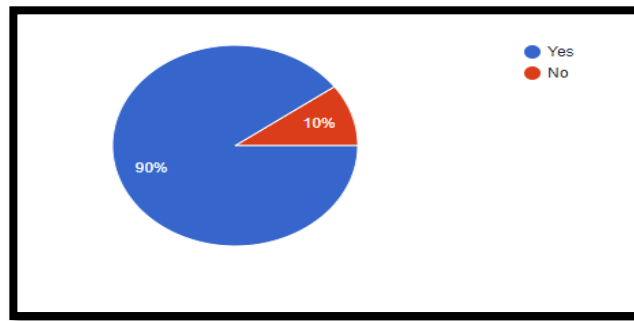
Figure 18: Percentage of interviewees interested in buying printed products.
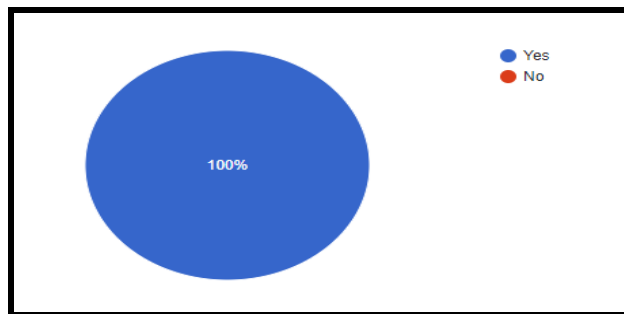
Figure 19: Percentage of interviewees that preferred getting Photography and Printing services by the same person or company

XIII.   FINAL CONCEPTUAL SOLUTION

- **ENHANCED BUSINESS MODEL CANVAS:**

Figure 20: Enchanced Myphotoprint's business model canvas.

i) **Value Proposition:**

Service providers earn money and marketing their products while the customers gets what they desired to which are high quality of printed photos and videos.

ii) **Customer segments:**

Photographers, videographers printing service providers, and the customers are the one who involve in this business models

iii) **Channels:**

Service providers and the customers can communicate through website, web portal, mobile application and social media.

iv) **Customers' relationship:**

Customers' relationship explains the value offered by the company that will maintain the relation between the service providers and customers. For Myphotoprint, membership, special event services, customer service center and delivery of digital photos & video via portal are offered to the customers.

v) **Key resource**:

Key resources show the resource needed by company to run the business model. Key resource for Myphotoprint are website and mobile application, supplier, store location and experience photographers.

vi) **Key Activities:**

To run a company, key activities is one of the main things that should be focused on. Key activities for Myphotoprint are sales and orders management, printing and photography, photographer recruitment, and delivery management.

vii) **Key partners:**

Key partners show the network of partners that make the business works for the company. Key partners for Myphotoprint are Fariz Huzaini Photography, Photobook Worldwide, Playstore, Appstore and Pos Malaysia.

viii) **Cost structure:**

Cost structure shows the cost needed to be spent by the company when running the business model. Cost structure for Myphotoprint are system development and maintenance, cloud computing maintenance, supplier cost, appliance and equipment maintenance, employee salary, marketing, training and delivery.

ix) **Revenue stream:**

Revenue stream shows the revenue that will be generated. The revenue streams for Myphotoprint are printing and photography sales, hardware sales commission, membership annual fees and training classes.

- **ENHANCED VALUE PROPOSITIONAL CANVAS:**

The figure 21 below shows the value proposition canvas for photographers. Myphotoprint allow photographers to promote theirs business with broaden potential customer. Photographers also can provide fast and efficient services. Problems such as lack of trust form customers can be eliminated with a good communication with the customers. With the variety of printed products that can be produce in this business model, there will be no problem to attract the customers through marketing in order to expand the business. High quality photos also can be provided to the customers. In addition, the possibility of lack of work force can be counter with the recruitment of new photographer into this business.
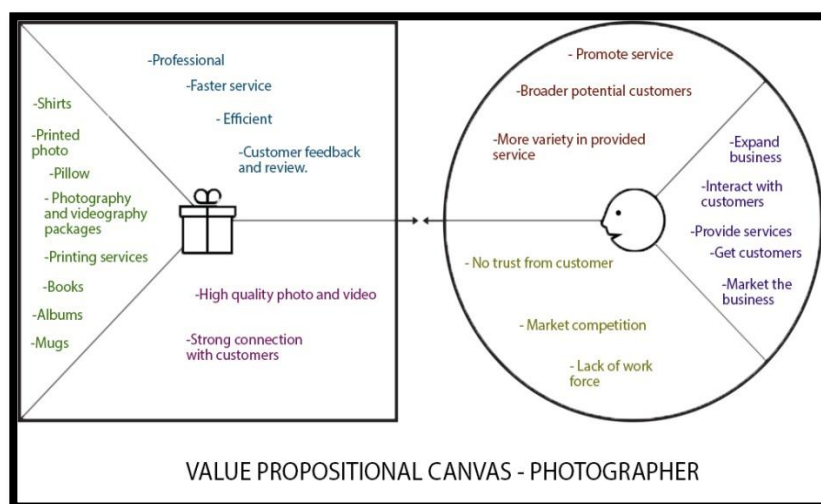

