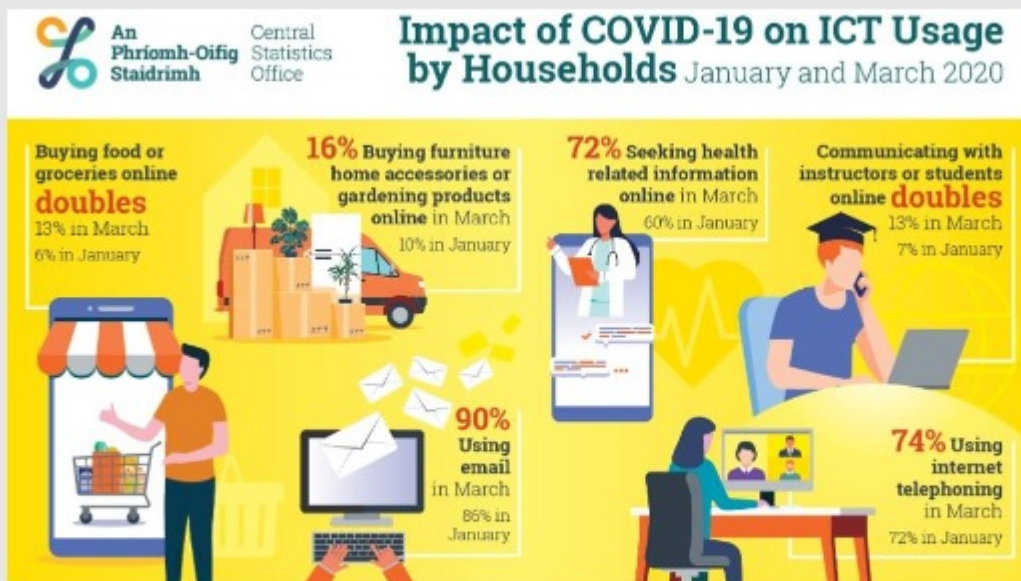
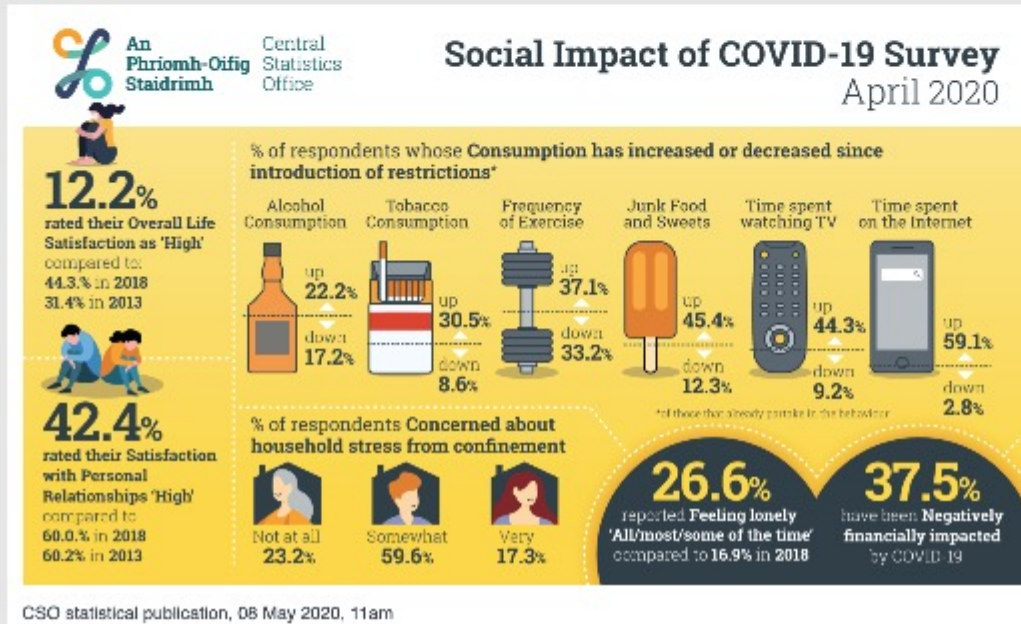


# Week 2 Presentation

Team 3 - AntivirUS

Challenge #C14

# General Data



## March 2020 (Provisional) February 2020 (Final)

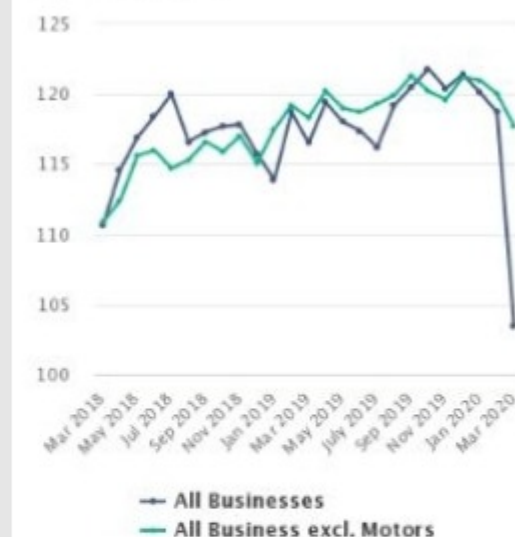
### Seasonally Adjusted Retail Sales Index - All Businesses

(Base Year 2015 = 100)

	Volume Index	Value Index
March 2019	116.5	109.7
February 2020	118.7	111.4
March 2020	103.5	96.1
Monthly % change	-12.7	-13.7
Annual % change	-11.1	-12.4

### Retail Sales volume decreased by 12.7% in March 2020

Figure 1 Retail Sales Index - Seasonally Adjusted Volume



The volume of retail sales decreased by 12.7% in March 2020 when compared to February 2020 on a seasonally adjusted basis. This is the largest monthly decrease since January 2009. On an annual basis, volume decreased by 11.1%. See Table 1.

When Motor Trades are excluded, the volume of retail sales decreased by 1.9% in March 2020 and decreased by 0.6% when compared with March 2019. See Table 2.

The following sectors showed the largest increases in volume in March 2020 compared with the previous month.

- Food, Beverages & Tobacco in specialised stores (excluding Supermarkets) +17.0%
- Non-Specialised Stores (including Supermarkets) +14.0%
- Hardware, Paints & Glass +13.3%
- Pharmaceuticals, Medical & Cosmetic Articles +8.8%
- Electrical Goods +5.9%

The third in a series, the survey has over 1300 responses and was conducted between the 24 and 28 April 2020.

The previous Chambers Ireland survey results, published on the 9 April, found that 84% of businesses expect revenue to decline by in excess of 25% in the next three months, up from 73% two weeks earlier. Fears about cashflow and liquidity were the greatest concerns of micro-enterprises (<10 employees) with closures and staffing being a concern for larger businesses across many sectors.

The headline results of today's survey are:

#### Closures:

- 85% of businesses have closed to some degree with,
  - 27% have scaled back activity
  - 24% have front of house closed with staff working from home
  - 34% have shut completely
- Only 15% remain open

### Do you think that the Coronavirus will significantly disrupt your life in the coming months? % saying Yes



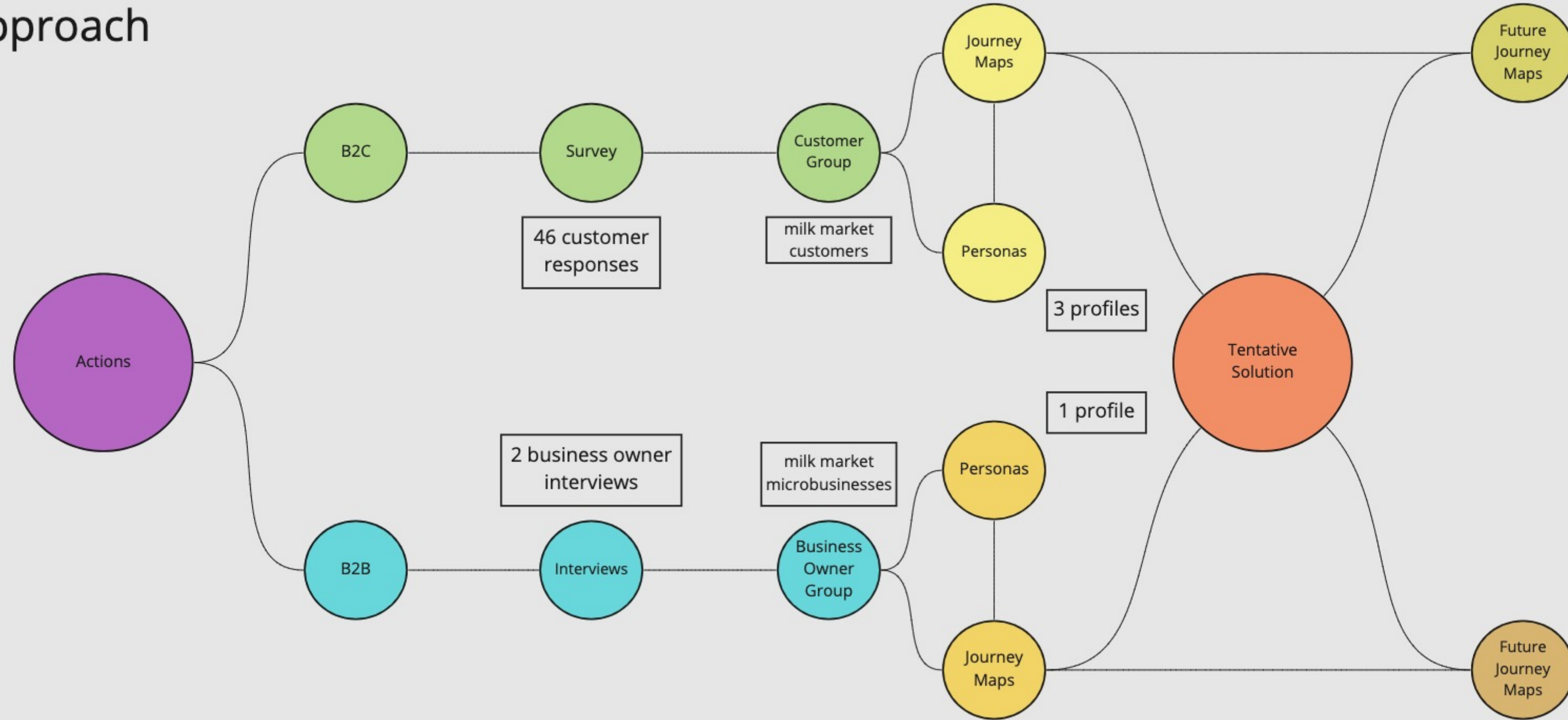


**Problem Statement:**

**Covid-19 has forced all micro-businesses and their customers to move towards digital platforms. Customers' shopping habits and experiences have changed because of this and a pattern of restricted spending has emerged. These changed experiences have made customers lose out on interactive companionships, creating a void in their lives resulting in unwanted emotions. Therefore customers need businesses to provide them empathetic digital solutions.**

