

Social Media Networking

Social media, local gyms, luncheons

Uses social media to network with peers

Uses indeed and Linkedin for networking as well or

Instagram is the main platform for networking

Primary Language

Yes, English is primary language

Yes, English

English is the first language.

Yes, English

Volunteering/donating Frequency

volunteer twice a year

Yearly and pretty much anything that I have an emotional response to

Occasionally donates and volunteers

I would donate every month

Thoughts on starting a business

Yes, I've thought about starting a business

Yes, I've thought about starting a business

(Asked how long she's currently been in business) 3 years in business

bubble tea shop

That I can do it all from home

I would like help with trademarking and setting up an LLC

I would like support learning with more advanced technology (creating scheduling apps)

location

menu

size of operation

vaguely know about it as parents own a restaurant

Potential Challenges

Not seeing eye to eye with a business partner can be problematic

maintaining a consistent flow of business can be challenging

ways to give my business more of a competitive nature

Finding networking events

Covid is biggest challenge for networking

Having the correct paperwork

Advertising and marketing

Trademarking

Wants to have people they can trust to operate and fund their business

supplies, distribution methods, permits

Financials

Asking family for financial support

Thinks finances are important factors

Would consider taking out a loan if devoted to the business idea

would consider loans

Yes, small business loan.

Wish to know what is a small business loan

how much money I would make

Money is a challenge. Also, I can see intellectual property being a problem

I would like help with loans

Website Critiques

Small text and large margins

font is hard to read

At first glance, user cannot tell much about the website

Thinks website is too wordy

Too many words on that page

No clear call to action if you want to donate

Change services to buttons and insert links

Website looks like it's from 2004 - outdated

Page changes a lot after clicking español

No tutorials for IRS form

image looks stocky-imagy

Doesn't know where to go for the workshops

better to use an actual image of the org

The logo looks weird

stock image is funny (bad)

Website compliments

The mission statement is clear and how they would help

likes the services they offer

Reads the mission statement first - stands out in yellow

Contact info is easy to find

likes logo