



Hale Made

Support Local

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Topics of Interest

- Small local businesses closing due to the pandemic
- Besides closures, the pandemic had brought about many openings such as online businesses via social media websites
 - However, many of these owners may lack a business background, may have little to no knowledge in marketing, or have any entrepreneurial experience

<https://www.cnn.com/2020/09/16/yelp-data-shows-60percent-of-business-closures-due-to-the-coronavirus-pandemic-are-now-permanent.html>



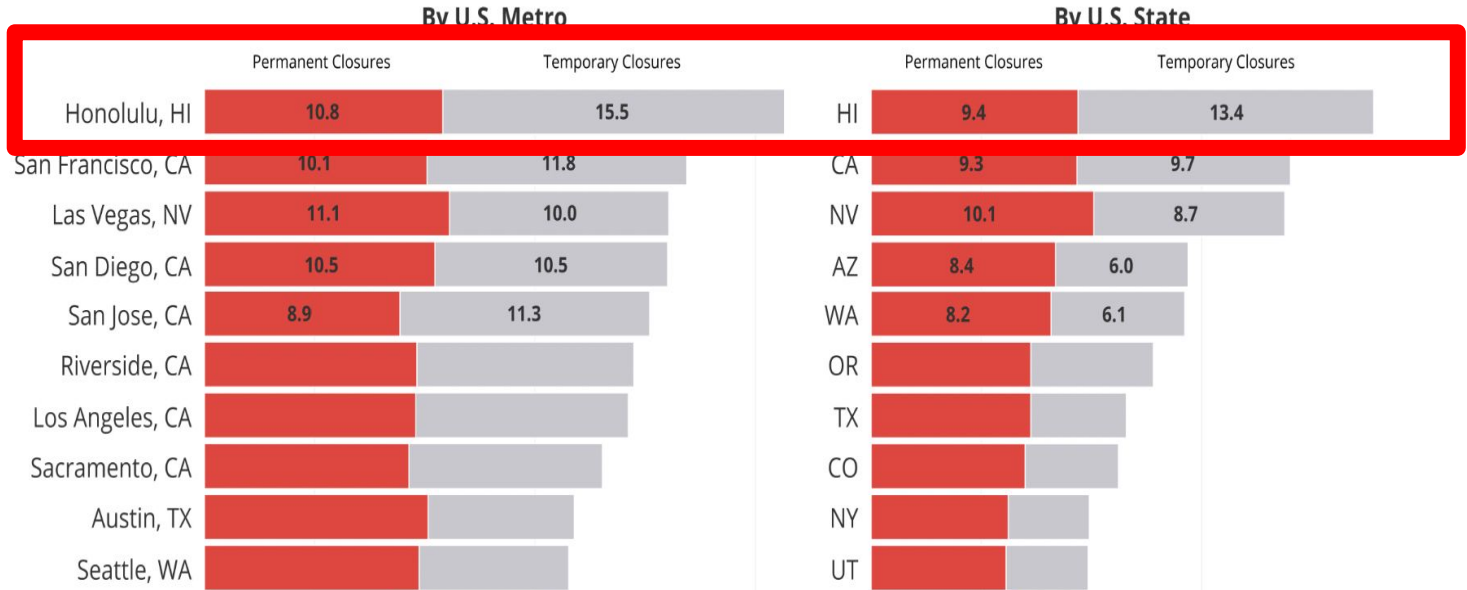
<https://www.forbes.com/sites/forbesbusinesscouncil/2021/08/31/small-business-adaptations-that-could-last-post-pandemic/?sh=464304613d3f>

Where are the Most Businesses Closed?

Geographic areas with the largest number of business closures since March 1

Total Closures

Closures per 1,000



<https://www.yelpeconomicaverage.com/business-closures-update-sep-2020.html>

Solution

- Dedicated platform for small business owners in Hawaii, as well as customers that search for such businesses to support
 - Foster a sense of community
- Inspire young entrepreneurs and aspiring business owners to create their own business easily by giving them a user-friendly platform for them to advertise their business
- Also serve to be beneficial for tourists



Yelp

- Yelp provides many of the same functionalities as the application
- However,
 - Could be an overwhelming amount of content
 - Difficult to navigate and find local small businesses
 - Search results mixed with both small and large businesses.



https://commons.wikimedia.org/wiki/File:Yelp_Logo.svg

Shop Small Hawaii

- **Shop Small Hawaii (Central Pacific Bank)** → platform to promote/help small local businesses grow
- **However:**
 - Website **not user-friendly** → navigating through their website does require many clicks, lacks useful tools such as a search and filter functionality
 - Website provides no information about the business other than their name and website link.