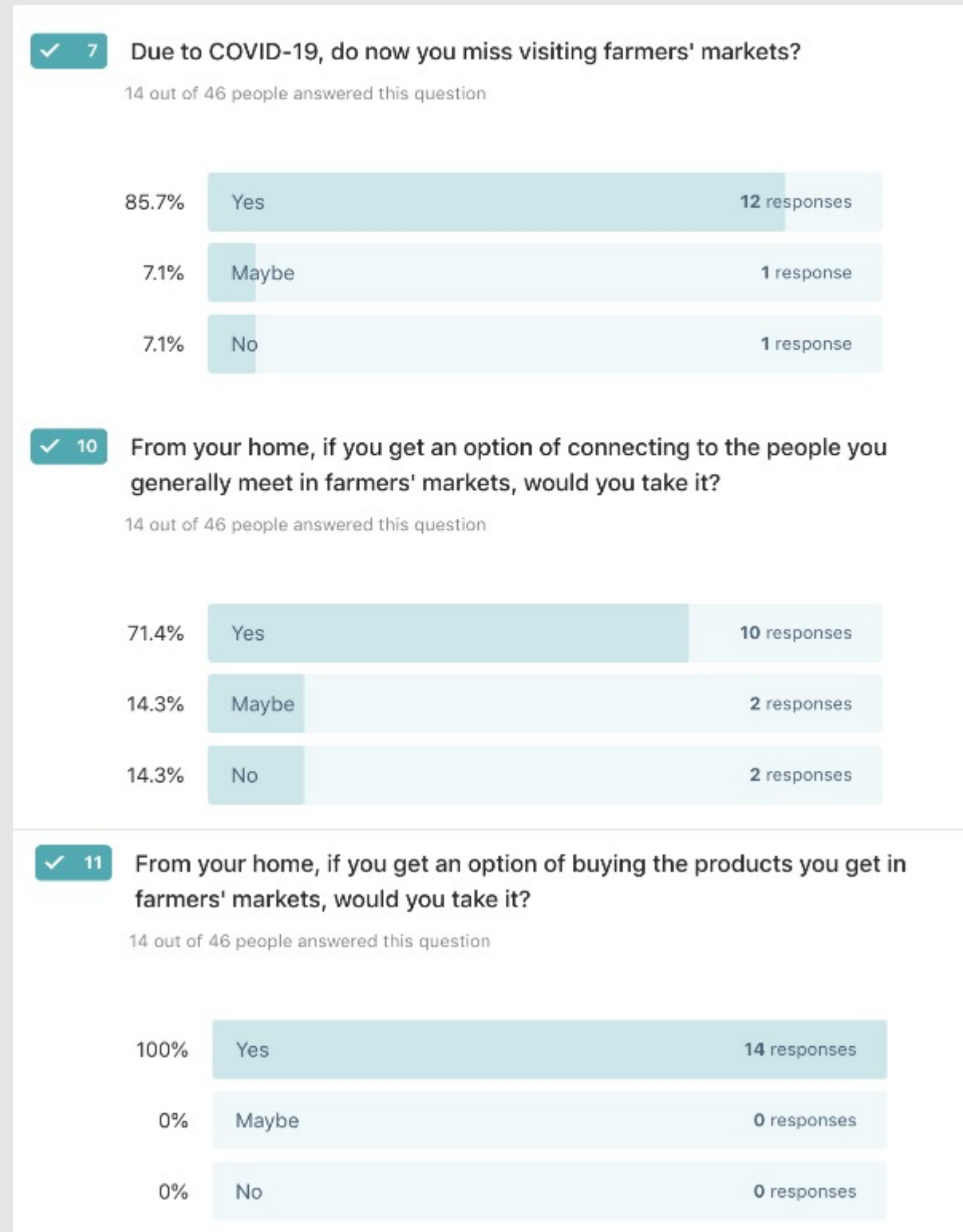


# Further Approach



# Targeted Data

## Survey Results



## Interview Results

### Interview Excerpts:

Mrs X Age 45-55, Business Owner, Farmers Market Enthusiast

1. How long have you been going to the farmers market and what is your primary motivation for going to Farmers market?  
Ans: 15 years, primary motivation is meeting friends and family

