**Application Idea**

**Idea:** We are creating a web app consisting of an interactive map that displays pop ups with tips and information about sustainable, healthy eating and identifies the location of the Little Green Larder. We are also including a shop within the web app that allows the Little Green Larder to sell products online and give further information about her products.

**Target Market:** Our target market for this project would be any person who shares an interest in sustainable living, healthy eating and/or reducing their environmental impact (zero waste living). When the group met with Jillian, the owner of the shop, we were able to identify that school children also could be considered a target market as Jillian mentioned that many of her customers were children as there is a primary school very near, within a few hundred metres.

**Why this should be developed:** Our web application should be developed as it will allow Jillian, the owner of the Little Green Larder to further assist her customers with their aim to live a more sustainable life. This application will allow her customers to gain information out with the shop’s opening hours which greatly improves customer experience and will give them a better opinion of the shop. It also means that Jillian is able to provide an accurate source for quality information regarding zero waste living, living a sustainable lifestyle and healthy eating. By including a shop function within our web app we are able to greatly improve the Little Green Larder’s overall customer experience through the ability to purchase products 24/7 and not having to make the trip to the store. It also would attract potentially many more customers for the shop as the target area has now drastically increased and people who were unable to make the trip to the shop before are now able to purchase the products.

**Our Innovation:** The main innovation within our project would be the interactive map as we believe this is a unique idea including information within the map on how to assist the user in achieving their goal of zero waste, sustainable living and/or a healthy lifestyle. Our other innovation would be the online shop as this allows Jillian to sell products at any time of the day as well as display valuable information about each product.