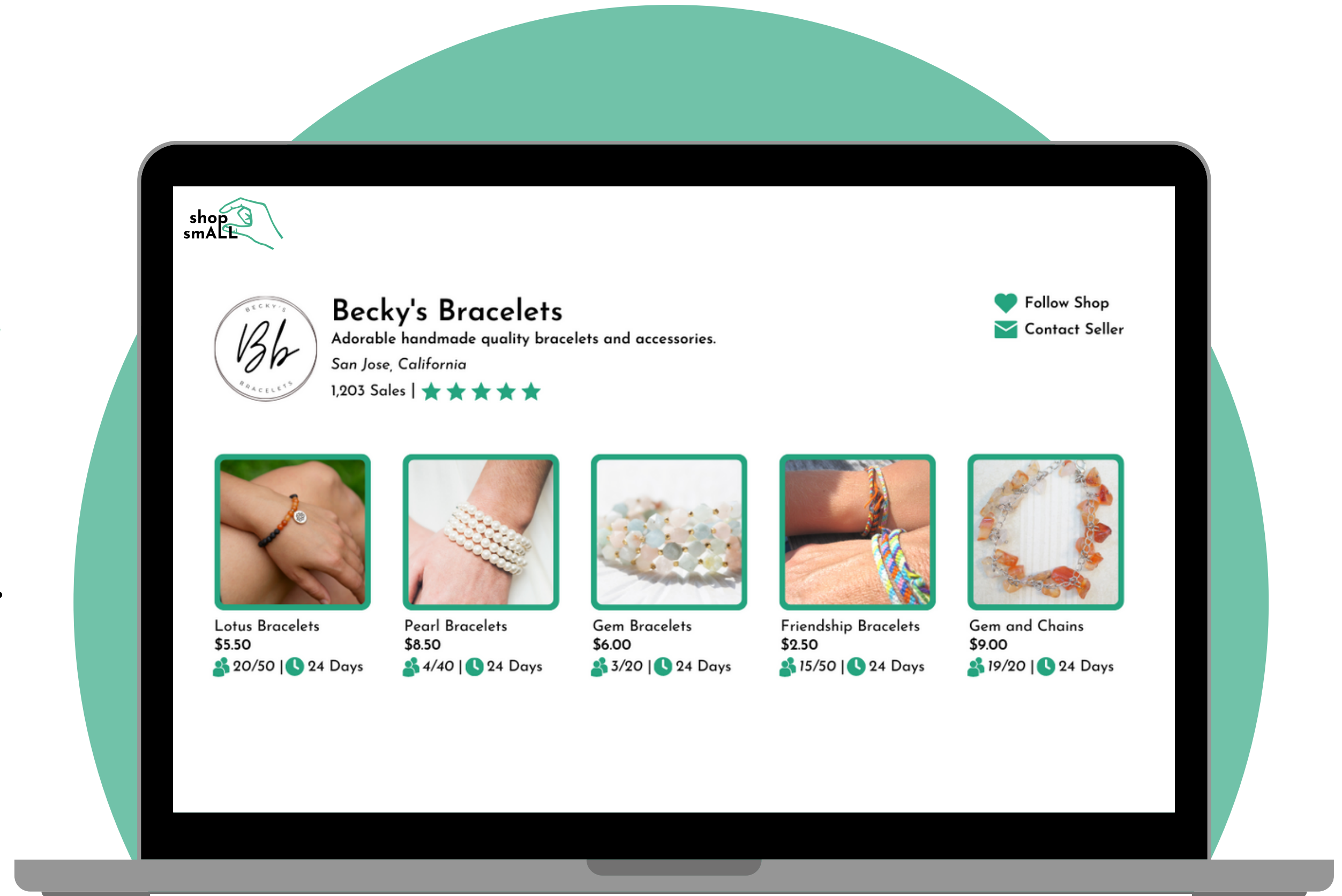




An e-commerce website
that connects customers
with local small businesses.

