

Targets: 1. Customers 2. Small businesses

Name ideas : EcoLocal

Finding users to interview: Find the right kind of student org? Theyll be more likely to help us out than random people.

What problems are we trying to solve?

1. Business practices are not transparent
2. It is hard to contact the business and talk to a human representative
3. Small businesses are struggling to keep up with the online market due to COVID-19
4. Small businesses have a much smaller advertising budget so they struggle with getting the word out
5. There aren't too many outlets to support local communities while engaging in daily activities like food shopping.
6. Would it inspire more people to get involved into building / paying more attention to small businesses with more information shown to them?
7. Are there any kinds of products the customers are seeking but are not current in the market (eg. Mexican cooking techniques sharing?)

Our problems:

1. How to distinguish what business is a small business (# of branches, family run?)
2. How to make accurate analysis of the goods / services for promotion / advertising
3. Could we offer suggestions for prospective market besides sharing the existing businesses (might a little bit beyond the time allowance)

Assumptions -

1. People will actually buy from the business
2. People will actually use our app instead of googling (riskiest assumption)
3. People want to help their community and shop sustainably/People care about ownership
4. People want to go to small businesses rather than big ones
5. The difference of the owner's background has a different influence to their products (in other words, the ownership (etc.) will make the products special)
6. A website is a good way to display businesses
7. Hand-making / Home-made products are in customers' favor
8. People will pay extra for diversity

Oct 2 -

Google Maps API will be free to use, Google gives you \$200 worth of free credit every month for it.

To be more specific, Places API will be the one most useful for us:

<https://developers.google.com/maps/documentation/places/web-service/overview>

Need to be more specific on what kind of product we are developing. We kind of talked about it during class but I just want to mention it again. Are we focusing on making it easier for people to find small businesses? Or do we want to focus on gathering data about small businesses and compile them?

For example, Google Maps doesn't have anything on minority owned businesses or whether the restaurant practices farm to table for their food. Finding all of that information like the mentors said would be an entire project.

If we went down the path of making it easier to find a small business route, we could not differentiate between them very well. We could not tell if that business is minority owned or if it focuses on being environmentally friendly.

We should also use Trello/ JIRA or something like that so that we can be more organized and work on the project in a more agile way. I can set it btw.

Oct 4 (Mentor Meeting) -

Build a website that works well for mobile users. Can save a lot of time

Make the front end of the website very reactive, user friendly, and make it look nice

Backend: Flask

Frontend: React is better for a smaller application and Angular is better for something larger.

Early on break the work into smaller chunks. Communicate well with each other on what we are working on.

Links That Could Be Useful:

<https://stackoverflow.com/questions/16308357/google-api-for-restaurants-places>