

ORGANIZATION: LOCALOVE

WEBSITE: <http://localove.org/>

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PROBLEM CONTEXT

LocaLove Philippines is an online service that helps you find the nearest organic farmers, small-scale businesses, artists, artisans and recycling communities based on your current location. Our vision is to build an inspired community who can come up with ecological solutions for a more sustainable lifestyle. Our mission is to bridge the gap between locavores and small-scale producers across the country.

The products on LocaLove offer customers a respite from soulless food or mass-produced goods. Instead, customers will have access to fresh affordable food, and a wide variety of artisan products and unique art pieces all made with the heart and soul of their community. Another advantage for small-scale producers and artists is that they have the opportunity to expand their businesses in a cost-efficient way. LocaLove takes the burden off their shoulders by reducing risks and eliminating the overhead costs of building an online presence. With LocaLove, they can maintain their individuality and focus on their businesses while still connecting with the national audience.

This online business listing directory for local and sustainable products has been up for a year now but the design isn't responsive and can't run on mobile devices. It's currently running on a Wordpress Theme called GeoTheme which makes it limited and bug-riddled when the current updates are not purchased. Additionally, we've gotten feedback that it might be a good idea to create a mobile-friendly site or a mobile app for these to make it quicker for users to browse listings.

SOLUTION FUNCTIONALITIES

Make it possible for businesses to sell their goods online, and to their local communities by exploring the possibilities of an e-commerce store. This kind of solution can take the form of a mobile application or a mobile-friendly website. The most useful components that this kind of store should have include:

- Access the LocalLove.org database to display local businesses
- Add a search functionality for customers to find businesses by keywords
- Take the customers location and use it to show the nearest businesses
- Mobile friendly: If it's a website, make sure it's responsive to different devices
- Give businesses the ability to add listings