Sulphine Susie Odio



Project Type

October 2022 (2 weeks).

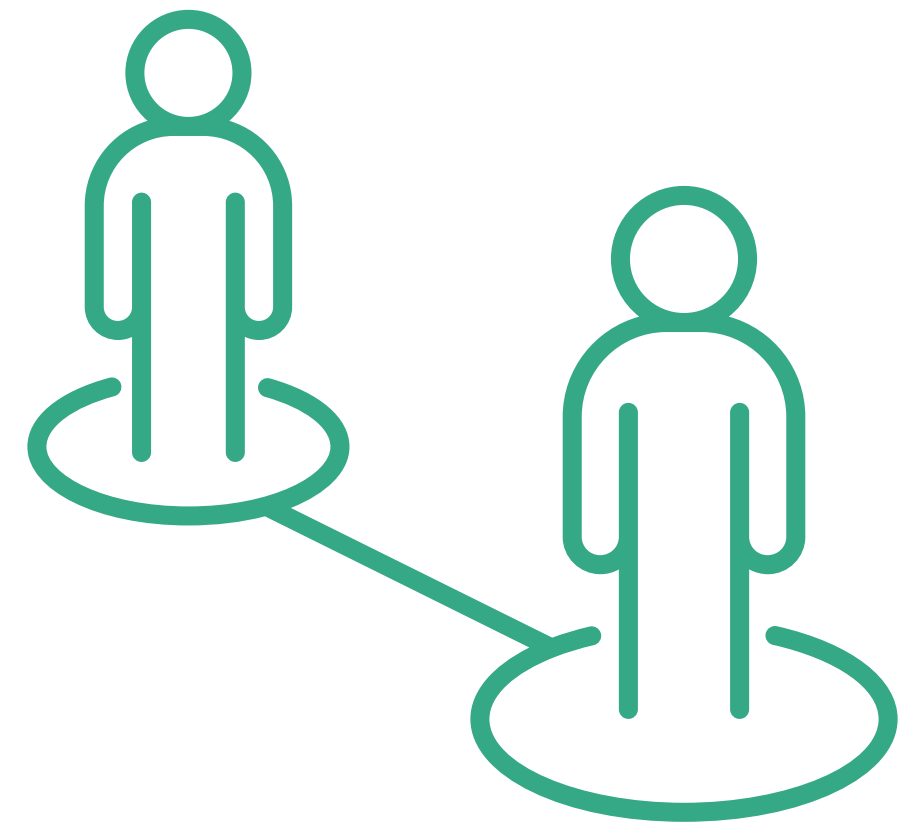
In preparation for a hackathon.

**Acted as the UX/UI Designer for a Group
Cal Hacks Hackathon Project.**

Initial Problem Discovery

My family owns a **small bakery** that aims to spread Filipino flavors to our community.

The **pandemic** limited the **flow of business** for my family's bakery, and restricted my community's ability to **support small businesses**.



