

# Pick your inner monster



Wai Luen



Chen Wee



Carol



Summer



Christel

# Introduction

## Today's Goals

- 1 Co-creating what the product strategy should look like
- 2 Our personas - What we know so far
- 3 What are we solving for our customers
- 4 Shaping the product as a team

## Discussion Guide

- 👉 What is CityNexus' purpose?
- 👉 Who are our customers?
- 👉 What is the current landscape?
- 👉 Challenges & Obstacles

# Introduction

• What are your roles towards current and/or future involvement with CityNexus?



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limited involvement.  
customer feedback

booking of meeting rooms, access turnstiles

too many input fields  
(meeting title etc.)



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booking of meeting rooms



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booking of meeting rooms, building access



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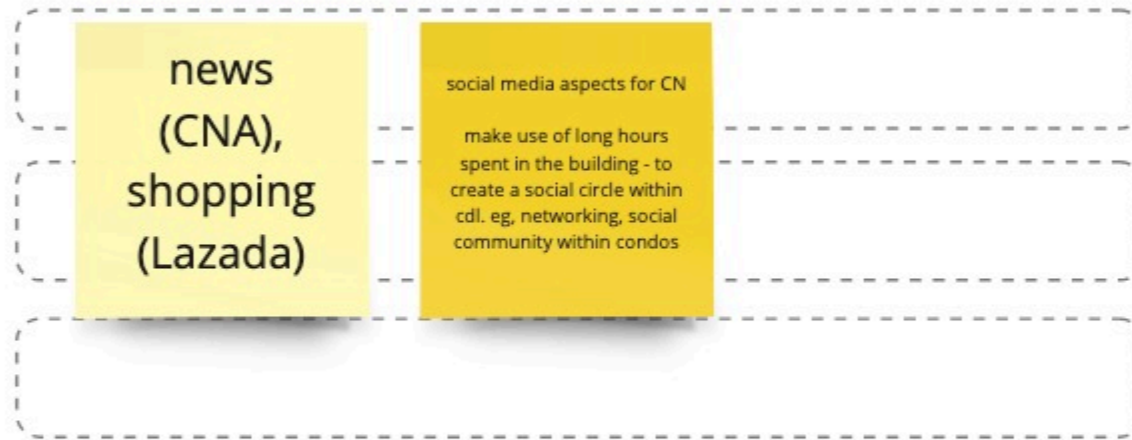
booking of meeting rooms, building access

involved in pre-launch of CN - building feedback, parking, rules & regulation, collaboration with IT, access, lift e-call

• What are the top three apps you use regularly?