<https://shopsmallhawaii.com/>



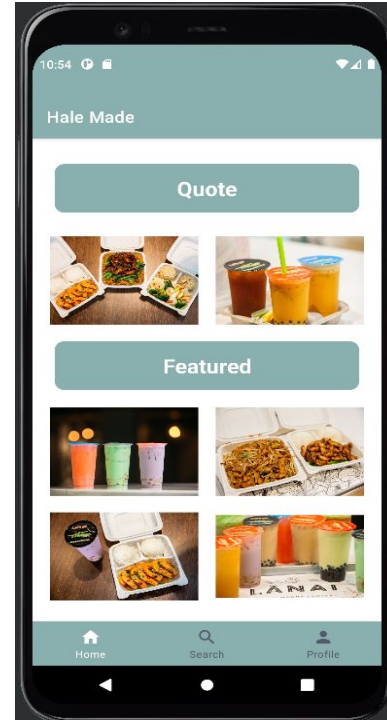
Meet in the Middle: HaleMade

What is HaleMade?

- Dedicated platform for small business owners in Hawaii, as well as customers that search for such businesses to support
- Inspire young entrepreneurs and aspiring business owners to create their own business easily by giving them a user-friendly platform for them to advertise their business

Hale Made

Home for local small businesses

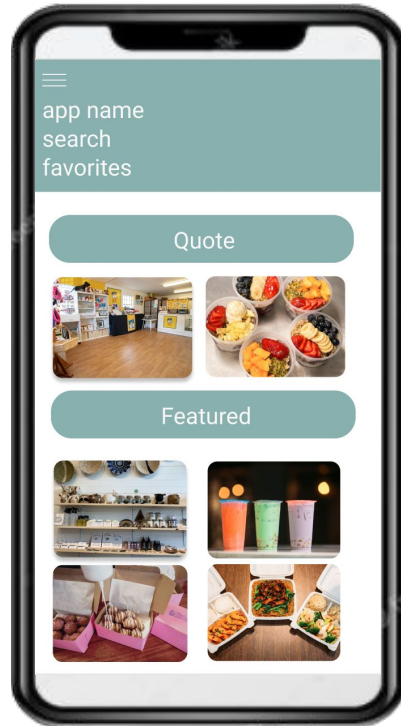




The Vision

Mockups and Design

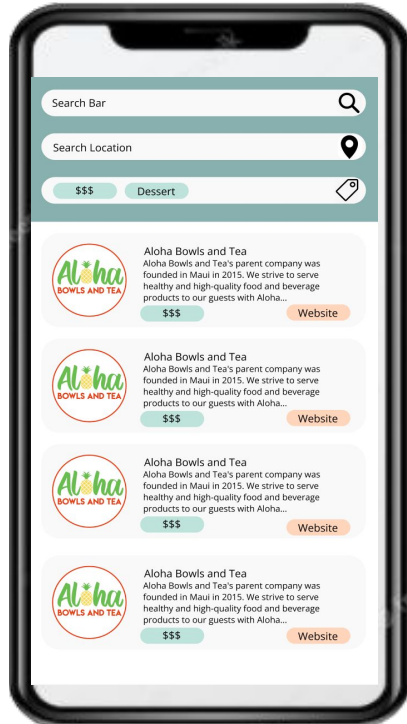
Home Page



Learn More About a Certain Business



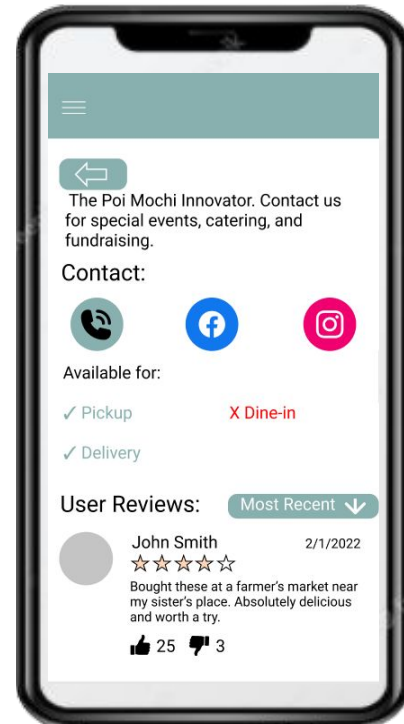
Search For Local Businesses



Favorite Businesses



Write Comments Seen by Others

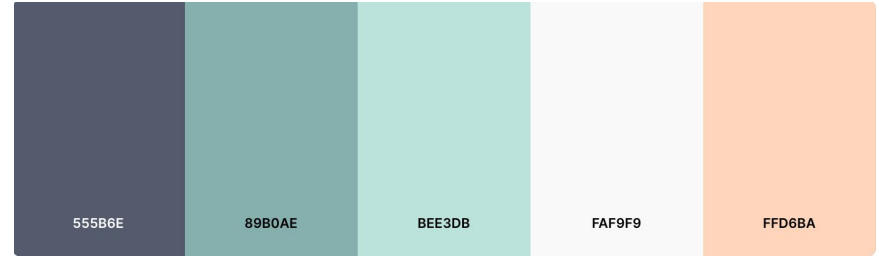


Design Decisions: Pages