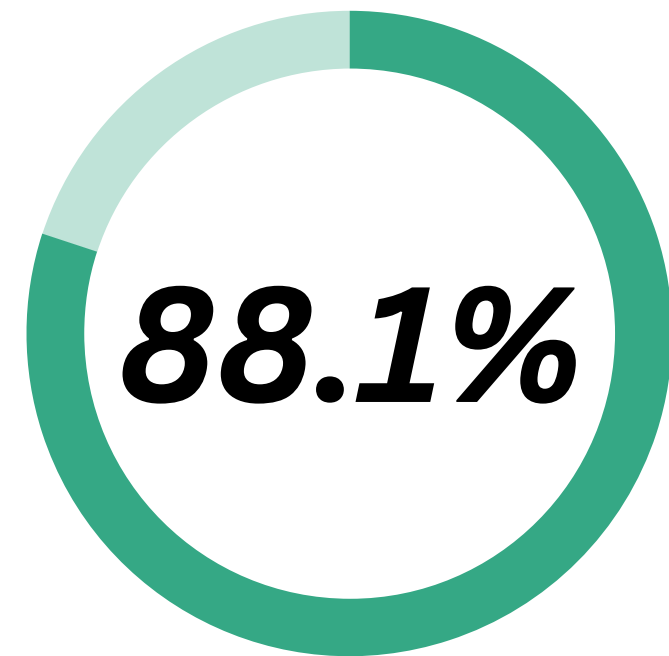
The Problem

Small businesses **face difficulties** in **selling their products** to their local community during the pandemic.

How might we improve the connection between small businesses and their local communities?

White Paper Research

Before designing anything, I decided to research the scale of the issue, the parties involved, and the any previous attempts at a solution.



88.1%

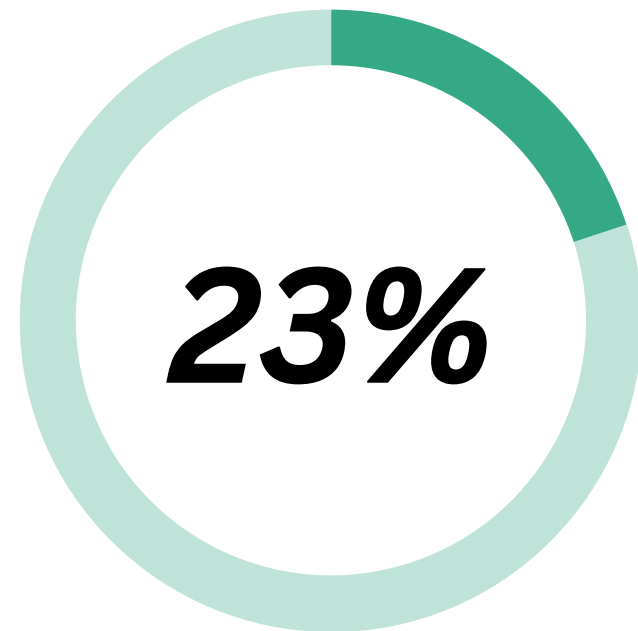
of small businesses have *fewer than 20 employees.*

By the 2020 US Census Bureau

Small Businesses take a hit

By the 2020 US Census Bureau

Due to inflation and supply chain disruptions from the pandemic and low exposure and demand...



23%

of small businesses *closed due to the COVID-19 pandemic.*

By the Agricultural Systems Journal

Forty-six percent of farmers market businesses reported using **online channels** during March 2020 through December 2020.

50% of business remained the same.

42% reported increasing business with the use of online sales.

By the American Independent Business Alliance

“Spending **locally creates **more local wealth and jobs.**”**

48% of each purchase at local independent businesses was recirculated locally.

Location Matters

Keeps money local.

Builds community.

Cheaper shipping costs.

Competitive Analysis

While keeping the above statistics in mind, I analyzed the 3 most popular apps surrounding small business ecommerce.

Competitive Analysis and The Gap

The competitive had **little to no focus on the location** of customers and small businesses.



Etsy



Depop



Amazon Handmade

Pain point: Need to navigate through multiple dropdowns for location!

User Interviews

I interviewed small business owners and local shoppers to understand my target audience's experiences to cater to the product to their needs.

User Interviews

Small Business Owners (2)

- Shipping costs increase for sending long distance packages
- Difficult to transfer from in-person to online
- Popular small business sites are crowded with "larger" small businesses

Local Shoppers (5)

- Lost sense of community with local business owners
- Noticed favorite local shops closing down
- Difficult to find small businesses within community

The Analysis

My small business owner interviewees were **3x** more likely to sell their items to local customers than non-local customers.

