

Problem

- People are passionate about supporting certain social issues and want to support businesses that have the same values

Solution

- Create an app that allows people to connect with businesses in the area that support the same issues (possible name: Conscious Consumer)
- Shop what you support
- People can check off their most important issues as well as what kind of business they are looking for (goods or services), filter businesses
- Some issues include conservative, female, minority, or hispanic owned businesses, global warming, child marriage laws, non GMO foods, vegan, vegetarian, small businesses, etc.
- Everyone has profiles and new businesses that they might like will pop up as suggested interest

Activity foci

- Connecting customers with businesses that they are eager to support
- Promote businesses in the area
- Create unity for social issues in the area

Task/achievements participants engagement

- Goal is to match customers up with businesses that support the same social issues/beliefs

Participant

- Used by people who are passionate about social issues
- Organizations/charitable groups looking to connect with businesses that support similar social issues/have same beliefs

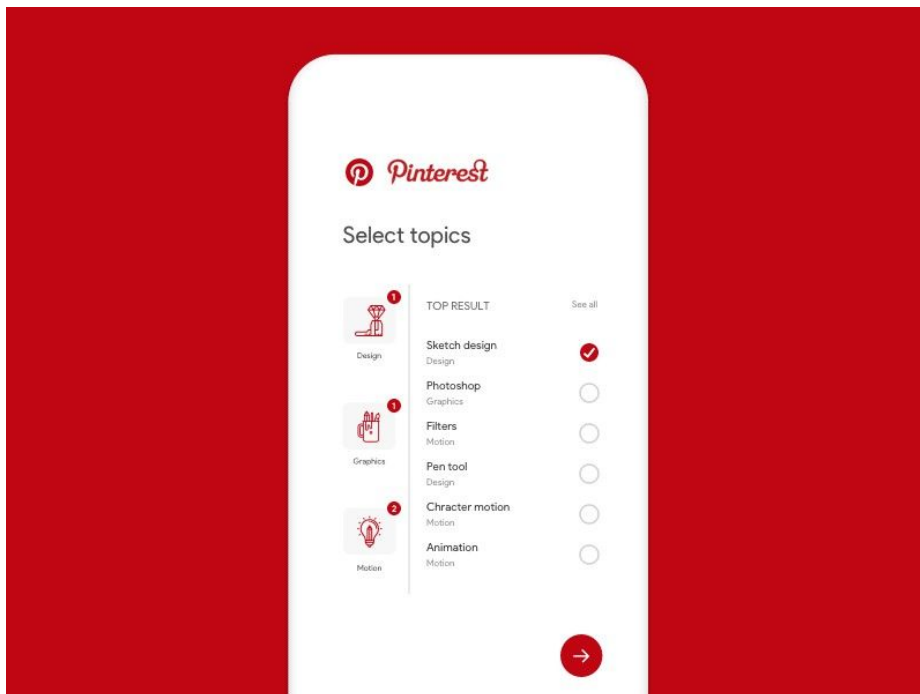
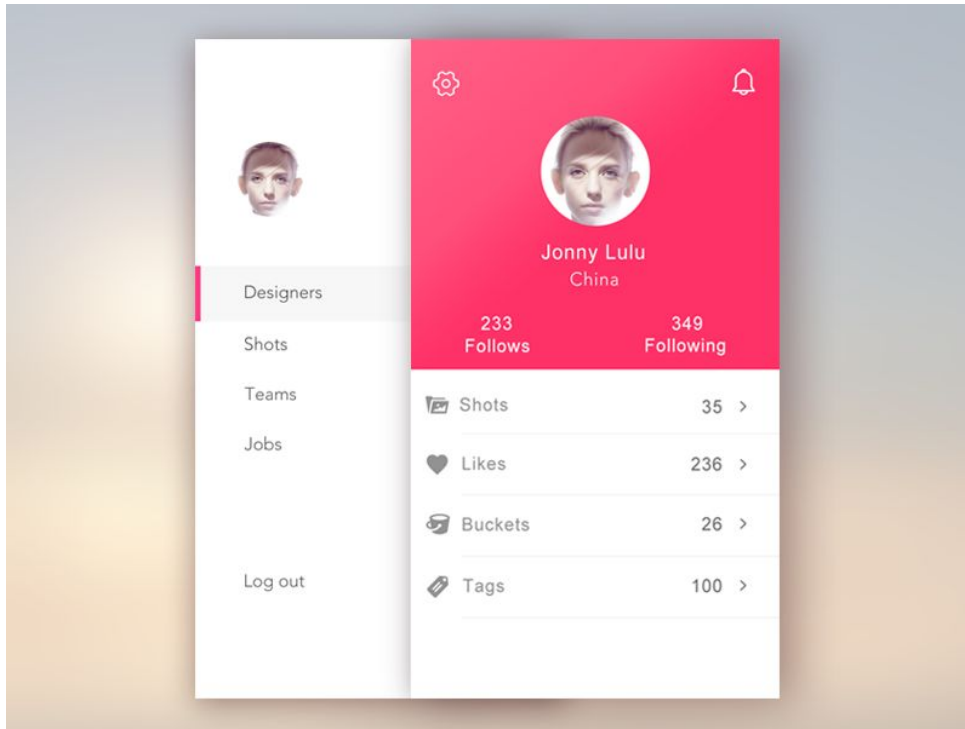
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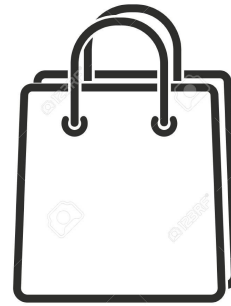
- People who are passionate about social issues, politics, or feel strong ties to different social groups
- Charities looking for businesses who will support their causes for fundraisers or other events
- Businesses looking to find new customers who will support their causes
- People looking to strengthen communities that are tied with certain social issues
- Feminists, Democrats, Republicans, Minorities, etc.



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Filter options for a taco menu:

Taco meat	Tortilla
<input checked="" type="checkbox"/> Carne asada	<input checked="" type="checkbox"/> Corn
<input checked="" type="checkbox"/> Carnitas	<input type="checkbox"/> Flour
<input type="checkbox"/> Pollo	
<input type="checkbox"/> Veggies	

Buttons: **Apply filters**, **Reset filters**



Line item selected



Line item unselected



Line item selected