2. What are your key “things to do” once in the farmers market?  
Ans. Socializing and browsing Items on display

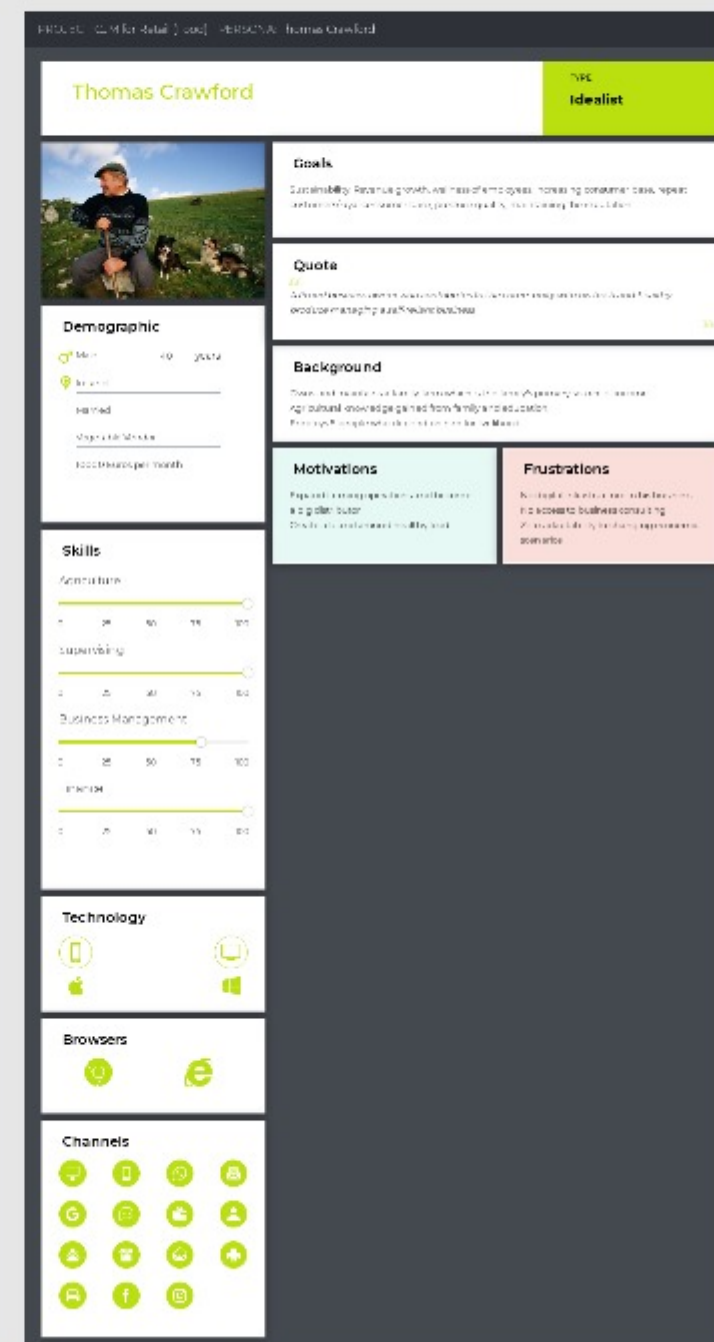
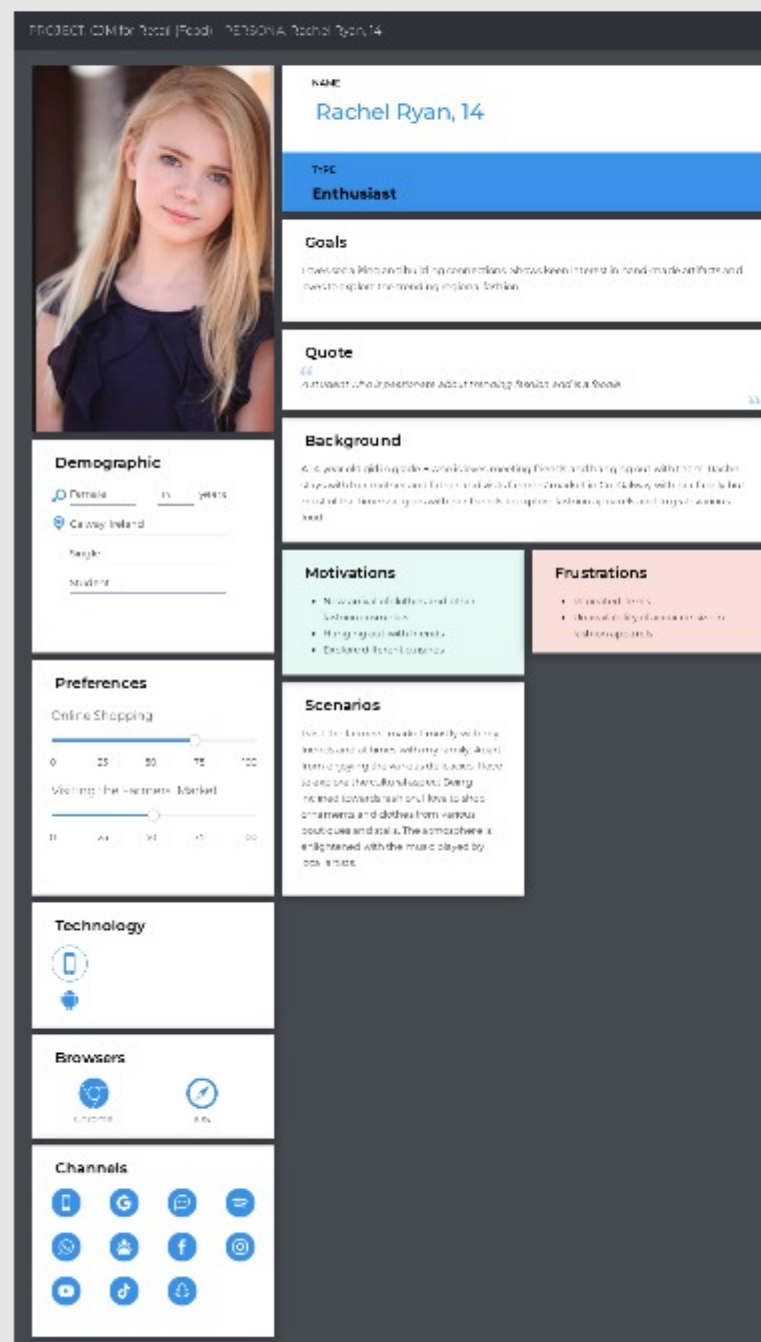
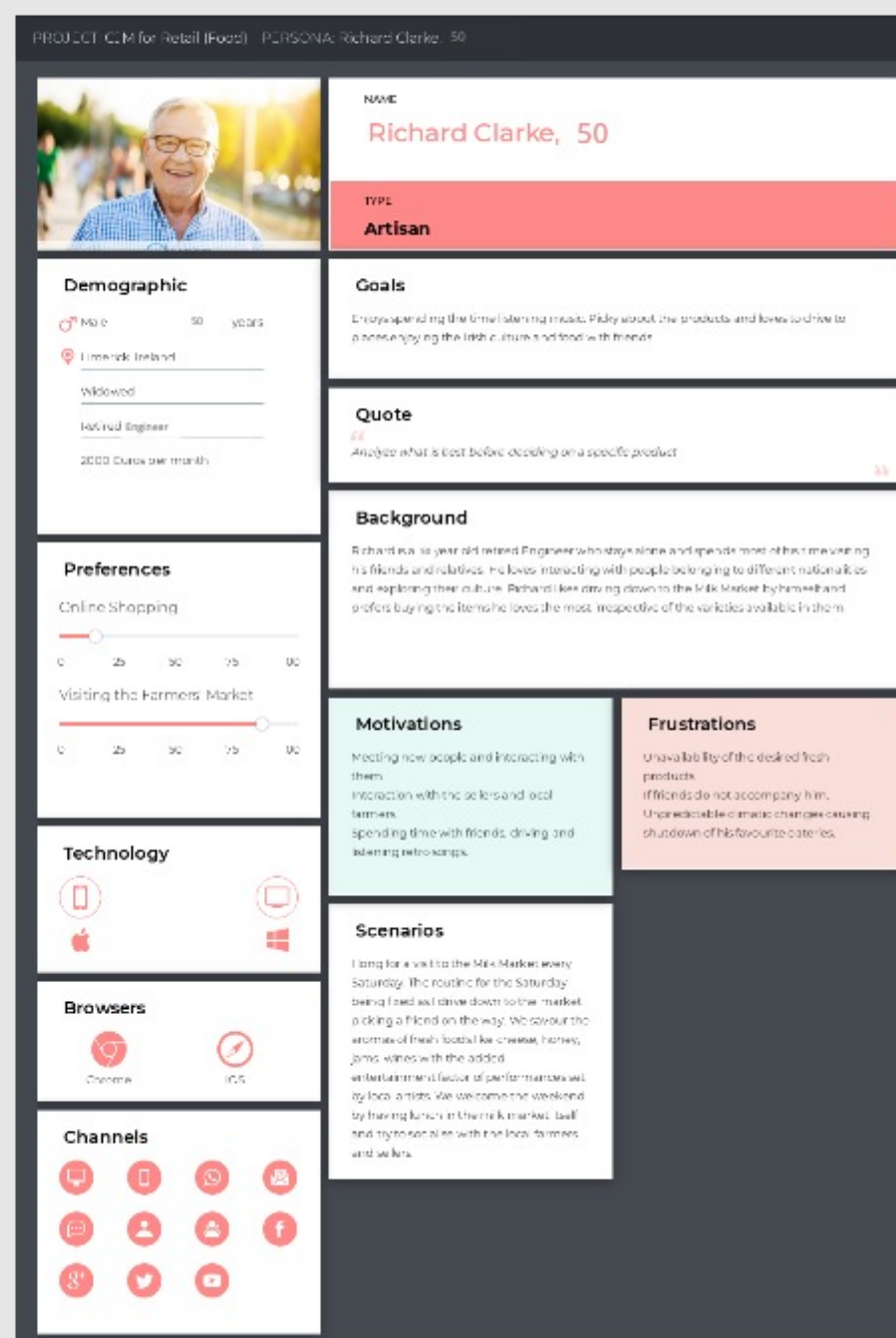
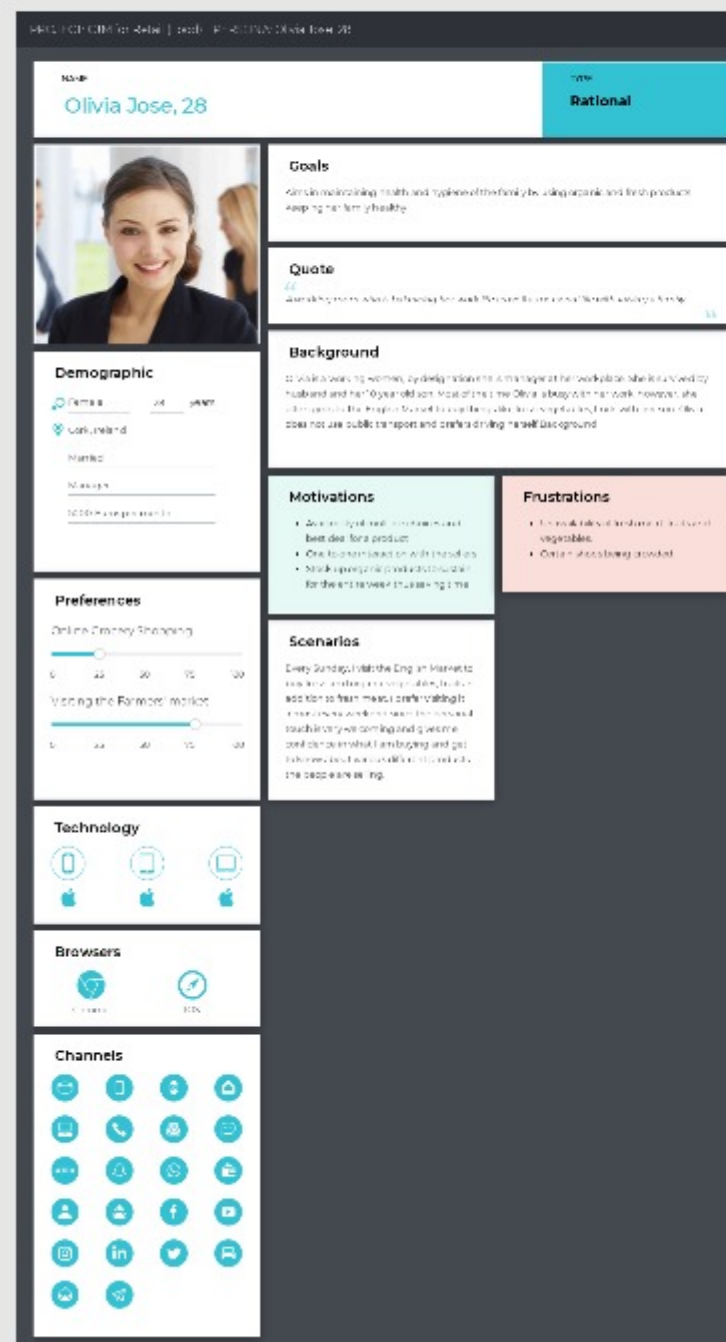
3. What do you like and now miss now about the farmers markets?  
Ans. Socializing