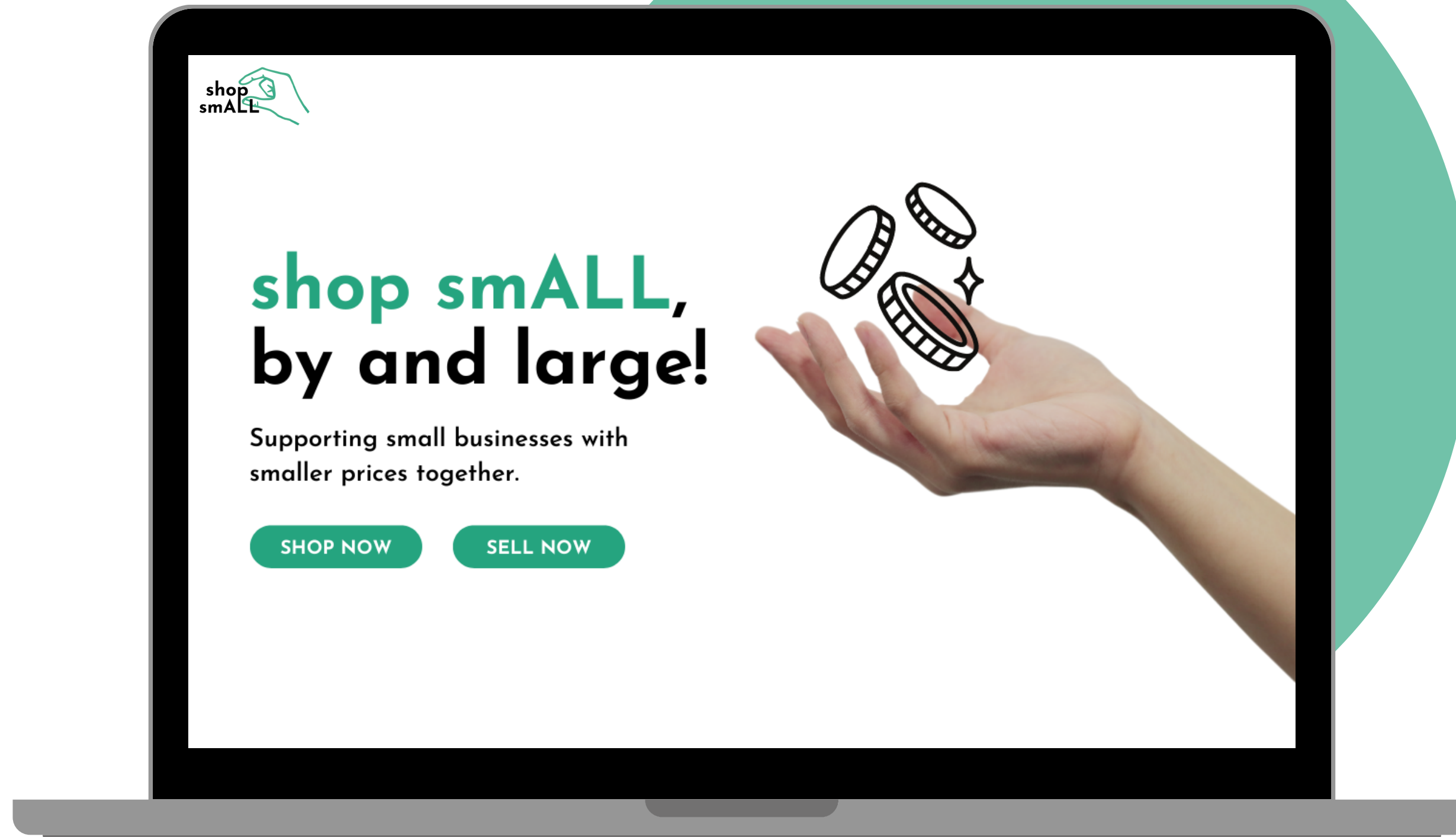
My local shopper interviewees were **2x** more likely to buy from small businesses easily within reach (online or in-person) and with lower shipping costs.