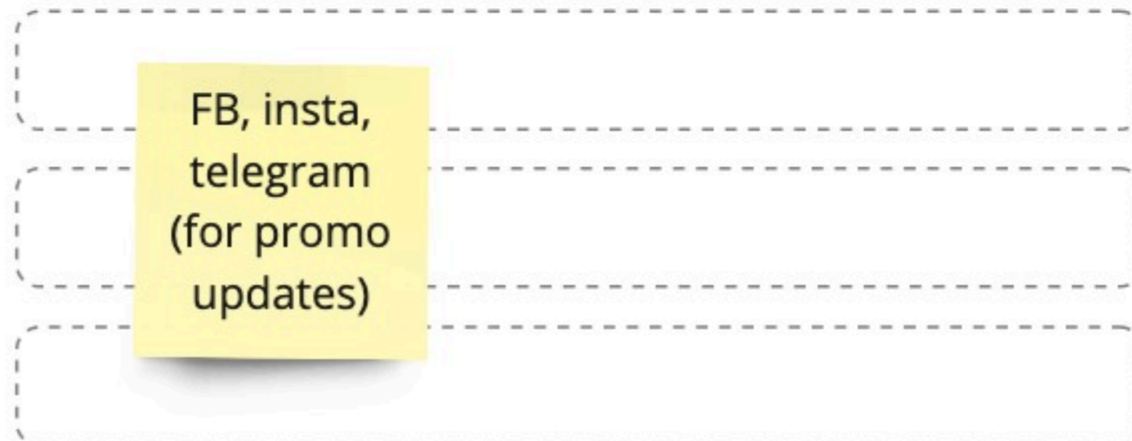
Wai Luen



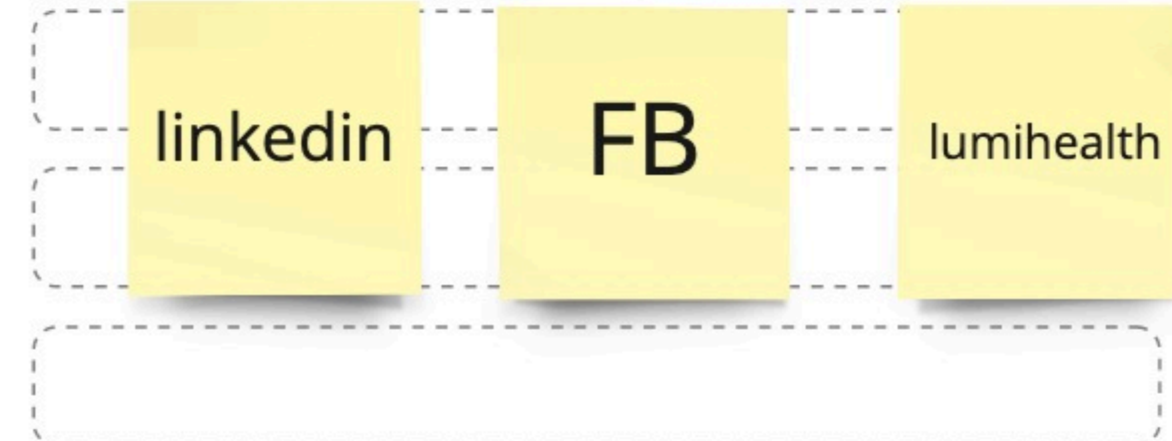
Summer



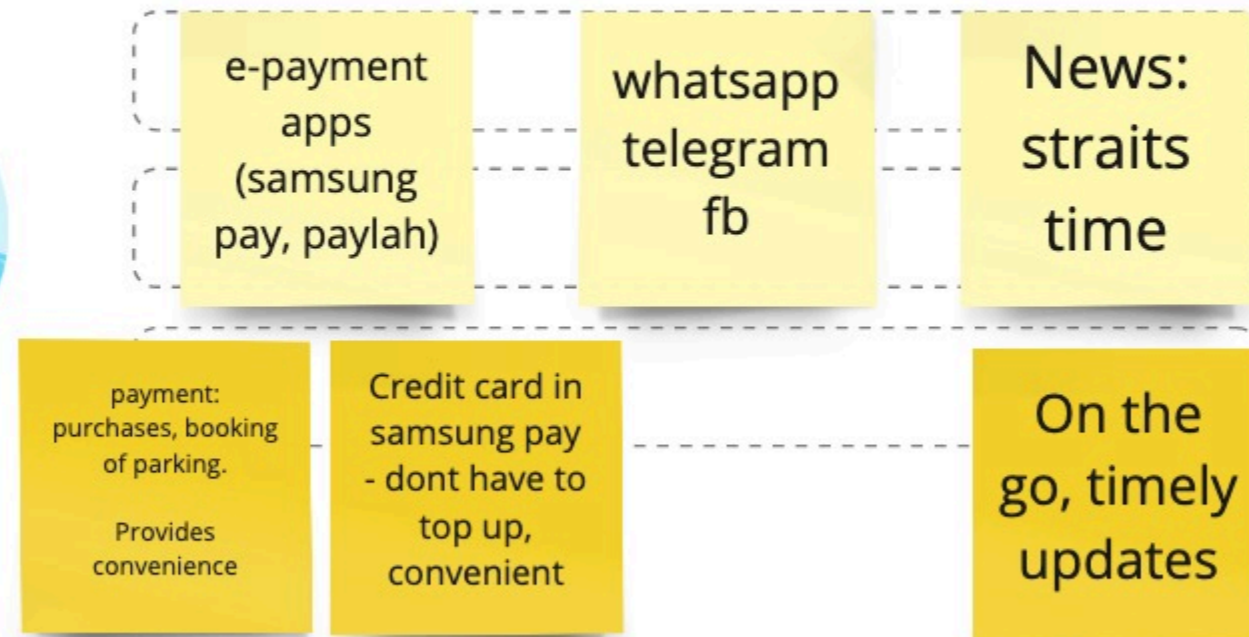
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# Purpose

• In your view, what is the short term and long term success for this project?