4. What challenges do you face in your experience in the farmers market?  
Ans. None earlier, but now afraid to go as social distancing will be difficult to follow.

5. How comfortable would you be to have the same experience digitally?  
Ans. Very comfortable



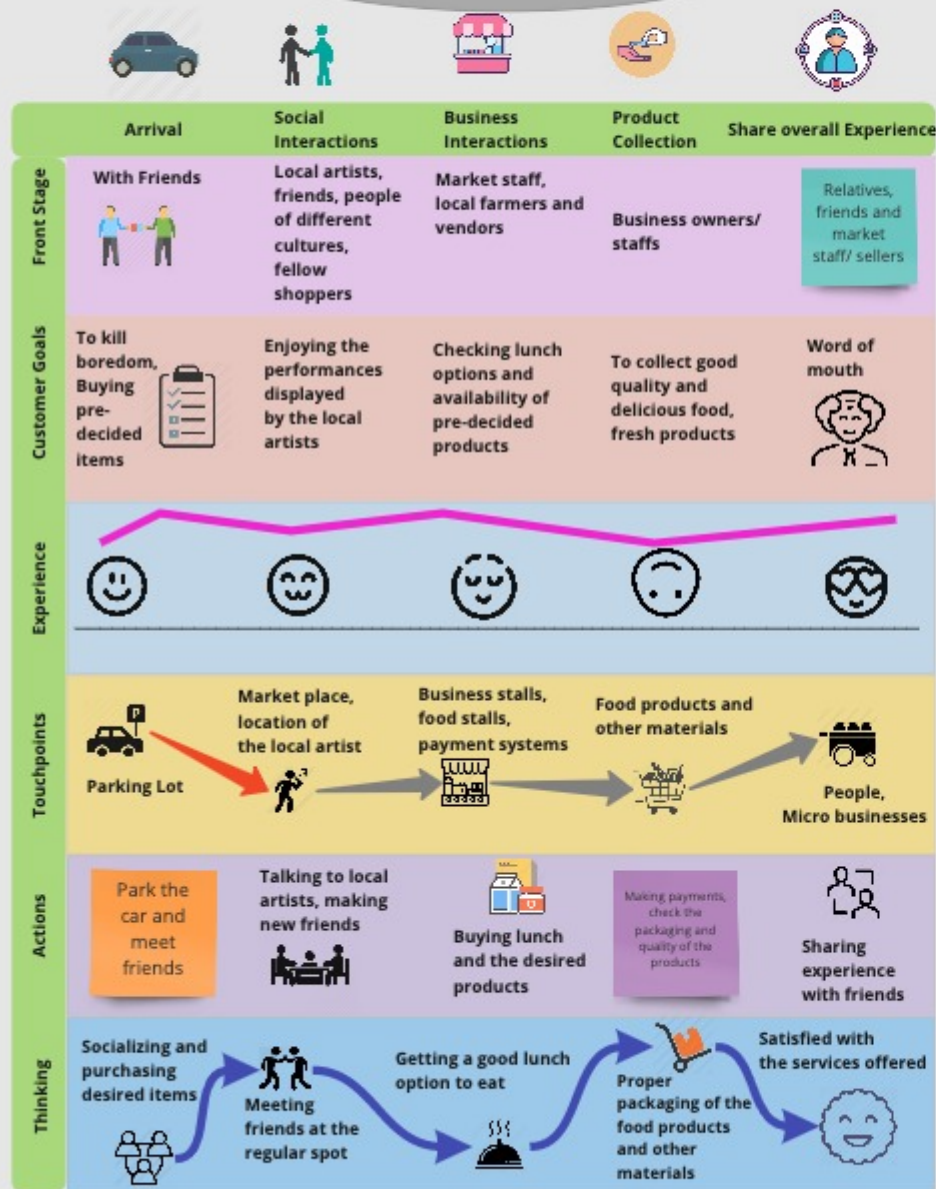