Main Takeaway

Location Matters.

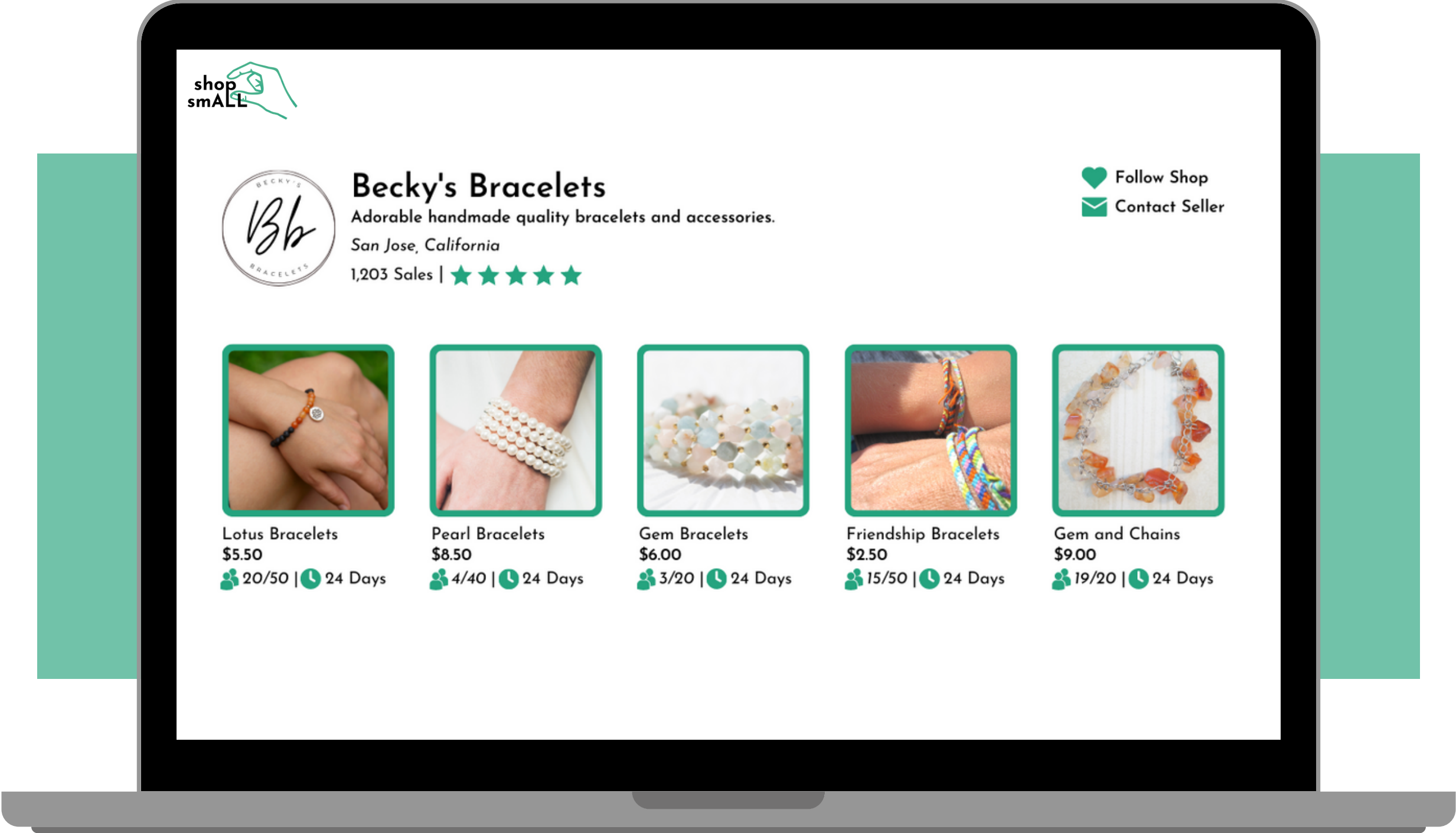
Final Solution + Designs

Landing page.



