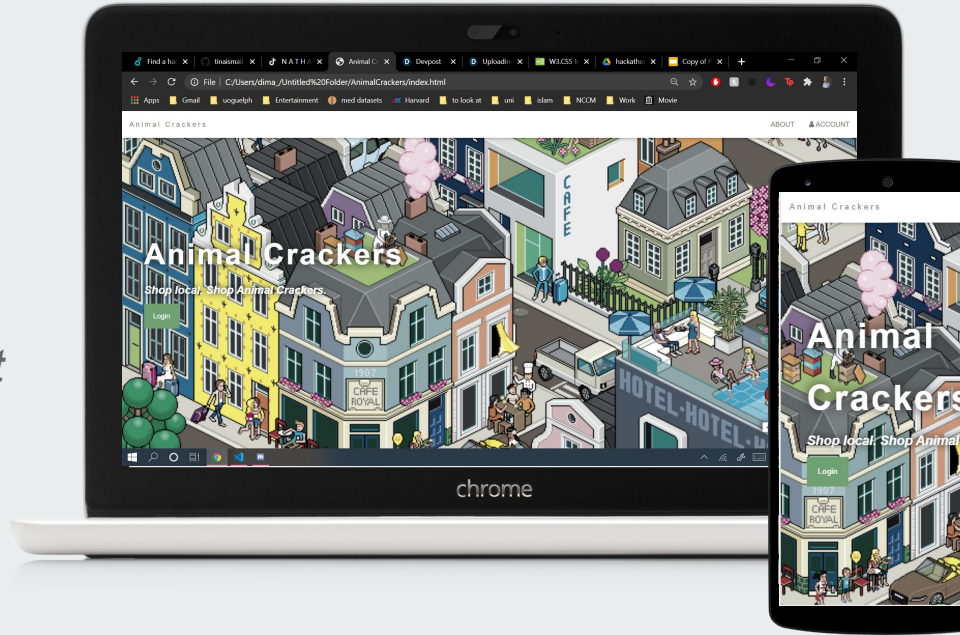


Animal Crackers

A platform to elevate local & independent shops, like your mom & pops'!



Outline

Inspiration

Solution

Design Process

Next Steps



Inspiration



Inspiration

COVID-19 has been a challenging time for local business owners, and in 2020 we have had to say goodbye to nearly **100,000** establishments in Canada alone!

We wanted to empower local businesses by **making them more accessible to conscious shoppers.**



Present solutions

Presently, Google maps and competitors will display any establishment in the area that fits the theme of what a user may be searching. However, local shops are often overshadowed by chain stores that pay for features and other advertisements.

Solution Proposal



Solution description

A webapp tool that allows a user to login and search for stores in the area. Furthermore, logging in and displaying the logged-in screen upon purchase at participating stores entitles customers to an additional 10% off discount.



Delving deeper...

Using the Radar.io API, we were able to use the user input information such as shop theme of interest (i.e. coffee shop) and filter out the chain stores using the *externalIds* in the property *topChains*. After this, we were able to display the remaining non-topChain stores.


Design Process

Animal Crackers

Shop local. Shop Animal Crackers.