# Personas



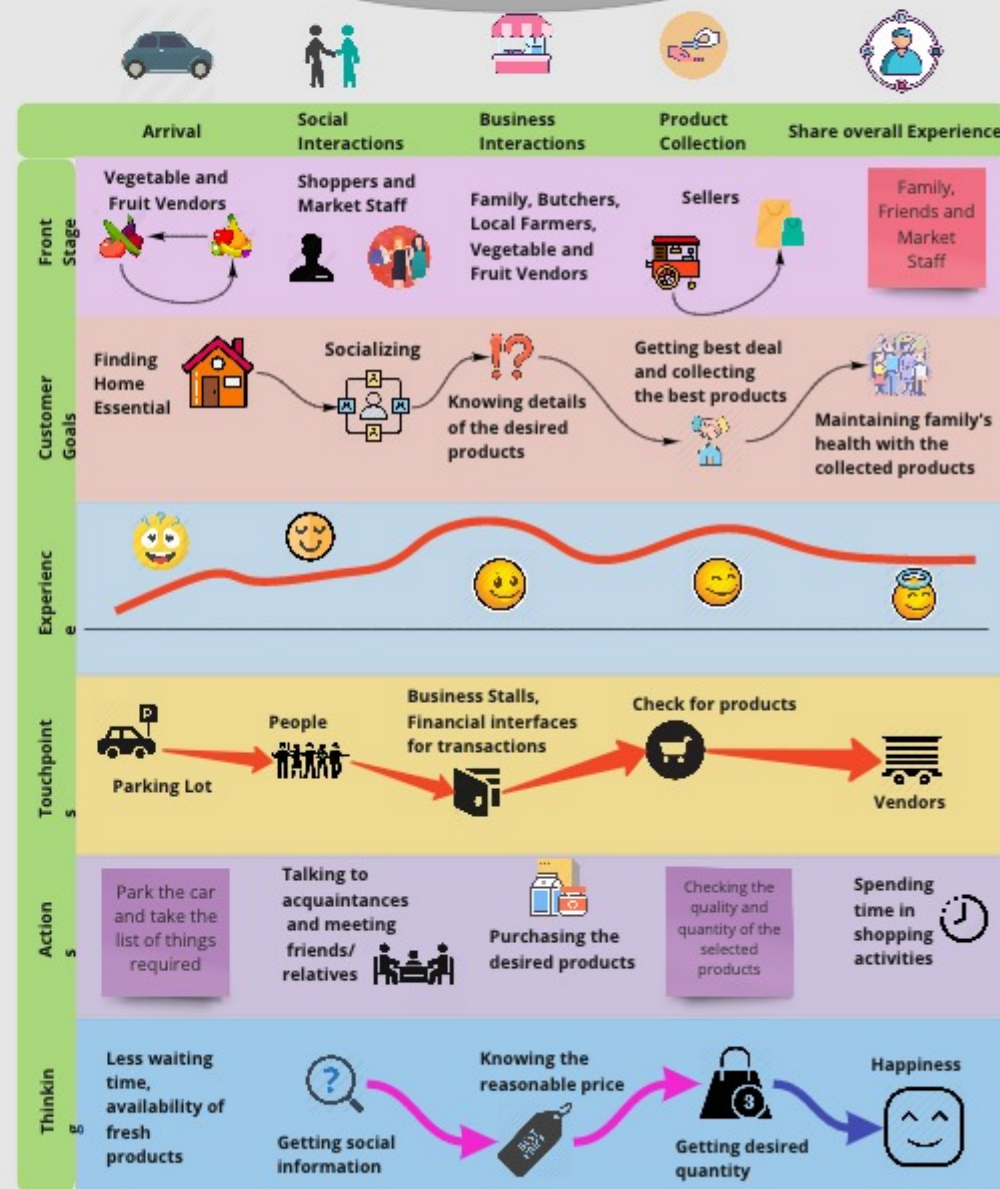


# User Journeys

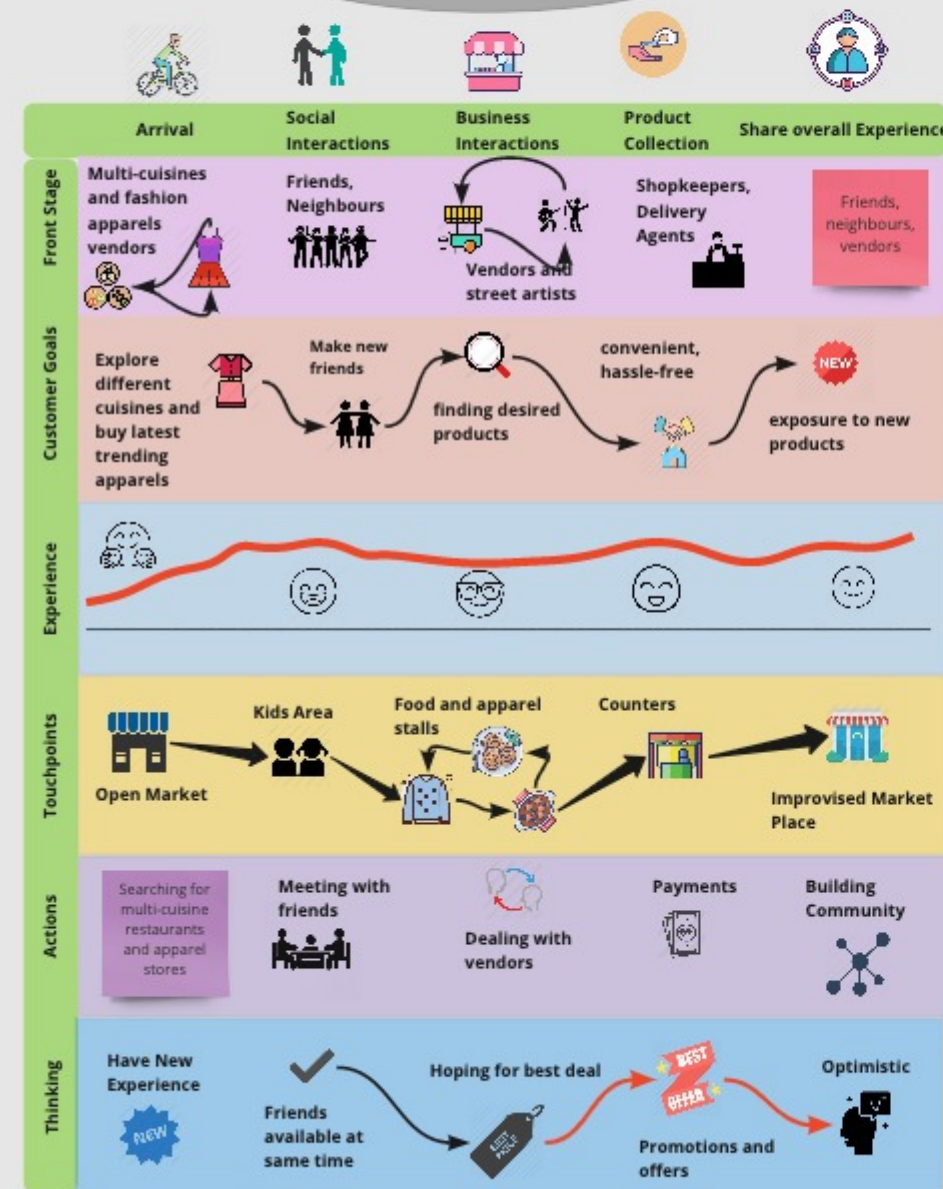
Richard Clarke, 50, Widowed Retired



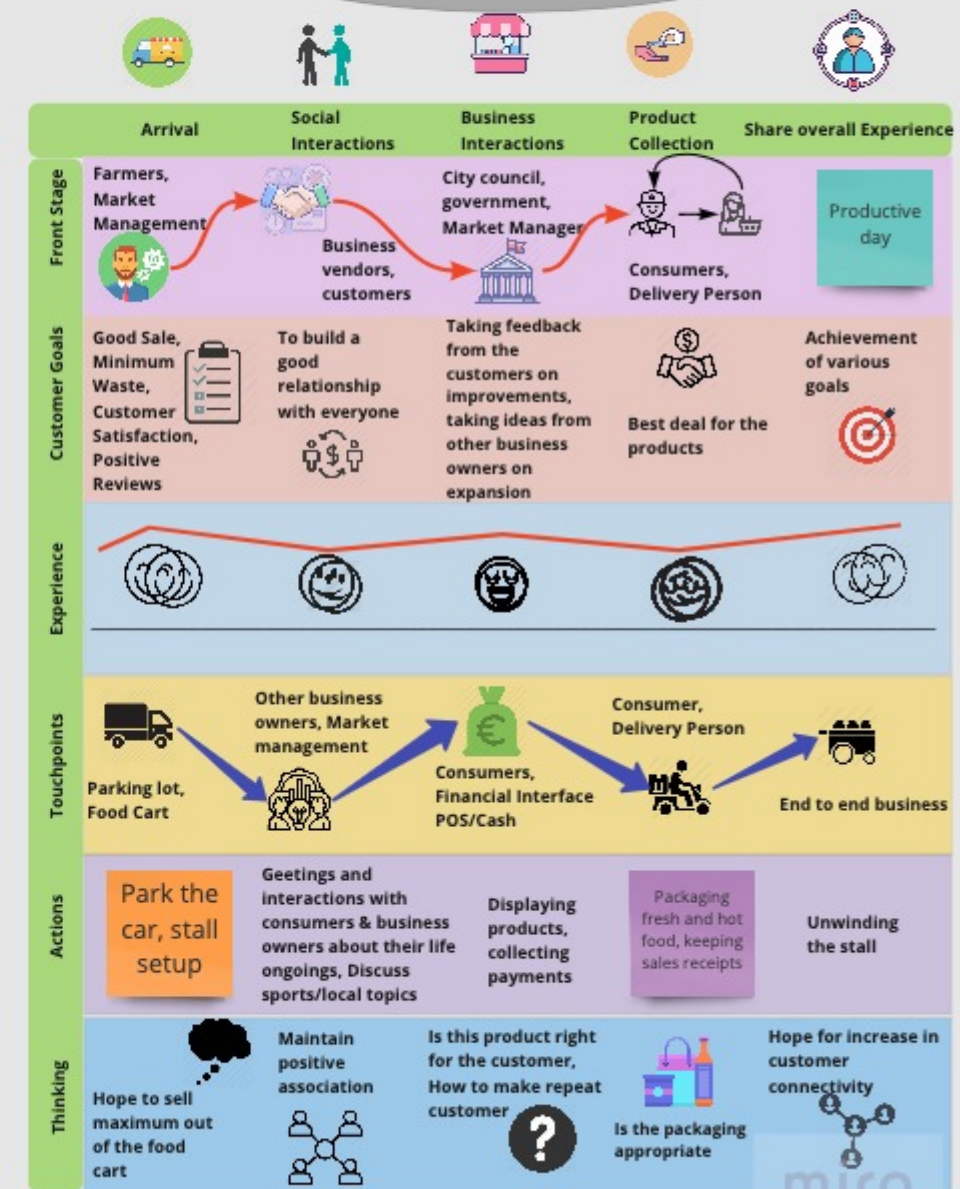
Olivia Jose, 28, Married Mom



Rachel Ryan 14, Teenager

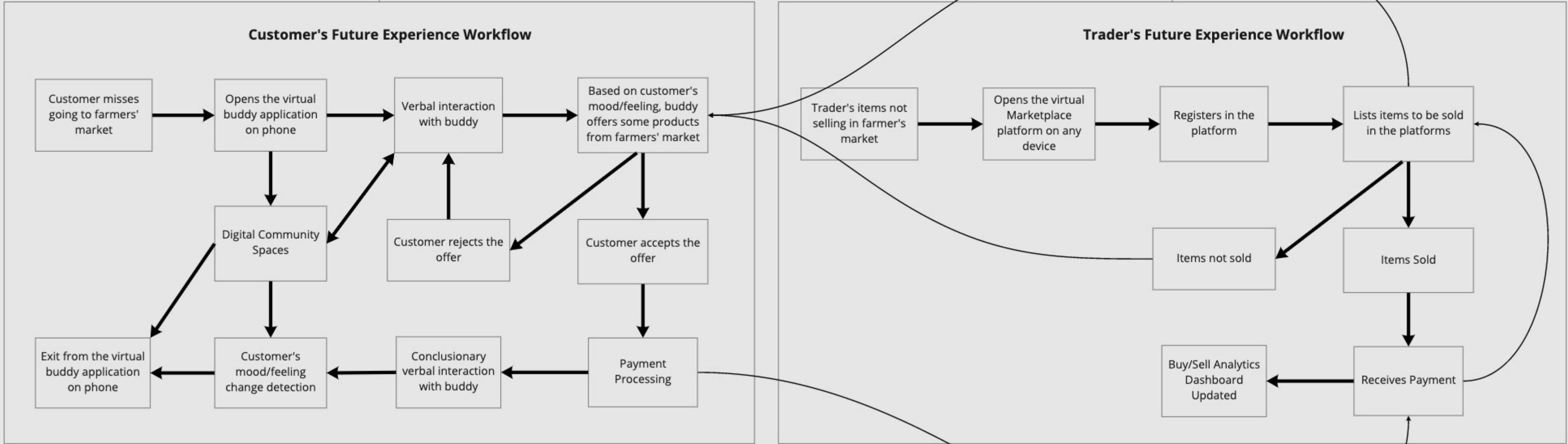
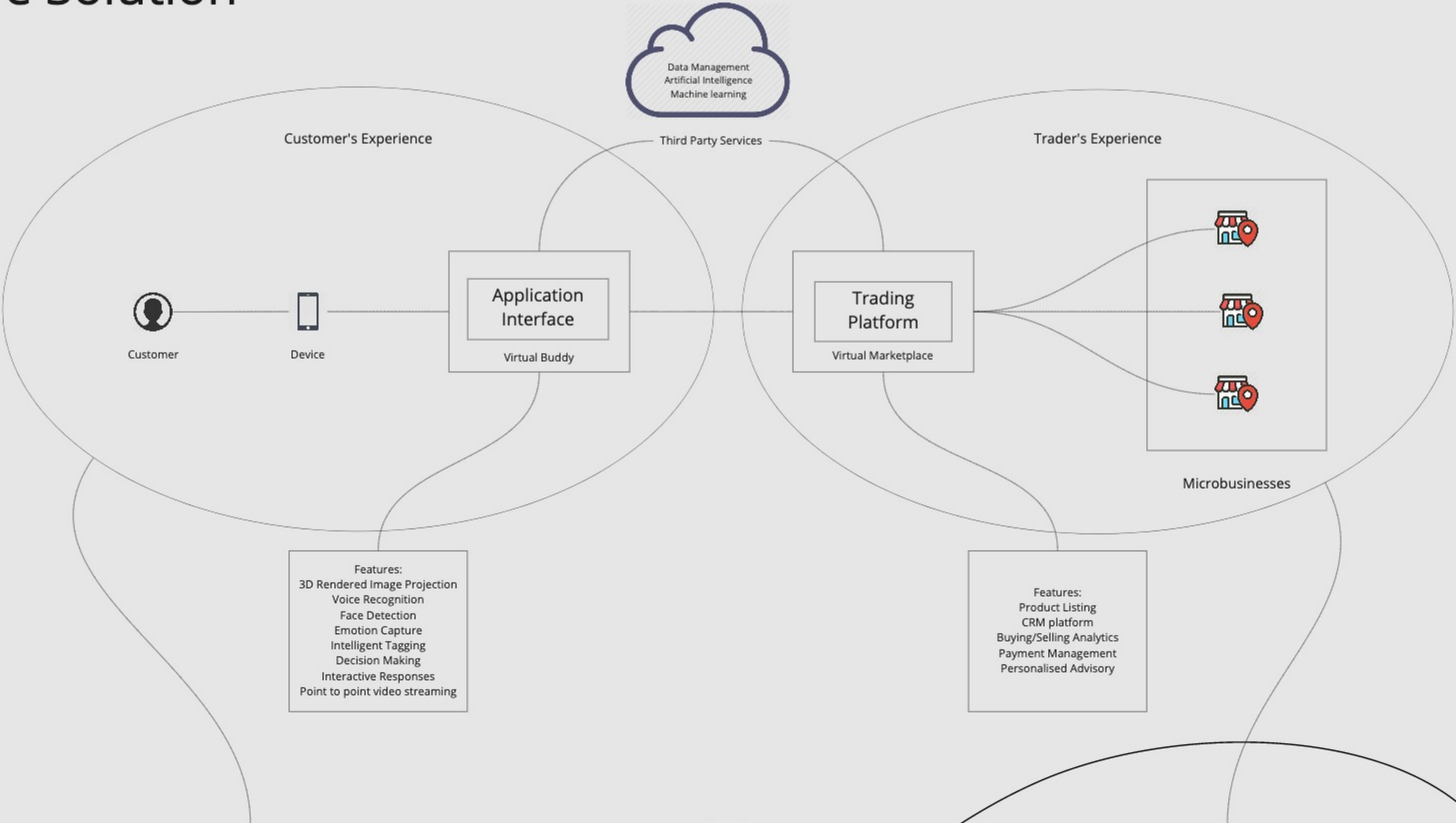