Prioritizing location.





Seller view.

Buyer view.



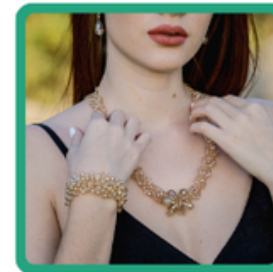
Becky's Bracelets



CraftyJoe



Festive Decor



Jewels by Aurora



LettersWLove



KnottyThings



LOLandyards



Plush Hearts



RingRing



Weave Heaven

Style Guide

Typography

Aa

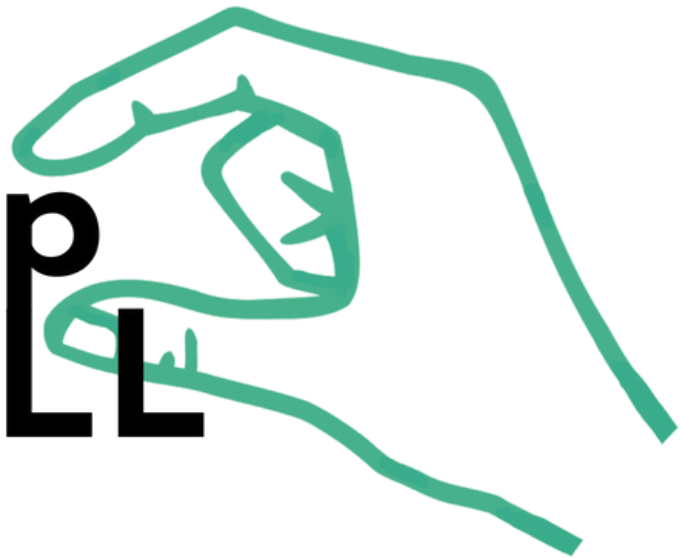
Canva Sans Bold

Aa

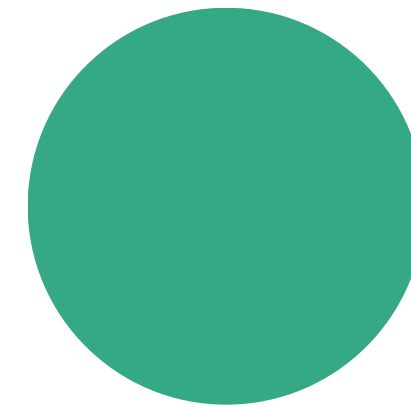
Canva Sans

Logo

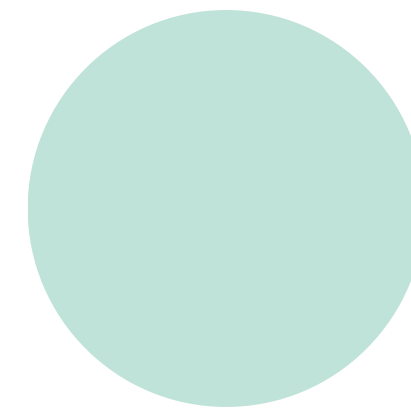
**shop
smALL**



Colors



Primary
#35a885



Neutral
#bfe3d8

Takeaways and What I'd do Differently...

This project helped me understand the **importance of user research and white paper research**. By understanding the users, analyzing the problem and pain points, and considering current solutions, my team and I was able to find a product that makes us **unique**.

Given the time constraints of the hackathon, I designed a few views of the website. **If I had more time**, I would love to explore other features that a small business owner would appreciate in terms of analytics, design other ways to increase community within the platform (i.e. friending system), and refine the design of the website.

Link to DevPost Here.

<https://devpost.com/software/shop-small>

Thank you!

Portfolio: ssodio.github.io

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