local.ly

local made easy

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Problem/Solution Overview

Problem: People who want to shop locally have a hard time finding products that align with their values at nearby stores and easily connecting with local business owners

Solution: Platform where users can search for nearby products using value-centric filters, and local businesses can authentically communicate with users and form “guilds” with other businesses based on shared values

Tasks

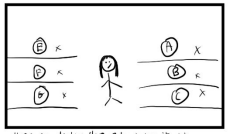
Simple: Shopper can easily find what stores carry brands/products that fit their shopping criteria (e.g. locally sourced, minority owned, sustainably made, etc).

Medium: Shopper can flag stores as trustworthy and deepen connections with business employees, helping them feel like a local even if they are not a "regular".

Complex: Shopper can discover & share trustworthy businesses that align with their values before they walk in the door.

Storyboard

person A wants to buy a product with specific production qualities

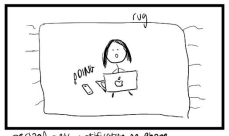


they go to the store & try to buy it, but the store doesn't have it

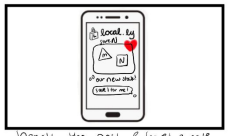
text their friend about how disappointed they are - requests recommending local ly

person searching for item & finds a rec they're happy & add it to their stores

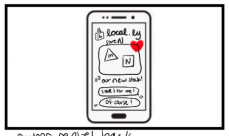
the shop owner knows what Person A cares about & sends them a notification about new items



person gets notification on phone

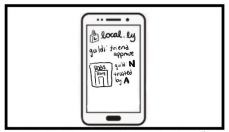


nearby the post & leaves a note



owner replies back

Person B, friend of Person A, is in a different, similar situation - don't know where to buy

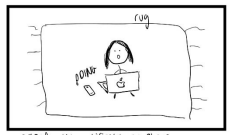


pull up local ly & sees store nearby in guilds their friends approve of

person walks by several stores

goes to the store & finds item

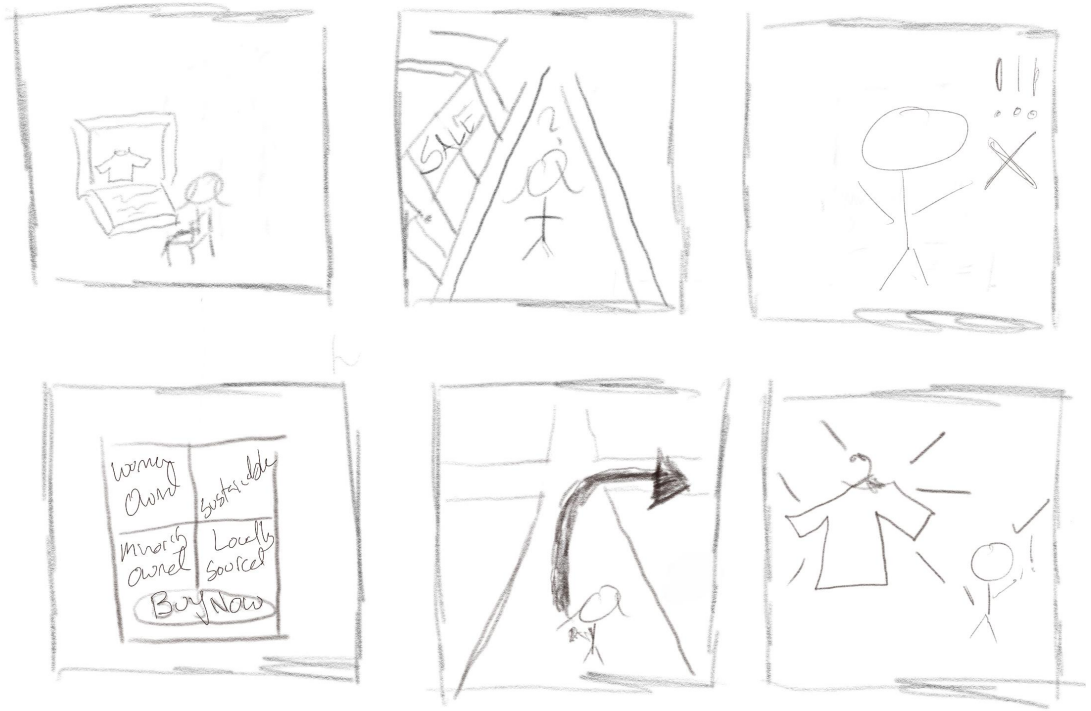
Person B "trusts" the store



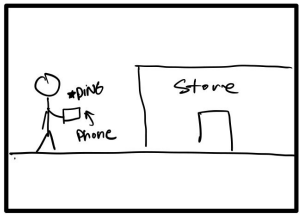
person gets notification on phone

person A receives message that their friend trusts a store in the same guild

Storyboard - Task 1



Storyboard - Task 2

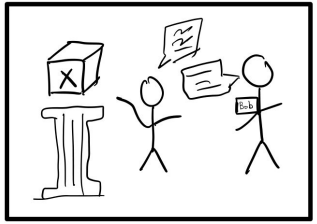


User's phone makes notification noise.