Thomas Crawford, 40, Business Owner



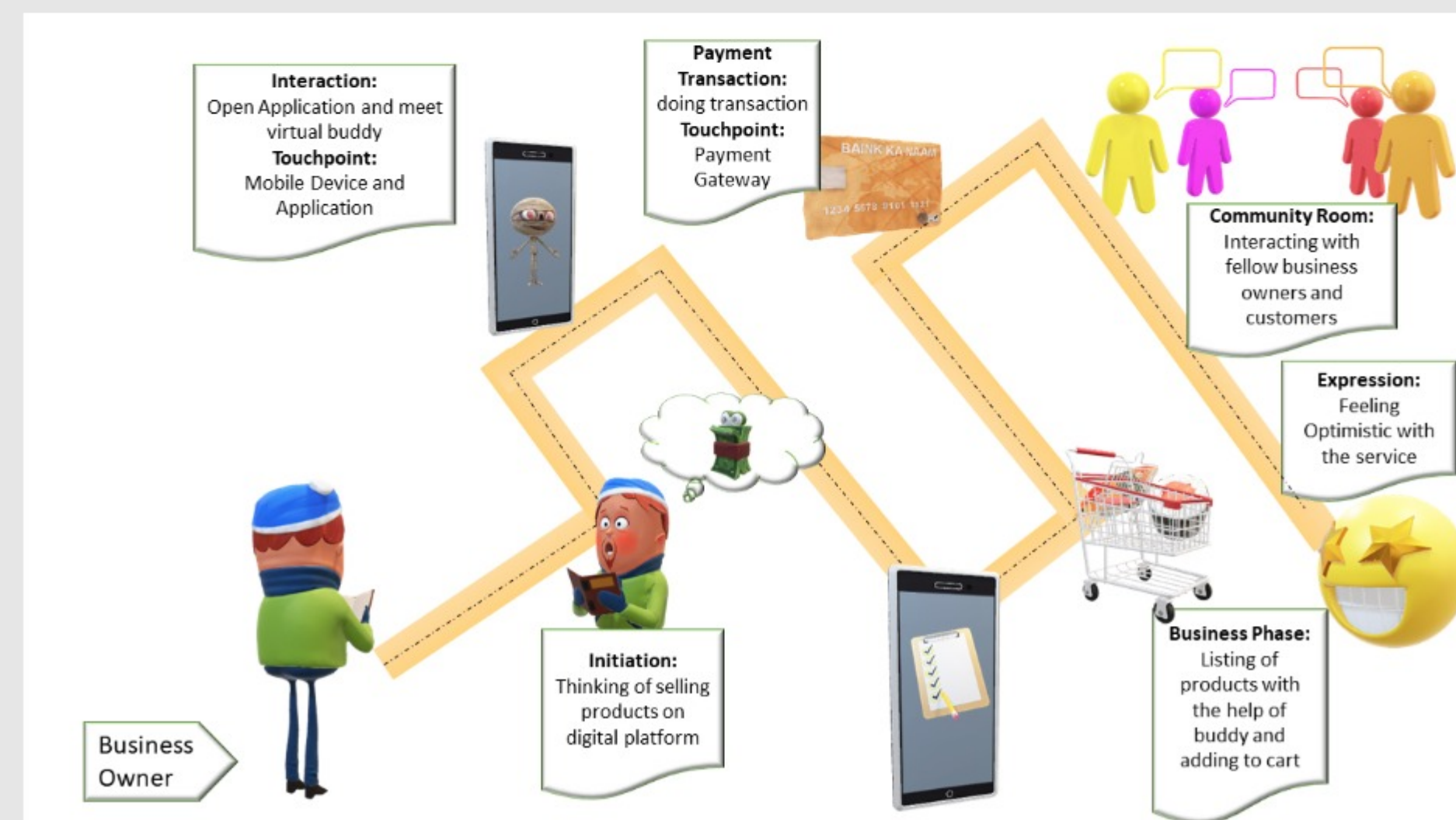
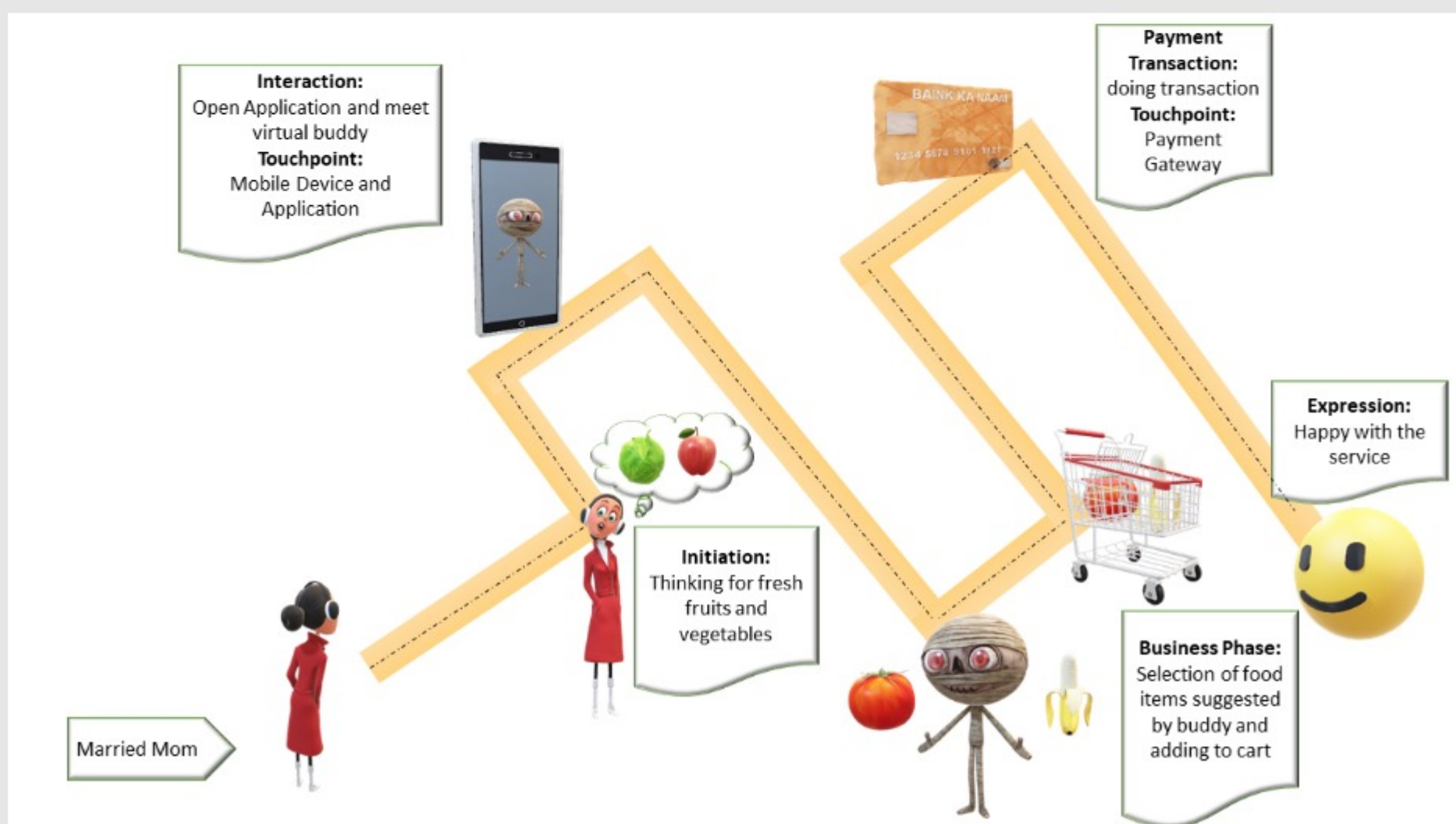
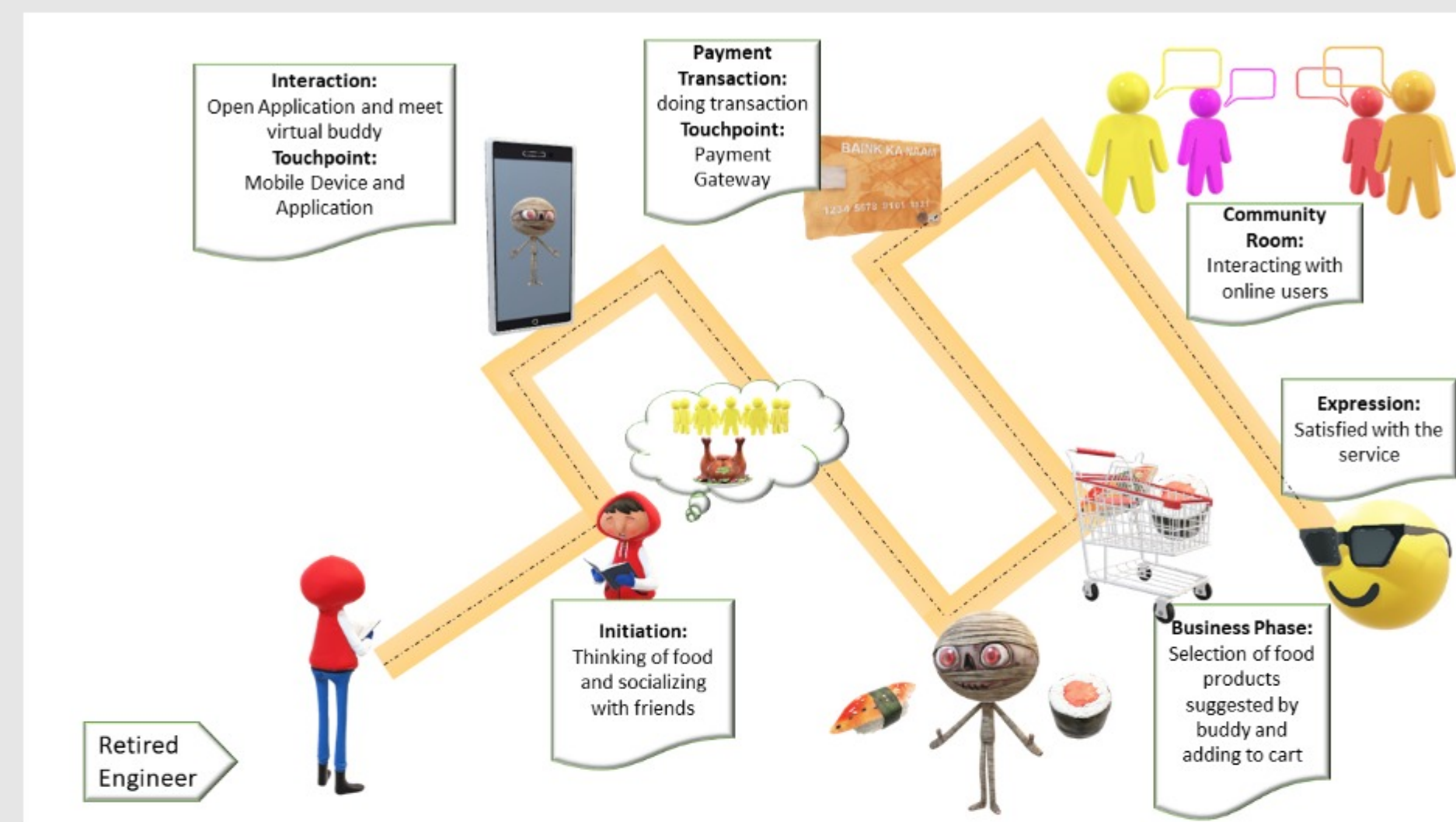
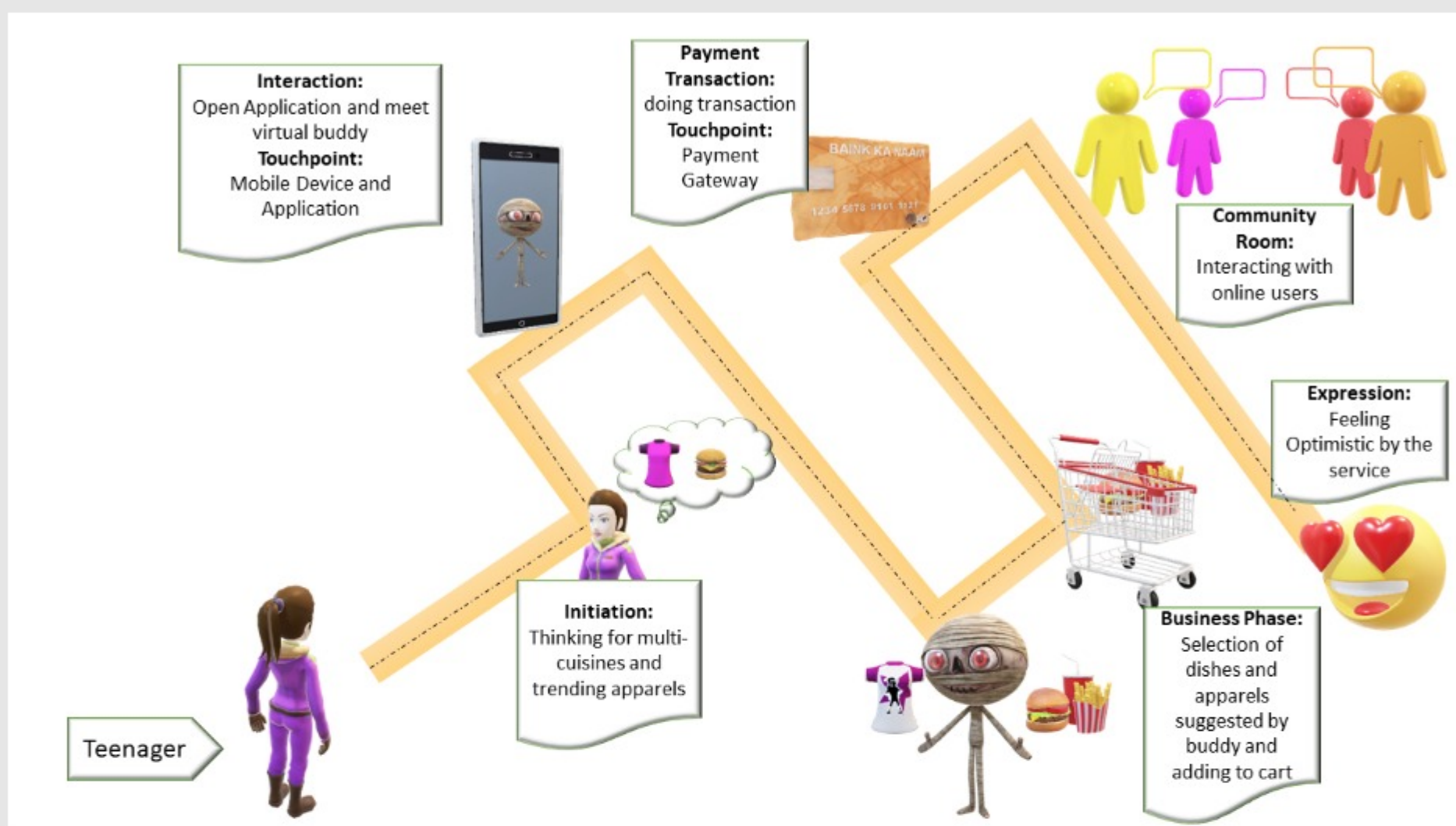