Login



✕

Username

Password

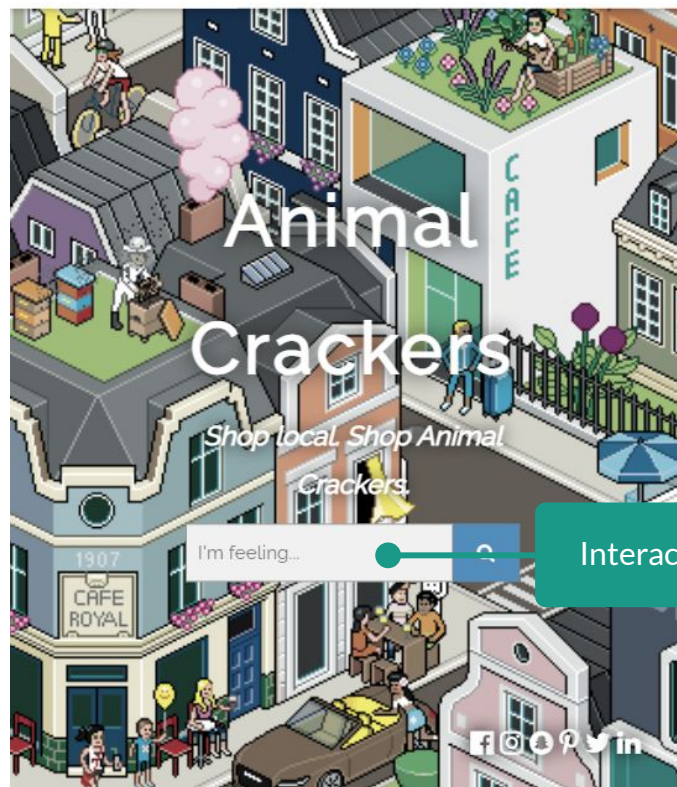
Login

☒ Remember me

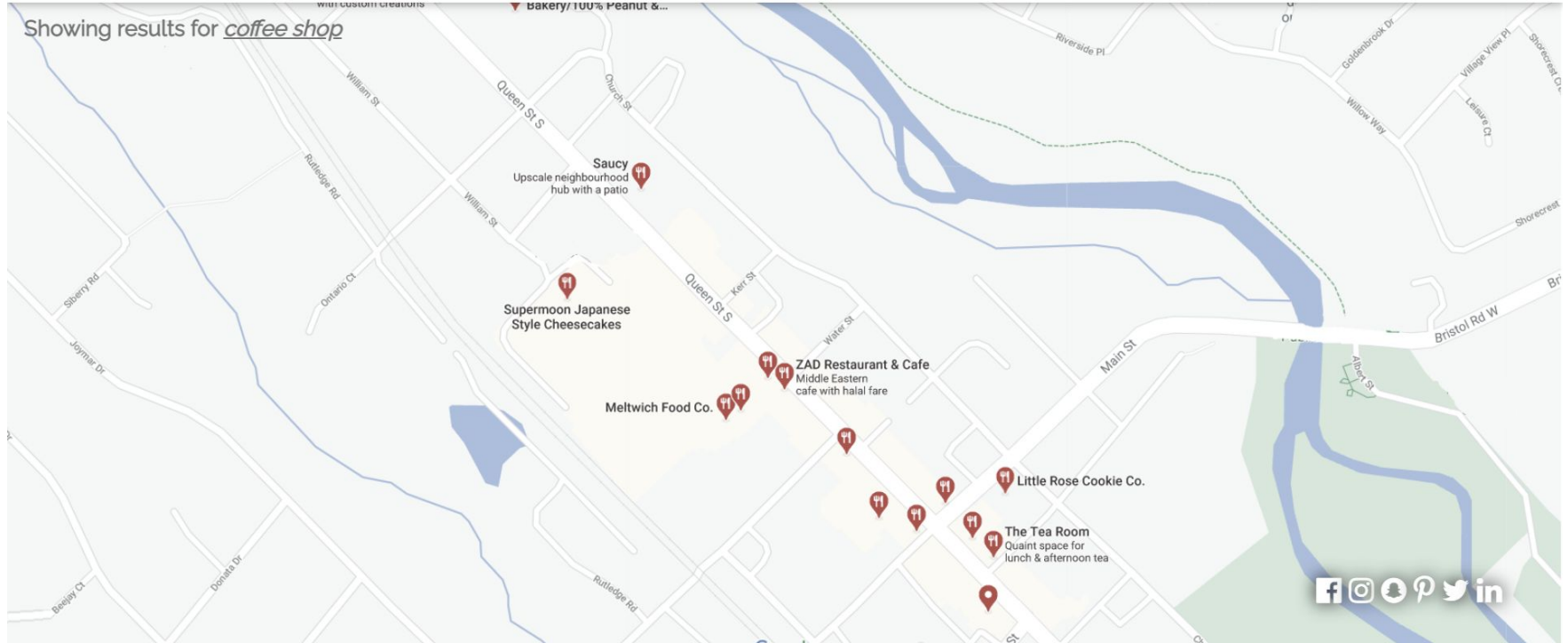
Cancel

[Forgot password?](#)

f i t p t i n



Showing results for coffee shop





Next Steps



What next?

- Integrate local shop information to give greater context of the shop offers, menu, hours, etc.
 - ◆ Can pull this info via webscraping or via the Google Maps API
- Implement (opt-in) shared giftcard policy to allow participating local shops to share a giftcard or similar points feature



DEMO