**Web Application Idea Summary**

**Target Market**

We began this project by looking at who the target users would be for the website and we decided that they can be split into 3 distinct groups:

* Existing customers and blog readers
* New customers and blog readers
* New local suppliers and business contacts.

We felt that there wasn’t a specific demographic in terms of age or gender and that the above 3 groups would be made up from all sections of society.

**Why the site should be developed**

We believe our application should be developed as most modern retailers are expected to have websites out of convenience for the customer. Customers expect to go to a website to get further information on the business and products, our website fulfils this expectation. The website also has a map feature that shows the exact location of the shop which will help customers to quickly and easily locate the shop.

**Main Innovation**

The main innovation of our website is the idea that the online shop is combined with information on sustainability. This not only promotes the blog and boosts sales for The Little Green Larder, but it may help to build up a network of local suppliers and business contacts. These local suppliers may or may not have bought into the zero-waste ideology. This website will provide them with information on sustainable shopping, together with knowledge on the Little Green Larder’s business model and way of operating.