- Home page, a user's favorite shops page, the search page and an information page for each business
- Sign-in and sign-out pages and information regarding frequently asked questions
- Easy accessibility to a navigation bar to view the pages of the application.
- **Search results** → previews of the businesses would be displayed as a card, with the name of the business, a picture of the business and a small description about its goods and/or services.

Design Decisions: Aesthetic

- Short descriptions, more visuals (images, art, etc.)
- Aesthetic of the application → deciding on a palette
 - Colors follow the blue-green palette to reflect colors of Hawaii
- Readability → easy to read on mobile



HaleMade

Home for local businesses

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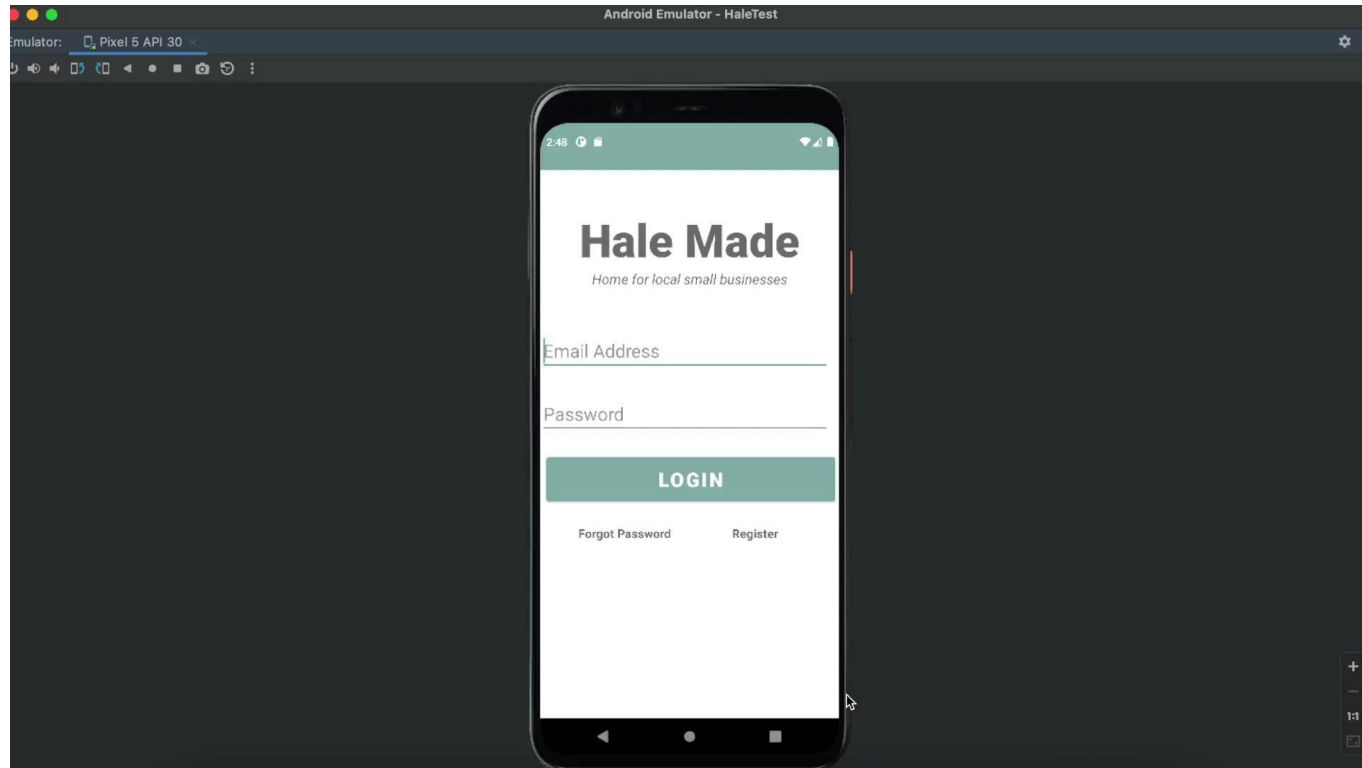
View all of our
mockups here:

[https://www.figma.com/file/sGuD7P58M
H4efA4QDwJhv8/ICS-466?node-id=14%3
A4](https://www.figma.com/file/sGuD7P58MH4efA4QDwJhv8/ICS-466?node-id=14%3A4)

Implementation

The Application So Far

DEMO





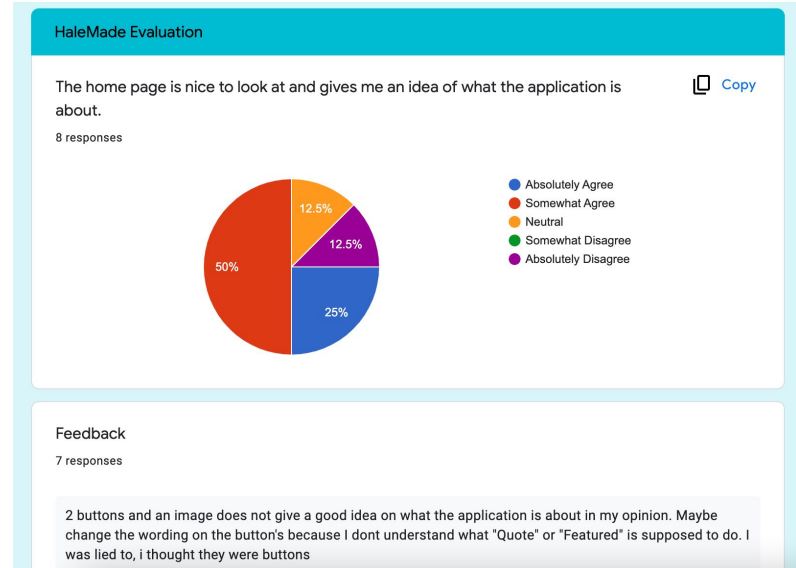
Evaluation

Community Feedback



Methods & Analysis

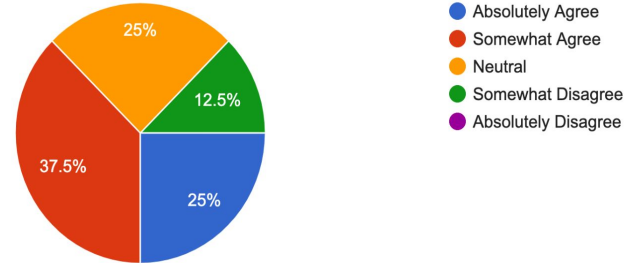
- To test our application, a series of interviews were conducted
- Participants fill out a Google Form and were given a live demonstration of the application over platforms such as Discord and Zoom
- Interviewees thoroughly review each response and categorize them
- Target group → General public (users), total of **twelve** participants



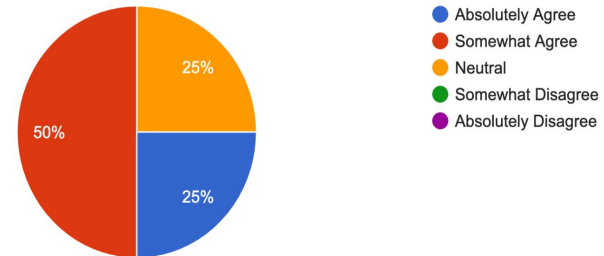
Results:

- Overall, most of the participants somewhat agree with using HaleMade if it were a fully implemented application and would recommend HaleMade to their friends and family
- Many of our criticisms dealt with the UI and the look of the application.
- One comment that was mentioned during an evaluation was that the application lacked a professional aura to it.