# Tentative Solution





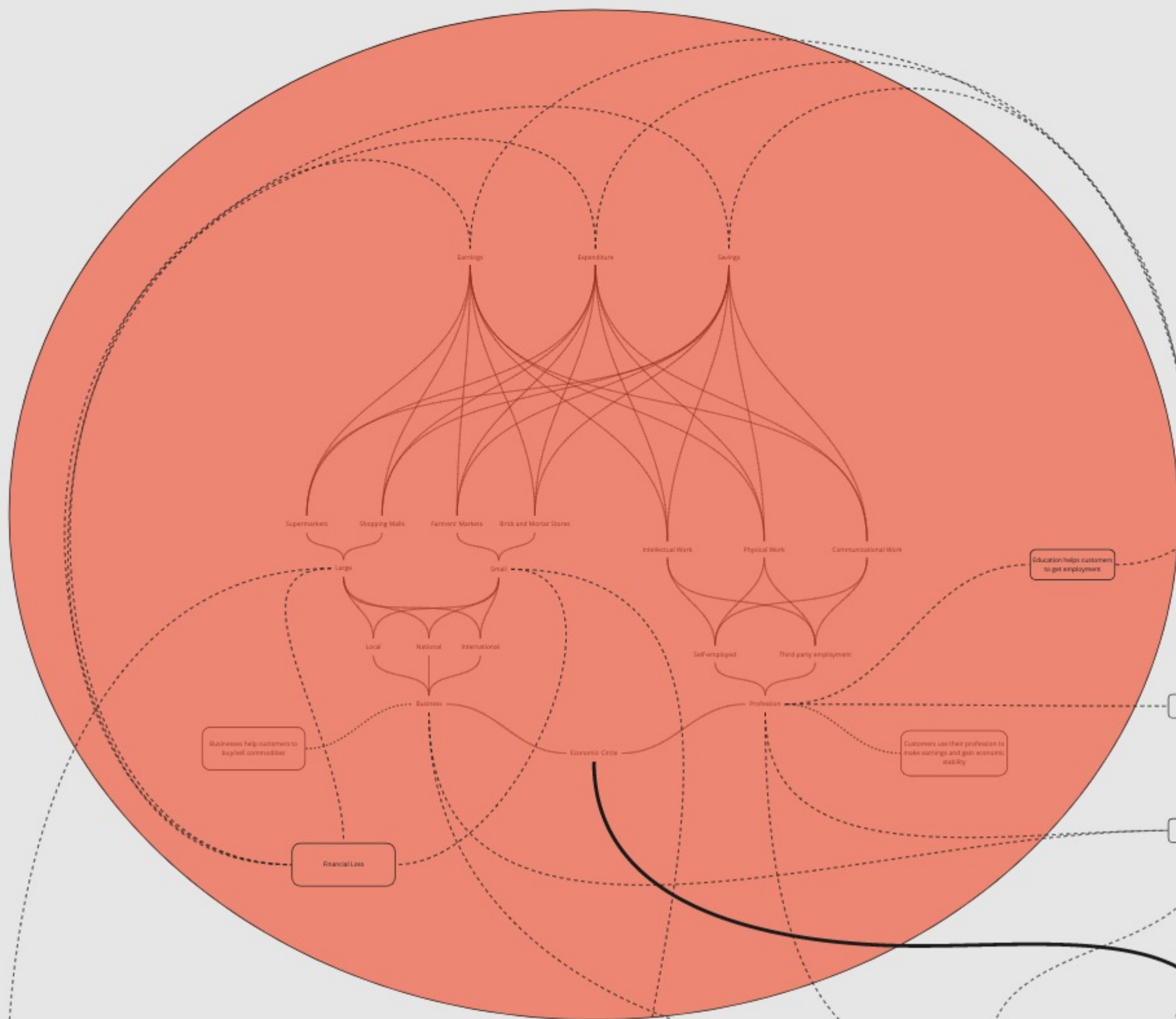
# Future Journeys



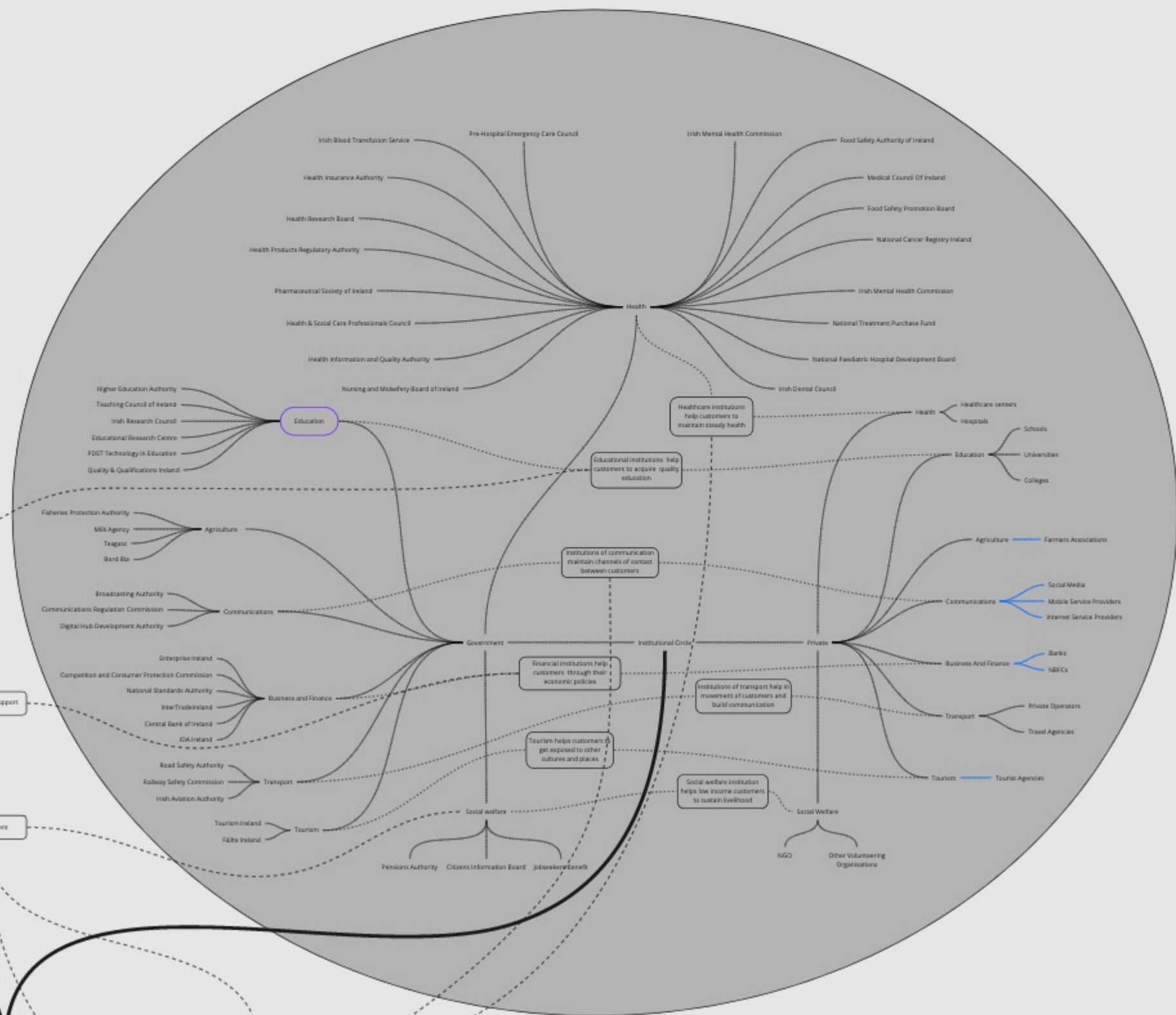


# Original Ecosystem Map

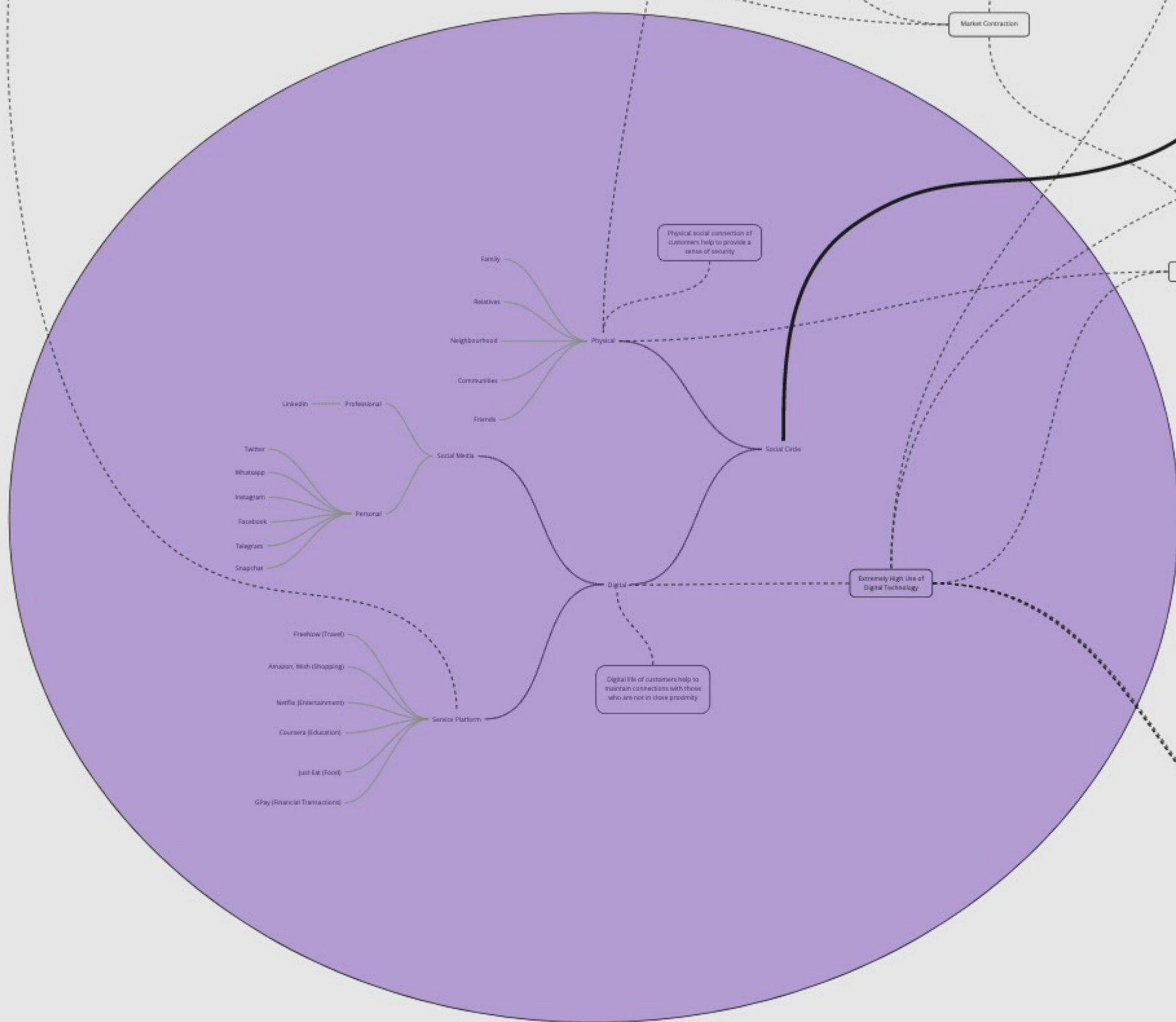
## Economic Influences



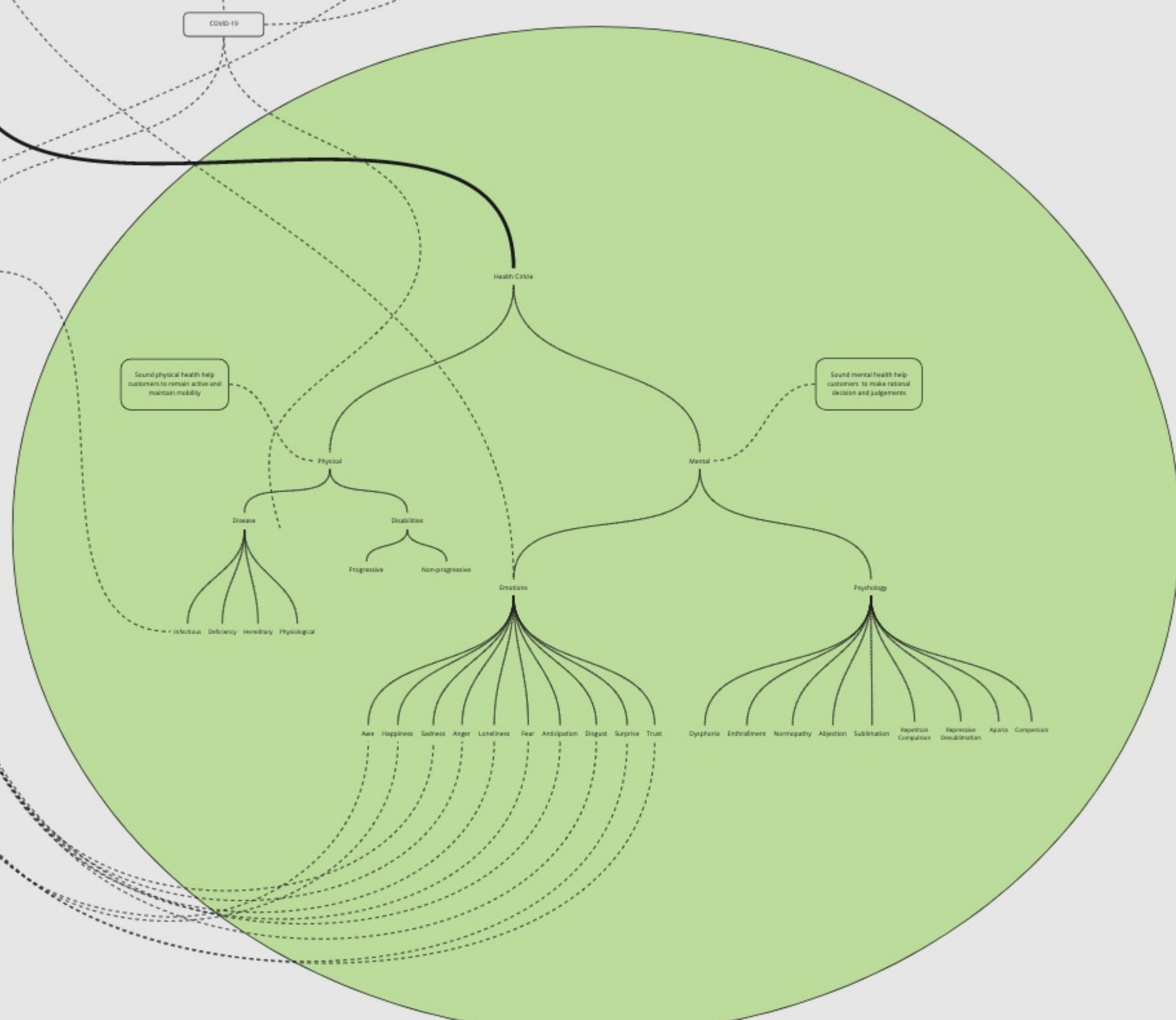
