



24 HOUR

# HACKATHON

As part of the Startup Institute’s IdeaHack, we were split into groups of 5 and had 24 hours to come up with a strategy to help Boston Public Market grow their customer base and brand. Our commitment to user-driven design won us 2nd place.

## OVERVIEW

My contribution was focused around user research and the website redesign.



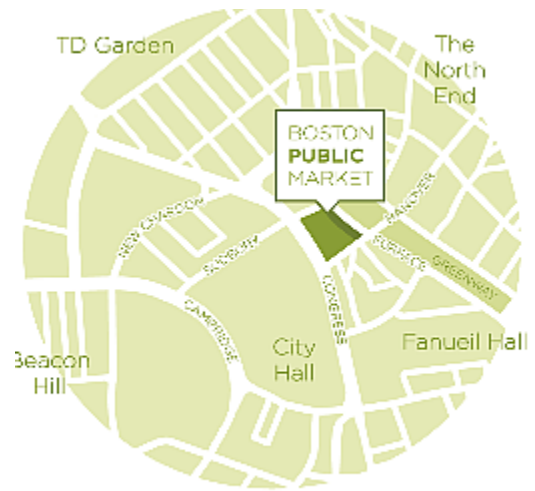
Want to learn more about our PROCESS? Scroll down!



# CONTEXT

Boston Public Market (BPM) is a year-round, indoor market focused on fresh format, grocery retail (emphasis on agriculture and fisheries). It is the only locally-sourced market of its kind in the U.S and is home to 39 permanent vendors and several rotating seasonal pop-ups.

Since opening in July 2015, BPM reports a total foot traffic estimate of +800,000. Their initial sales reporting outperforms their projection.



## CHALLENGE

One of BPM's biggest goals for 2016 is to grow their customer base and brand awareness. They acknowledge that while they have a large volume of foot traffic, their actual sales/paying customer counts are relatively low comparatively. In addition, they want to understand how to better utilize technology to support their growth.

OUR

## PROCESS



USER RESEARCH

FINDINGS

IDEATION

PROTOTYPE

# USER RESEARCH

Striving to keep the user at the forefront, we hit the BPM on foot and interviewed over 40 customers and vendors. On the **customer** side, we inquired into overall experience during visits, impetus for visits, and general awareness surrounding BPM's mission, market differentiators and programming. On the **vendor** side, we dove into their perspectives on current

BPM customers. On the **technology** front, we showed a number of customers and vendors the BPM website and asked them to verbally describe their experience on the site. In addition we did a comprehensive analysis of BPM's current online presence (website traffic data, social media outlets, and online reviews).

## FINDINGS

Overall we found that there was a lot of confusion among people about what BPM is. More specifically:



- 1 Few people knew that everything in the market is locally sourced from MA and New England and that BPM is an entirely community-driven business (501(c)(3) non-profit).
- 2 Most people felt overwhelmed by the amount of information displayed on the website homepage and did not feel as though it was reflective of what they did know about BPM.

Being entirely locally sourced and community-driven are two key market differentiators for BPM. The fact that people do not know this is a critical deficit.

# IDEATION

Based upon our research, we hypothesized that bringing the community-driven and locally-sourced aspects of BPM to the forefront, both online and on-site, would be an important place to start in helping BPM achieve their 2016 goals.

We choose to focus on the following deliverables:



1

Update website homepage

2

Virtual interactive map

3

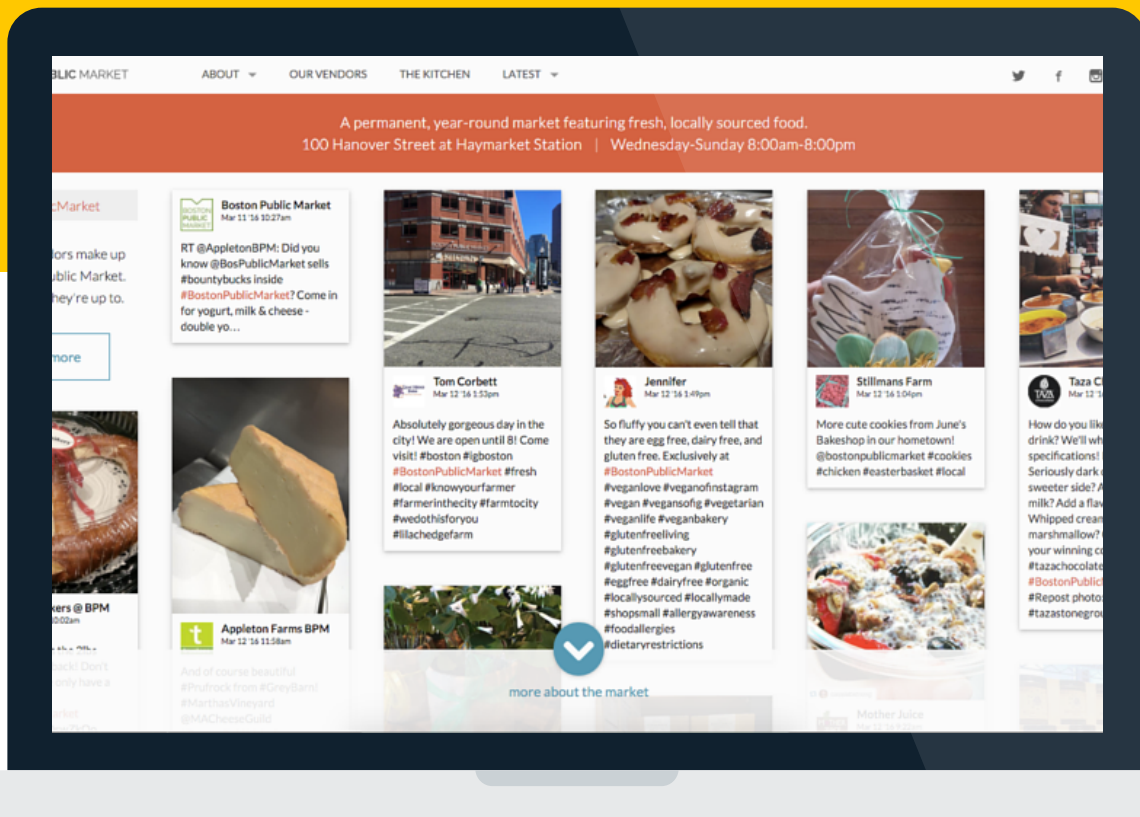
Improved inbound marketing strategy and SEO

# PROTOTYPE

**Websites**, as key components of branding in our digital world, are the primary vehicles through which customers understand and experience **who you are** and **what you stand for**.

The fact that BPM users felt as though the current site fell short in both of these areas is problematic. Showcasing too much information upfront divided user's attention and interfered with fluid navigation of the site. A cluttered homepage diffused focus away from BPM's key market differentiators and did nothing to capture the vibrancy and warmth of the community.

# BEFORE



When approaching the design of the new homepage, we really wanted to focus on the following:

- 1 Simplifying the overall page experience so as to highlight the community-driven and locally-sourced aspects of BPM
- 2 Better communicate the sense of the market space and the vibrancy of the community of shoppers and vendors.
- 3 Streamlining the page navigation to emphasize HOW to visit, WHO the vendors are and WHAT is happening (as driven by user feedback)
- 4 Deliver a more clear Call-To-Action (CTA) for users on the page



# AFTER



1

When looking for an image, I wanted to find one that would impress upon the user the vibrancy and warmth of the market community. I wanted to play upon the already established BPM color scheme, and incorporate their existing branding to further enhance this sense.

2

I simplified the navigation bar to help focus the user flow, and made sure the important contact info was easily accessible (given that the main goal was to drive more people into the physical location of BPM).

3

As a group we decided on "Locally Sourced" and "Community-Driven" as key phrases to articulate who BPM is. As such, I wanted to emphasize them on the page.

4

We presented an opportunity for ongoing engagement with the community through the newsletter sign-up pop-up on the lower right (CTA).

Like what you see?



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