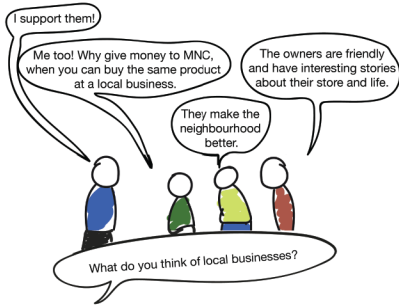




The Problem

We asked people what they think about local businesses.

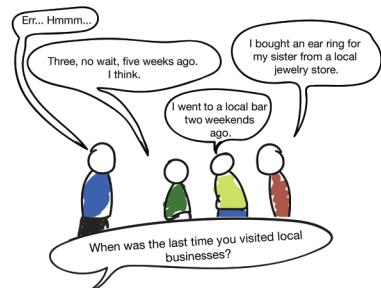


It looks like everybody supports local businesses.

If everybody does support local businesses, then why does only 50% of small businesses reach their fifth year?

In Canada alone, 83,240 small and medium-sized businesses shut down in 2013. Why?!

We decided to dig further. So we asked them when did they last visit the local businesses.



There is clearly a gap between people wanting to support local businesses and actually taking measures to support them.

Why was this gap?

1

DEFINE THE PROBLEM

Project Rundown | Business & User Assumptions

There's a gap between people wanting to support local businesses and actually taking measures to support them. Why is this gap? Can we bridge it?

2

USER RESEARCH

Secondary & Primary Research | Affinity Diagram

What we found:

- Participants deem local businesses as hard to find.
- They find it expensive.
- They think it doesn't have all the products they need.

6

PROTOTYPING

Low-fi and mid-fi prototype | Testing



3

PERSONA & EMPATHY

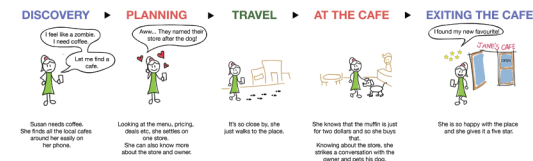
Persona Creation | As-Is Scenario | Needs Statements



5

IDEA VISUALISATION

To-be Scenario | Hills Statement | Storyboarding



4

IDEATION

Big Ideas | Prioritization Grid



7

SOLUTION

Hi-fi Prototype

What makes GoLocal the best solution?

- Makes local businesses discoverable.
- Displays all the deals in one place.
- Allows search of businesses based on the items they sell.
- Suggests places to users based on their preferences and past visits.
- Shows the stories of the local business.

The Solution

GoLocal

A mobile app that connects local businesses with customers and brings the local community closer.

Local businesses are hard to find...

You can see them and find a particular store (by name or type) easily.

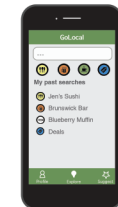


Local businesses are expensive.

With GoLocal, you can now see all the deals at one place. Money saved.

What if the local cafe did not have the blueberry muffin that I love?

Search by menu or catalogue items. We will only show you the cafes that has the Blueberry muffin.



Okay, okay. I know you've made it easy to find. But sometimes I like visiting a place suggested by my friend for the thrill of being surprised.

Oh we understand you. We suggest you places based on what you like too.

Hey, so you'll have only good surprises, not bad ones.



Anything else I should know?

Yes, GoLocal also shares the stories of the local businesses. Didn't you say you loved the stories?

Yes, I do! This is amazing! I'm downloading this app right away.

Great!

