



LOCALE FINDER

TEAM:

AMANDA, NEHA, RACHEL, RASHMITHA, SIRISHA



GOAL

HELP OUR USERS TO FIND THEIR DREAM NEIGHBORHOOD IN
SEATTLE

OUR TARGET AUDIENCE

- ▶ USERS NEW TO SEATTLE
- ▶ EXISTING RESIDENTS OF SEATTLE
- ▶ ANYONE INTERESTED TO KNOW ABOUT SEATTLE NEIGHBORHOODS

KEY FEATURES

- ▶ SUGGEST NEIGHBORHOODS TO USERS
 - ▶ The process will be as easy as letting us know your likes and dislikes
- ▶ FIND NEIGHBORHOODS
 - ▶ Help users find detailed about any neighborhood.
- ▶ COMPARE TWO NEIGHBORHOODS
 - ▶ To help users who have difficulty in choosing one

WHAT'S NEXT FOR LOCALE FINDER

- ▶ MAKE THE WEBSITE USABLE FOR OTHER CITIES
- ▶ INTRODUCE FREEMIUM MODEL FOR USERS
 - ▶ For eg: A premium user can subscribe for a monthly/bi-weekly report that includes data comparing to neighborhoods
- ▶ MAKE THE WEBSITE AVAILABLE FOR BUSINESSES
 - ▶ For eg: A prospective coffee shop owner would like to find out demographics of the neighborhood.

DEMO