Figure 21: Enhanced value proposition canvas for photographer

The value propositional canvas in Figure 22 which is for printing service providers have nearly similar features with the value propositional canvas for photographer. The difference between them only when the final printed products has been ordered after photography part is done or the customers only want printing service from Myphotoprint. High quality printing will be provided by printing services providers with different kind of available printed products to be produce. One of the concern in this value propositional canvas it possibility of lacking resource to produce the printed products.
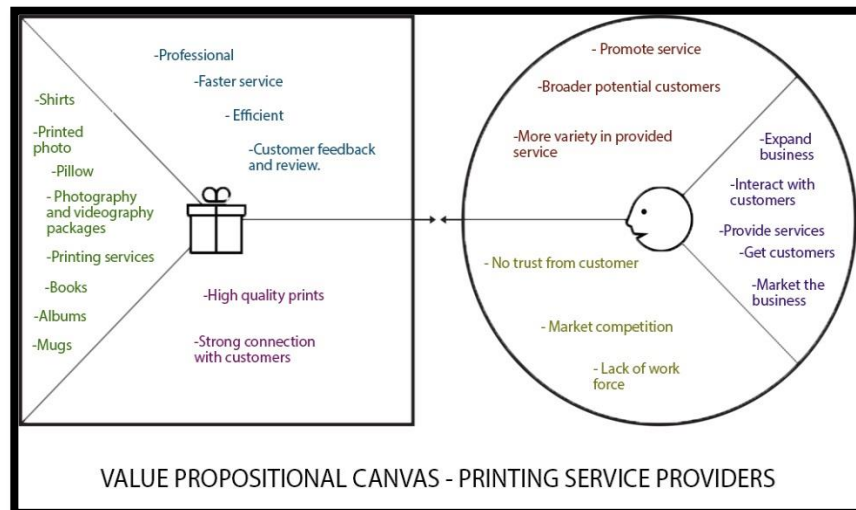
Figure 22: Enhanced value proposition canvas for printing service providers

By looking at the value propositional canvas for customer in figure 23, Myphotoprint provides customers with faster service and variety of products and packages to choose from. The communication with the service providers becomes much easier with the use of website, mobile application and social media. With this business model, customers have less time to wait and have cheaper alternative with a professional level services.
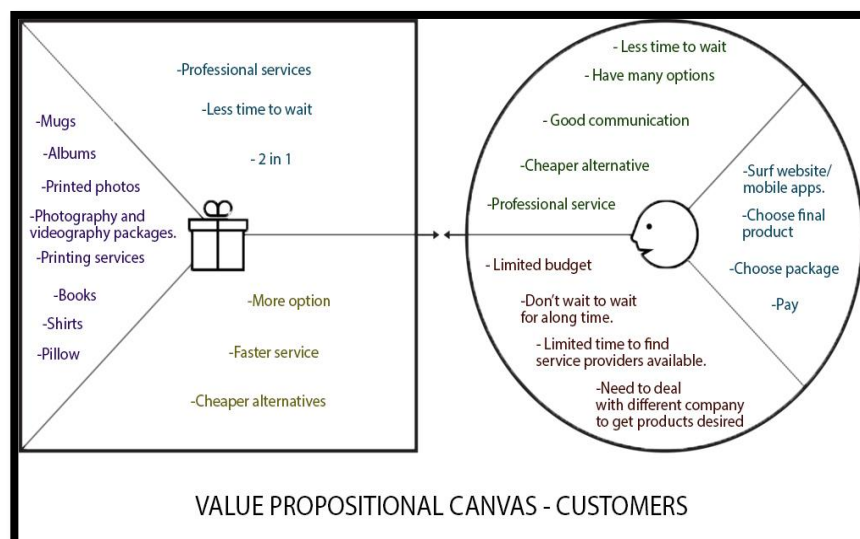
Figure 23: Enhanced value proposition canvas for customers

XIV.   SUMMARY

After the completion of the enhanced business model canvas and value propositional canvas, the business model is ready to use for running the business. All of the interviewees support this business model. The pain that customer had such as slow services and limited option has been eliminated. It also opens to much higher creativity for the service providers to explore. The researchers have high level of confidence that this business model can provide a new way in conducting printing and photography business.

XV.   CONCLUSION & FUTURE WORKS

In conclusion, the business model can give benefits not only to the customers put also the service providers which are the photographers and printing. The business model provide more options to the customers and giving more alternatives to the service providers to create new ways of selling the services and products. The advancement of technology together with the growth of internet speed and system helps to market the business to potential customers resulting in more and more customers using services provided by Myphotoprint. The business model also will be improved from time to time in order to enhance the services quality.

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