Day 1

<u>As a team,</u> answer these questions.

Who are your users (e.g. age, demographic, where they live, etc)? What are their needs?

1. **People who want to see small businesses and sound business practices**
   a. **Disposable income (small businesses tend to be pricier)**
   b. **Age between 18 and 45**
   c. **Conscious of their impact on the community, environment, and other social issues**
   d. **Most likely lean politically left**
   e. **Access to internet**
   f. **Research the businesses they shop from**
   g. **Want to try new stuff**
   h. **People in places with relatively higher population (mom and pop shops in smaller towns don't suffer from lack of exposure)**

2. **The small businesses (Might be more long term, not feasible yet.)**
   a. **Prospective direction to expand / adjust their service range**
   b. **More views / clicks, more people knowing their "existence"**
   c. **Diverse ownership**
   d. **Sustainable business practices**
   e. **Low advertising budget**
   f. **Not tech savvy**

What problems are you trying to solve for your users?

1. **Help them to find the best choice for their interests**
2. **Doing the research for them**
3. **Finding alternatives to the usual big-brand stuff**
4. **Offer a platform to interact between the business and customers**
5. **Business practices are not transparent**
6. **It is hard to contact the business and talk to a human representative**
7. **Small businesses are struggling to keep up with the online market due to COVID-19**
8. **Small businesses have a much smaller advertising budget so they struggle with getting the word out**
9. **There aren't too many outlets to support local communities while engaging in daily activities like food shopping.**
10. **Would it inspire more people to get involved into building / paying more attention to small businesses with more information shown to them?**
11. **Are there any kinds of products the customers are seeking but are not current in**

the market (eg. Mexican cooking techniques sharing?)

Who are your competitors and what are they doing in this space?

1. **Google maps: every and all businesses that exist in places google has access to (may not account for businesses that are too small/ not tech savvy)**
2. **A few apps exists that direct users to minority owned businesses such as Miiriya, which helps users find black-owned businesses**

What is the most important problem you need to solve for your users?
1. **Provide users with small businesses alternatives rather than chains that align with their interests**

Day 2

On your own, generate a list of solutions to the problem above. Bring them to the discussion for Day 3.

AiJing:
List of solutions: basically all about building a small video / fake landing page test
1. Tag ownership / speciality / products to group / analyze
2. <mark>Photo</mark> / Video area
3. Comment & Rating area
4. Interact with Google API for location and basic knowledge
5. Design a criteria of initial selecting
6. Reporting / Suggestion collection: eg. if a user try to search for something but there is no result, collect the data and pop out some kinds words (if possible, ask the user to share a little bit about what they're looking for)
7. Displaying the info of the owner (i.e. phone number), the top 3-5 special goods in the business (photo better than video), concise description of what are the main products / services
8. Arrange business by average income (small-small business, middle-small business, big-small business), <mark>location, product type, average cost ($, $$, $$$, etc.)</mark>, rate, <mark>special services</mark> provided (delivery / pre-order, like ordering food online for tomorrow's breakfast / etc.)
9. Build some <mark>ranking list of different types</mark> of businesses (i.e. Top-10 Chinese Restaurant in Madison)
10. Surroundings section (anything else special near the current search / target) & district ranking list (Top-5 streets / blocks for getting foreign food)
11. Feature for the future: <mark>promoting things the customer favorites & never touched (not if they selected "uninterested")</mark>

Vishnu:

- Highlight different businesses every day. We could ==set each day of the week to a different topic==. For example, Mondays could be where we focus on black owned businesses, Tuesday can be LGBTQ+ businesses, Wednesday can be environmentally friendly, etc
- Have different tabs to let consumers choose which area to focus on: environment, minority owned businesses, locally sourced, LBGTQ+ owned, etc
- And also let consumers choose what type of business that they need at that particular moment: restaurants, clothing, bakeries, etc
- Potential Feature: ==Enter a chain and find local small business alternatives==
- ==Only feature== businesses with a google rating of 4.0 or higher to maintain a high quality standard
- highlight popular small businesses in the area

Jillian
- Provide statistics on how much large corporations use environmentally (ex: by shopping here, you are saving xx carbon emissions)
- ==“Meet the owner” tab==, potentially use symbols for minority-owned
- able to search a product or a chain, list results in order of nearness
- link each site's web page (found through google's API)
- Provide a ==map visualization== of the results

Casilda
- Build fake webpages for the app really quickly
- Have various sections for each business: The Goal, The Products, The Owners, How to Buy, Reviews, Directions, Contact, How You Will Help Your Community (if you buy from here, what good is it doing?), Similar To This, pictures of the products, owners etc.
- When you make an account, you can save your zip code so we show you businesses in the area without invading privacy. Choose your top 5 categories you want to support so we can make a feed that shows different business everyday like Instagram (but as a website)

Day 3

<u>As a team</u>, choose the best solution.
- Use Google's money scale to show how expensive a particular business is
- Enter a chain or product to find local business alternatives
- Small description of small business and what they do/who they are
- Highlight different businesses every day. Set each day of the week to a different topic
- Show map of close-by small businesses
- Let consumers choose what type of business that they need at that particular moment: restaurants, clothing, bakeries, etc
- Instead of having an entire page for each business, instead just take name, pic, and website, etc (“The little blurb”)
- Show ratings of businesses
- Have favorite tab that lets customers favorite businesses that they loved

- Show recommendations, 'for you page' (something new that the customers haven't clicked before)
- Use Jill's video for UI base

How might you test your solutions with actual customers to determine if it will solve their problem? Hint: You'll end up building a prototype to test this solution for Days 4 & 5. Remember that there are lots of ways to show customers something that they can react to: paper prototype, video, fake landing page test, concierge test (you manually perform a task that will later be automated), etc. Discuss your prototype/test below.

We are going to use Figma to create a video showing how our application might work. We will show some of our key features on the video. Similar to the Dropbox video that we watched during class.

Who's the best artist on your team? Work with them to storyboard out what your prototype might look like.

Script:
A: I'm so sick of eating at the same chains over and over again!
A: Any recommendations?
B: Have you tried this new app? It looks for small businesses.
A: **Using a computer to try the app -- "Enter a product or chain for small business alternatives!"**

A: WOW!!! I'm totally going to try these small businesses!!!

Potential Problems in the Future:

1. ***Features that are not easily found on google maps api***
2. ***Rocking name of the webapp***
3. ***Logo?***