Wai Luen

Short term:  
more traffic  
and app  
usage

Long term:  
news,  
shopping, fb,  
all in one CN  
ecosystem



Chen Wee

Short term:  
more traffic but  
need something  
to attract users.  
Vouchers

Long term: expand  
to CDL hotels  
  
to also have  
discounts and  
vouchers

hotel: to have membership  
program, enlarge customer  
base  
  
focusing solely on  
investment property users  
will have limitations



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loyalty  
programs for  
customers  
from all  
sectors

success  
determined by  
the enjoyment  
of usage

provide convenience to  
tenants, other perks like  
information sharing.

Convenience: book and pay  
for parking through the  
app

current  
inconveniences:



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provide more  
offerings to  
users and  
tenants

shopping - could expand to  
other bigger name  
retailers, vendors  
(residential tenants  
provided feedback that  
there are limited options  
for now e.g. only palais).  
But this needs to come  
with perks

unit access card  
tagged to CN.  
identify that user  
is a tenant of CDL  
property via CN  
app

operations  
feedback will be a  
good feature to  
consolidate  
feedback from  
tenants



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CN to expand  
into the user's  
daily life, not  
only limited  
the building

- What are 3 keywords you would use for CityNexus as a brand?



Wai Luen

convenient

security  
- user information  
and data  
- secure platform



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user  
friendly

fast



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give off CDL  
identity, to  
be proud to  
use it



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innovative

app must  
be  
sustainable  
(relevance)



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up to date: content, offerings.

Top of mind app because of its  
relevance in providing current  
info, happenings, promotions

on trend: to offer what other  
markets can't

Security

• What should this project accomplish for the CDL business?



Wai Luen

generate sales through CN. transactional activities: book hotel, restaurants

outside CDL portfolio but a little far fetched

to be the top of mind app instead of going through 3rd parties (eg expedia vs SIA)



Chen Wee

similar to WL: booking and reservations before going to the venue



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Strengthen CDL's branding  
- forward looking  
- tech savvy, not backwards

loyalty programs  
non-cookie cutter outlets like chain retail stores in conventional malls.



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one stop solution for prospects to lease their house or put up for sale

ppl will think about CDL first when they think about property (instead of e.g. propertyguru) - Direct to prospects, instead of going through middleman (e.g. agents, property sites)



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open to public

# People

- Who is CityNexus primarily built for?

## What we know so far



- The **admin staff** who uses CityNexus solely to perform building / account management tasks
- **Not explorers**
- May or may not be **digitally-savvy** users



- The **office tenant** who mainly uses tenant experience apps for the **convenient access** to buildings
- May have explored some **work-related features**
- Currently do not see tenant experience apps as an **extension of their workplace lifestyle**



- The **residential tenant** who uses residential apps **occasionally**
- Mainly to **book function rooms** or **receive property-related notifications**



- The **retail tenant** who currently **don't have much use** for tenant experience apps
- Access to retail outlets not as restricted
- Building management issues are **performed offline** by managers



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the volume of users are not there to determine demographics



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collect points from grocery shopping to redeem parking?





# Landscape

How do you think CDLNext could be as a brand?

simple to use  
Pure- to  
serve it's  
purpose

must be  
sustainable, value  
for money, i.e.  
freehold property

should be aligned to  
CDL product/brand -  
true,  
knowledgeable,  
respectful of users,  
sustainability

must have  
new things.  
plays to  
sustainability.

CDL brand encompasses  
multiple attributes  
  
meant to connect the users  
with CDL. to be inclusive  
for tenants, residents etc  
  
want to belong. to have CN  
be a top of mind app



- On a scale of 1-5, do you agree that CityNexus is on the right track to be the brand archetype that you envision it to be?



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Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree



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- Is there anything from your competitors or elsewhere that you think stood out for you?



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dependant on what CN wants to be as an app. tenant centric or open to public?



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capitaland (capitastar) - collaboration with insurance companies, free grab vouchers, airbnb

mapletree (vivo)

what is the focus of CN?



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# Challenges & Obstacles

• Are there any uncertainties that you have about this project?



Wai Luen

objective of CN app still grey. tenant centric/generate revenue?  
short term objective is unclear, hard to move on



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haven't defined objective, might be too big to manage if not focused.  
need to determine objectives to measure success



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need to know what we're trying to achieve with CN



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no improvements to the existing app



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there must be objectives, measures of success of the CN app