**Sharon:** Our client is Spoons Kitchen Kitchen, a small online Shopify business that works towards a more sustainable economy by recycling kitchenware back into the community (ie. a thrift store for kitchenware.), so customers can range from college students and new homeowners/families looking to buy products on a budget, or even graduating seniors & others who are looking to sell their kitchenware.

**Tishyaa:** We are working with Spoons Kitchen Exchange to use marketing and complementary approaches to create a larger customer base and reach more people in the community.

**Helen:** This will add value by enhancing visibility and reaching a broader audience, driving up both supply and demand on the platform, as well as increasing profit and customer satisfaction.

**Sharon:** We do this differently by exploring the user base via user research and analysis to ensure that we are creating designs for the site that accurately reflect the company’s mission and targets its users, and implementing targeted social media campaigns that resonate with our community's values around sustainability and culinary passion.

**Tishyaa:** Let’s delve deeper into the problems we have identified and the solutions we plan to implement in our demo.

We are working with Marielle at Spoons Kitchen Exchange to improve on Spoons’ marketing strategy to work towards impacting a larger number of the community. This adds value by promoting Spoons’ mission towards a circular economy of goods and reducing the amount of waste. We do this differently by exploring the user base via user research and analysis.

We are working with the Spoons Kitchen Exchange to use digital marketing strategies to solve the fact that the number of clients is not enough.

This adds value by enhancing visibility and reaching a broader audience, driving up both supply and demand on the platform.

We do this differently by focusing on the unique stories behind each kitchen item, and implementing targeted social media campaigns that resonate with our community's values around sustainability and culinary passion.

How can you see yourself or your community benefiting from a platform like Spoons Kitchen Exchange?

**We are working with** Spoons Kitchen Exchange **to** improve the website and do marketing for their products **to solve** the problem of the low conversion rate and the number of visitors to the website.

**This adds value by** increasing profit, customer satisfaction and the reach of the product. **We do this differently through** user research and getting a deep understanding of the client’s process so that we can streamline it and address inefficiencies to further increase the profit.

Who wouldn't want to make more money through their business?