Support Local App - Case Study

School Group Project
By Berta Oliveira, Brian Harris and Sarah Barrett

Ideated and developed by the group

Project Brief
Our client was looking for ways to shop locally & small. Small business owners want to be noticed as real people that are part of their community.

Project Proposal
COVID-19 continues to change the way people live and shop. Consumers are looking for ways to make positive impact to support minority owned businesses or businesses that share common beliefs. People want to shop local, but need a "nudge or dollars" to support businesses in their communities.

Research Ideation Storyboard Personas Solution & Testing Mock up

Research

Because our issue focuses on two groups, **business owners & consumers**, we conducted surveys and interviews with people from both groups.
Our research shows:

100% of business owners think it difficult to compete with large chains and franchises and **that just proves how much they actually need our support.**

How much do you agree or disagree with the statement "It is difficult to compete with large corporations or franchises in my area of work. Being (Strongly Disagree and 5 Strongly Agree)

Which of the following, if any, are difficult for you when marketing your business? (Select all that apply)

To what proximity or moral's categories, if any, do you belong? (select all that apply)

Furthermore, **over 60% of our users find shopping locally very important**. Now, they just need the resources.

Ideation

Based on our research, we identified several critical features that have to be included for our product to stand out from the rest. Our main hurdle was to design **ONE solution that meets the needs of both audiences,** not a separate solution for each group, so we started with the features that both audiences require.

By integrating seamlessly with other tools that people use to search, shop, and navigate, we have **reduced the learning curve so that our product feels comfortable and familiar,** even though our first offering is novel.

Storyboard

User Personas

Solution & Testing

Mock up

Scan this QR code and check our app user's flow. The steps that Chelsea will take to find Yolanda's tamales.

THE TEAM

SARAH BARRETT
Pancake Chef & Connoisseur

BERTA OLIVEIRA
Chokehold & Joint Lock Consultant

BRIAN HARRIS
Klingon Ethnographer & Linguist

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