

Idea: App that will allow people to browse through local businesses. They will be able to filter them out based on specific services that they provide or features about the business. (Are they locally owned, do they serve mushroom burgers, do have sales going, are they woman-owned, etc.) It will also facilitate leaving reviews to empower the business and to help other users find out whether the business is worth visiting.

Elevator Pitch: There are hundreds of businesses competing for your attention. Using Google or other review services will give you a huge list of businesses, but what if you're looking for something specific? What if you want to support businesses owned by a specific demographic? This new app would help people find exactly what they're looking for. For example if they wanted a mushroom burger and wanted to support a woman-owned business. This app will help people conveniently find the best of exactly what they want, instead of feeling like they have to settle for a well known chain's mediocre service.

Assumptions:

- 1: People want to support local businesses
- 2: Other resources out there do not provide users with enough info to find exactly what they're looking for.
- 3: People want to support businesses owned by specific people (women, African-Americans, etc.)

Problem Statement: Identify whether people are interested in finding local businesses they want to support rather than settling for larger chain stores.

Qualitative Questions:

1. What frustrations have you had when looking for a business that provides a specific product/service that also supports the community?
2. What are some qualities in businesses that you want to be able to search for?
3. What makes it hard to support locally-owned businesses vs large chains?

Quantitative Questions:

1. On a scale of 1-10, how important is it to you to know who you're supporting when you purchase something?
2. How many platforms have you used to find products sold by a certain community?
3. On a scale of 1-10, how likely are you to leave a review for the business following use of services if the application prompts you to?

Key Findings:

1. People are less likely to spend more even if it means supporting a local business.
2. People would like to know who they're supporting with their business.
3. People are more likely than not to leave a review if they're prompted.

Surprises:

People are very concerned with the price of local businesses. They do have trouble matching the prices of larger chains but it was still interesting to see.

People would like to support local-businesses if they were more visible, but the price of their services vs those of larger chains is something that people are concerned about. We could add some more questions to find more info about that.