I would use HaleMade if it were a fully implemented application.
8 responses



I would recommend HaleMade to my friends and family.
8 responses



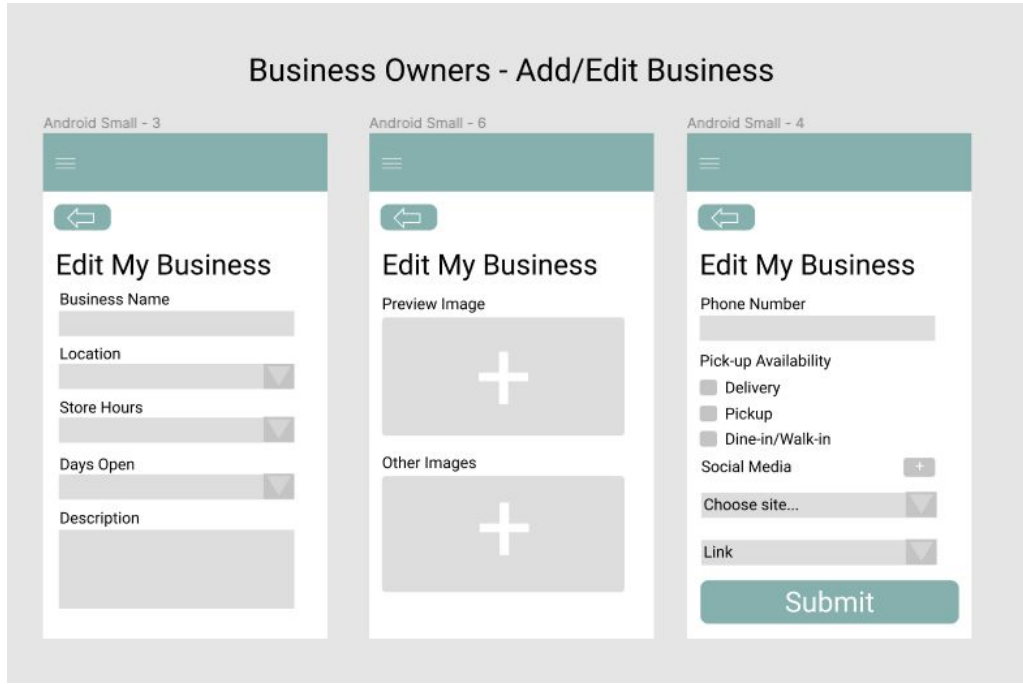


Future Plans

Additional Functionalities



Mockups



- **Implement Business Side Functionalities**
 - Signup
 - Edit Business Page
 - Verification protocol to ensure business is legitimate
 - Paperwork, etc.

Future Plans: Rating System

- **Rating System**

- 1-5 star rating
- like/dislike system
- Personal rating system

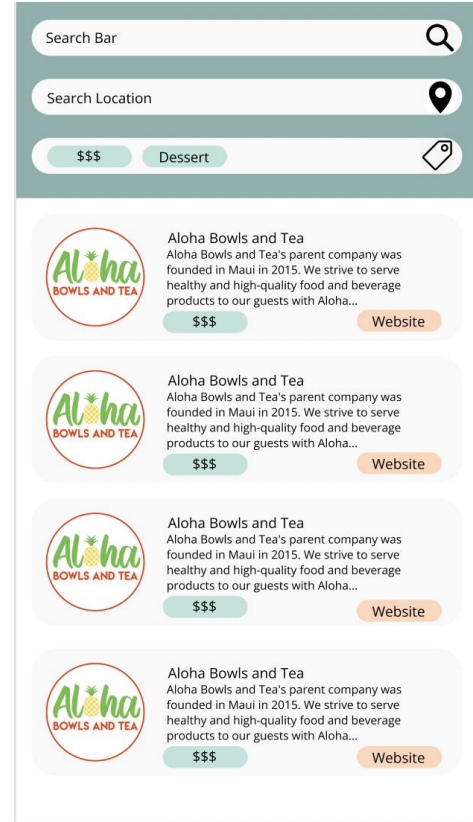
- **Comment System**

- Allow users to add comments to business pages
- Establish a type of verification that ensures that the reviewer purchased from said business
- Moderation to reduce trolls and other spam and for security purposes



Future Plans: Search Functionalities

- **Implement Search Features**
 - Filter by category/tags
 - Include more information for business previews



Future Plans

- **Website → possibly branch off of Shop Small Hawaii**
 - Desktop version for easier input of business information for the business side of the application
 - Platform availability/flexibility for users



Thank you!