Hidden Gems

Shop, eat, & support local businesses

PROJECT SCOPE
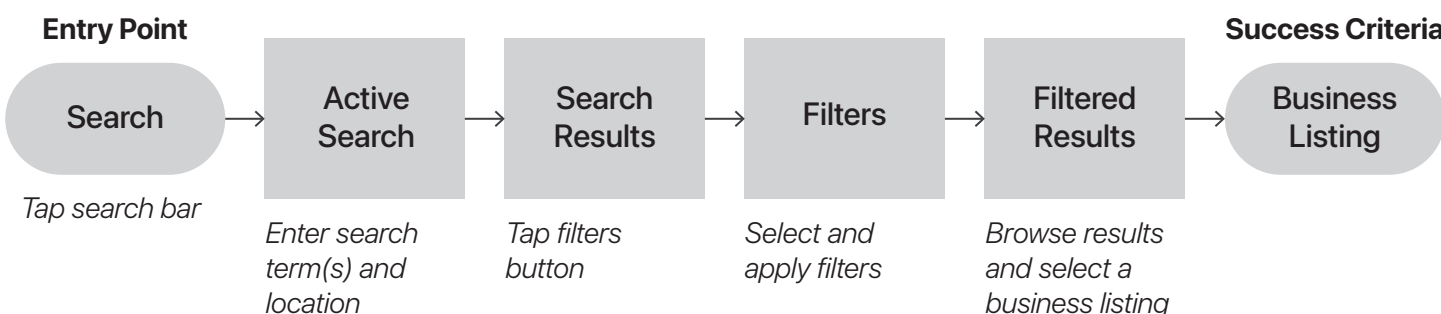
Who is the app for?
People who want to shop and eat at local businesses.

What kind of tasks will users complete?
Users will be able to browse local stores and restaurants by category, as well as search for them by name or with keywords. They will be able to view Information about each business such as their contact info, hours, location, big sales going on, etc. Users may also save listings to view later.

When will your audience use the app?
Users will be able to find local businesses by searching and using filters. They will be able to view information about each business such as their contact info, hours, location, etc. Users will be able to save listings in the Favorites folder, as well as create custom folders to save listings in.

Where will they use it?
At home, when they are planning to shop or eat out / get takeout. In the car or on the go, to search for shops/restaurants that have what they're looking for.

Why is the product more suited to a native app?
The success of an app like this hinges on its convenience, so it's important that users are able to download the app and then access it immediately at any time.
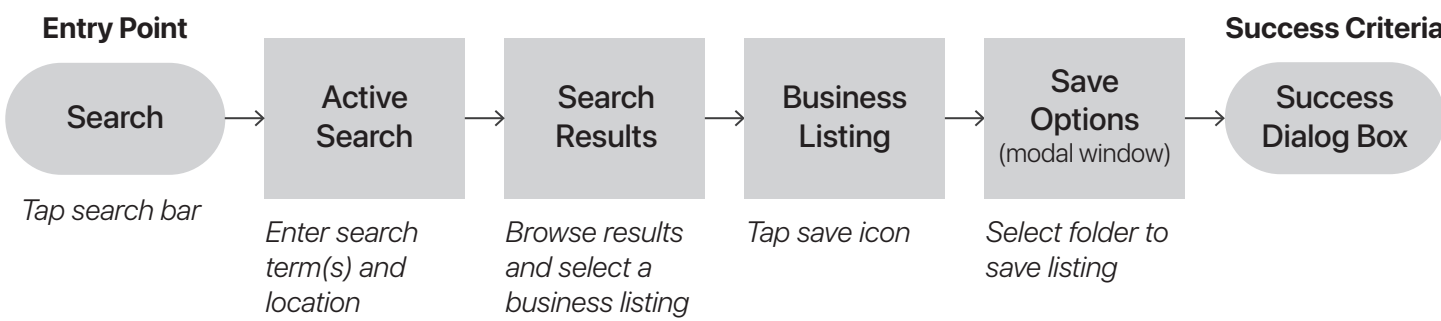
PROJECT PROPOSAL

App Name
Hidden Gems

Objective
It's easy to find large chain stores and restaurants, but not always easy to find smaller, locally owned businesses. This app would solve that problem by providing a comprehensive list of local businesses, so that people who want to shop local aren't held back by a lack of accessible information.