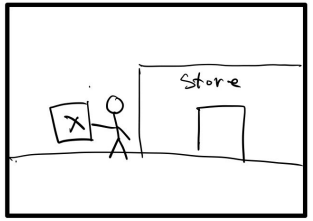
(Task 2a)

Zoom in to phone screen - Bob@ store posted an update.

User "hearts" post, maybe even types short reply

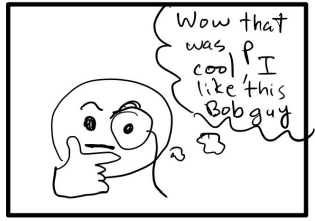


User goes to store, chats with "Bob" about product "X".

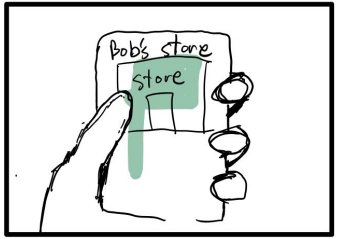


User exits store with product "X"

(Task 2b)

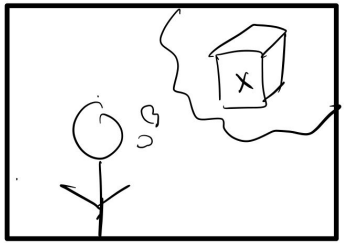


User reflects on positive experience with Bob and product X from the store.

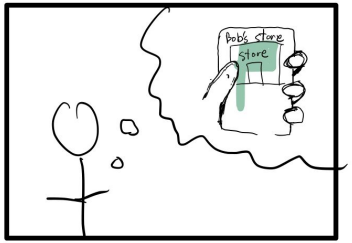


User flags Bob's store as a trustworthy, good experience

Time skip

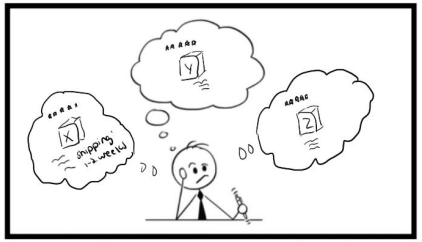


User is thinking of getting product X

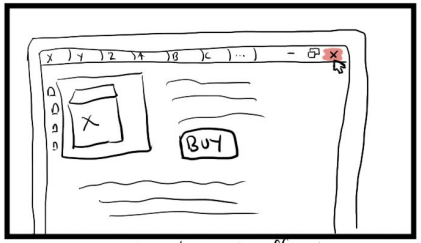


User remembers Bob's store experience, says out loud they will go there

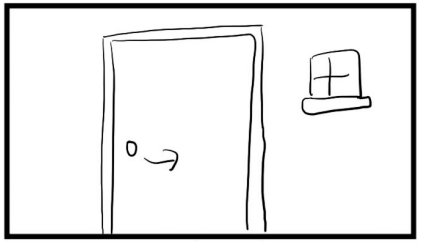
Storyboard - Task 3



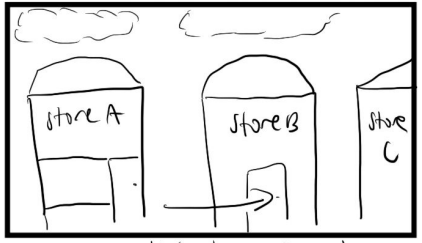
person is thinking about buying an item online but completely overwhelmed



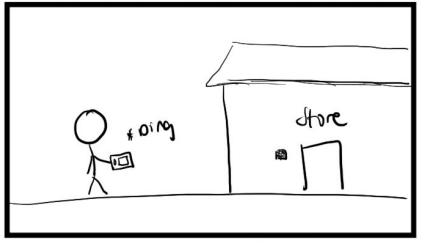
person decides to put off buying the item due to decision paralysis



person opens door & goes outside for a walk

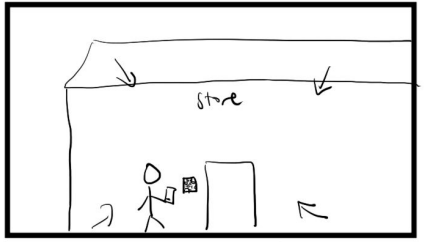


person walks by several stores



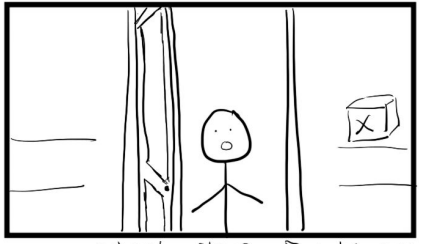
person receives notification when passing by Bobo's store (from storyboard #2)

Fast in on phone - notification tells them their friend (user from storyboard #2) has been here before & recommends it for these items



focus on person scanning store E's QR code

person quickly sees the store has what they're looking for



person enters store E, looks around & finds what they're looking for