## Institutional Influences



## Social Influences

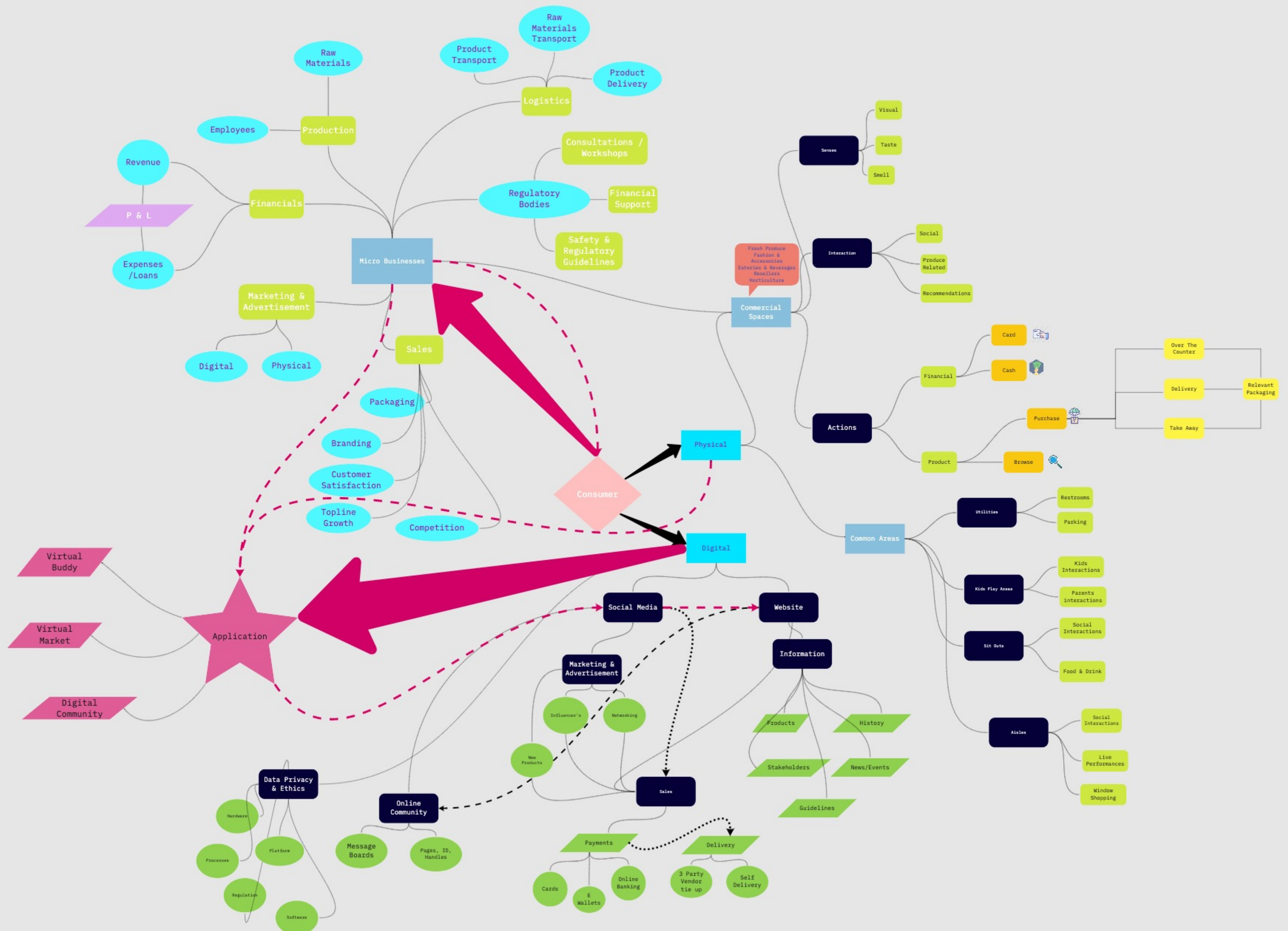


## Health Influences



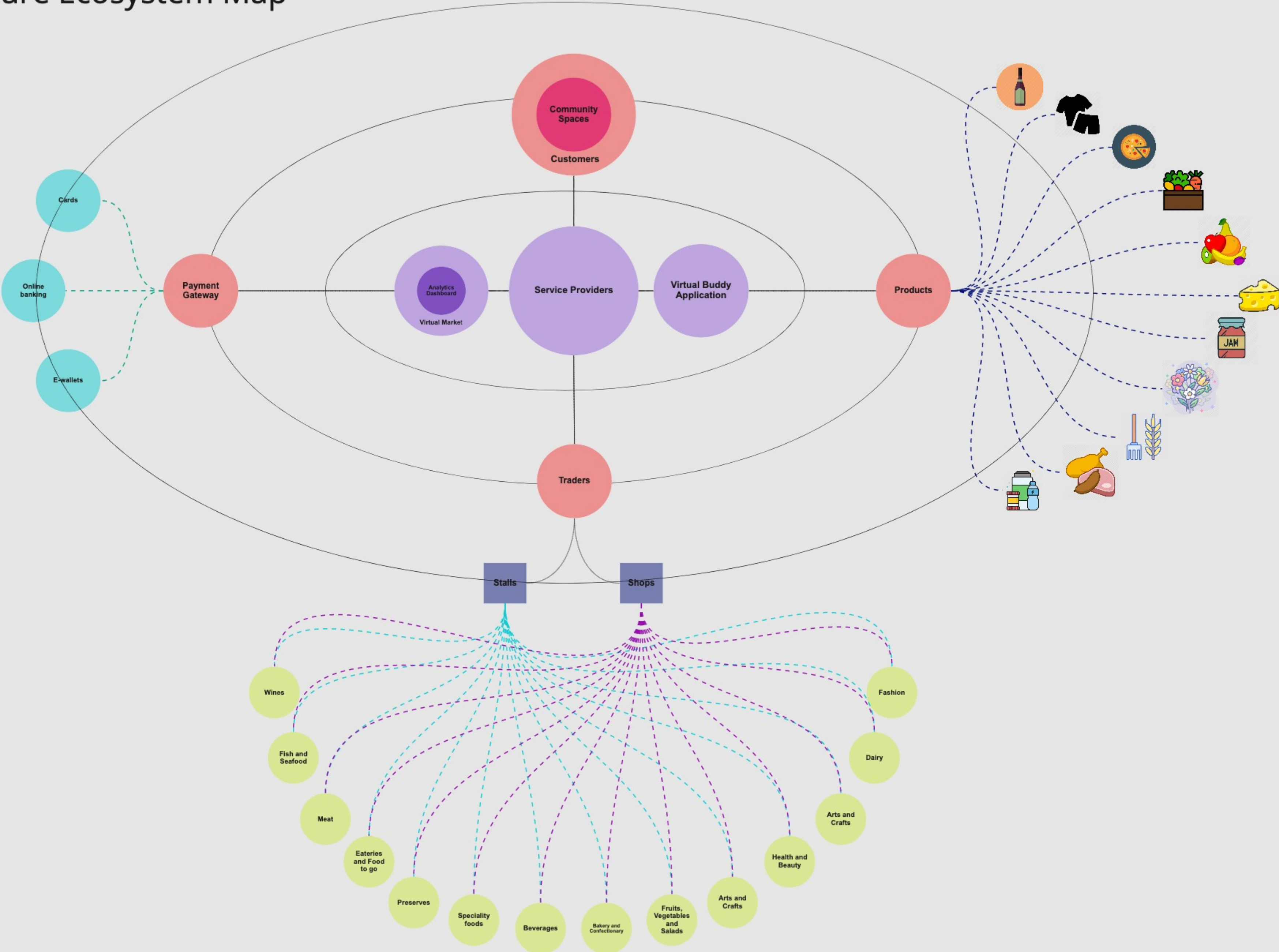


## Transitional Ecosystem Map





# Future Ecosystem Map





# Thank You