Context
There are a few apps that offer users a way to find local businesses, but I can't find any that do exactly what I see my app doing that have gained much traction in the market. The idea behind Independent We Stand mirrors my idea almost exactly, but the UX and UI design of the app are pretty terrible and the reviews reflect that users aren't happy with the accuracy of the search results. Buzz seems fairly popular and skillfully developed, but the requirement to create an account before accessing the app and the heavy emphasis on the social component may alienate some users.
Hidden Gems will be useful because it will provide users an incredibly simple way to find local businesses. The app will be created with usability as the highest priority. Users will not be required to create an account or be pestered with notifications from overzealous business owners.

Users
People who see the value in shopping local and want to invest in their local economy. People who default to shopping at large chain stores but want to dip their toes in the waters of shopping local.

Key Features
Ability to search for local businesses by keywords and/or business names.
Ability to filter searches.
Ability to view essential information about and ratings/reviews of local businesses that will enable and encourage them to eat and shop there.
Ability to save business listings to view later.
Ability to create custom folders to save listings in.
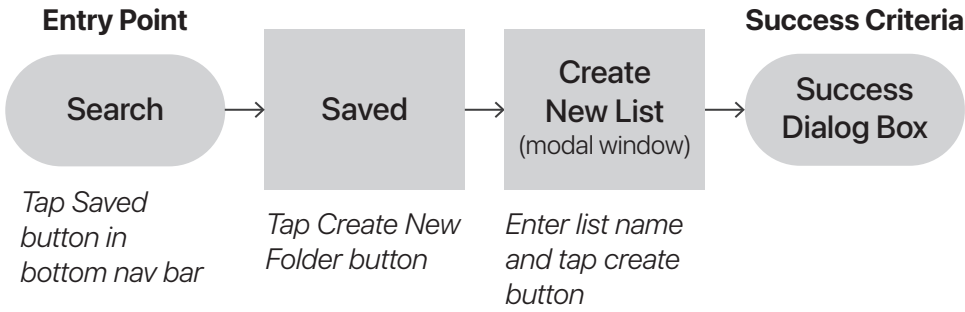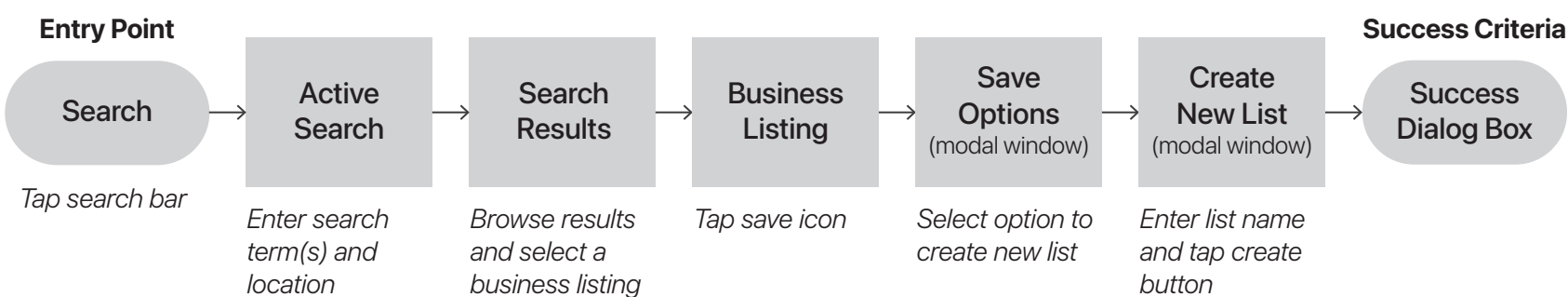
USER STORIES & FLOWS

1   As a user, I want to be able to find local businesses with filtered searches, so I can see all local businesses that have what I'm looking for.

2   As a user, I want to be able to save business listings, so I can easily find and view them later.

3   As a user, I want to be able to create custom folders to save listings in, so I can organize my saved listings the way I want to.

USER FLOW DIAGRAM