**Application Idea**

**Idea:** We are creating a web app consisting of an interactive map that displays markers with tips and information about sustainable, healthy eating and identifies the location of the Little Green Larder. The marker for The Little Green Larder will be it’s logo so that it stands out compared to the others, allows the user to find information on TLGL faster as they don’t have to waste time trying to find it on the map. It will also include some accessibility tools to help assist any user who may otherwise struggle to use the web app.

**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. We believe that this web app is extremely easy to use which means that there should be little to no assistance required from Jillian herself which allows her to focus on more important tasks. Jillian mentioned that some of her customers had some hearing/visual impairments, so we are including a text to speech function to the web app in order to assist them in their use of the web app.

**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. We also believe that our text to speech function is very innovative and greatly increases the usability of our web app.