

izi



**Navigate your
Chicago through
small businesses!**

Background

How we got here!

Problem

- Desire to support local small businesses coupled with an inability to find any to fit your niche
- Desire to shop within your values
- Large corporations will always have what you need and are easily accessible
- Need for instant gratification

amazon

The Amazon logo consists of the word "amazon" in a bold, lowercase, black sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and points to the right, ending under the letter 'n'.

Walmart

The Walmart logo features the word "Walmart" in a bold, blue, sans-serif font. To the right of the text is a yellow six-pointed starburst icon.

TARGET

The Target logo is a red bullseye symbol, consisting of a solid red circle in the center surrounded by a white ring, which is itself surrounded by a red ring.

Research Summary

Challenges small businesses face

- Difficulty balancing growth and quality
- Ineffective Web Presence
- Nearly 50% of startups fail due to heavy lack of marketing

Consumer Survey

- All 40 participants support local
- Events, social media, directories
- Digital tools tend to favor larger businesses, making it difficult to support locally

Small business survey

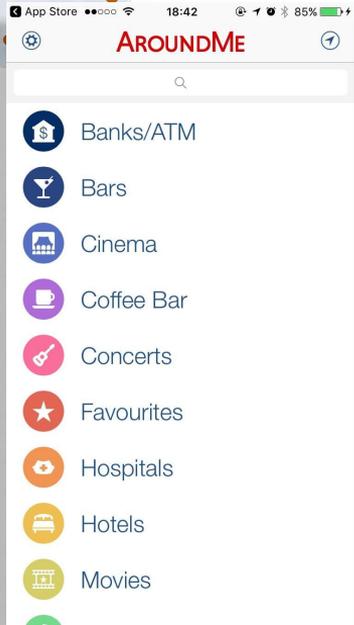
- Social Media/Word of Mouth/ Google Search
- 83% agreed there's a need for Bizi
- Need: Networking events, publicity and true support

Target Audience

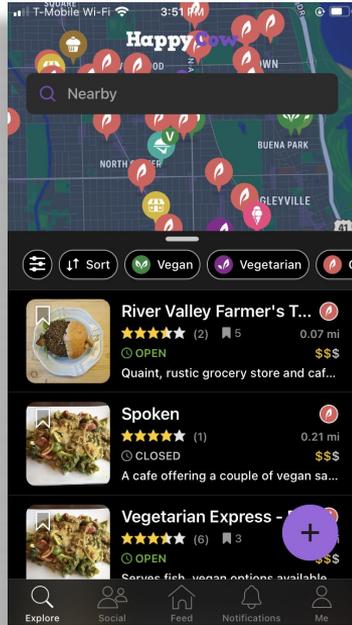
- Those who have lived in Chicago for a long time and want to support their neighborhood
- Consumers who want to shop in alignment with their values, and are looking specifically to support businesses that are black, queer, woman, etc. owned
- People who need to get something close and quickly
- Majority of businesses that responded had opened in the last 5 years - need help getting started



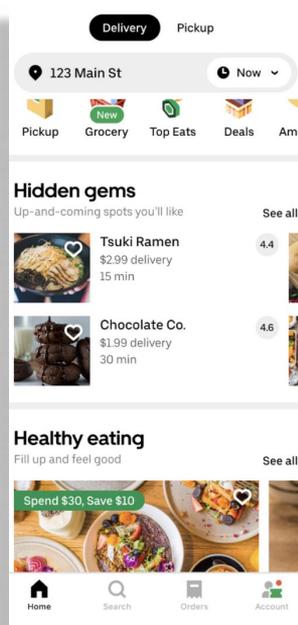
Benchmarking



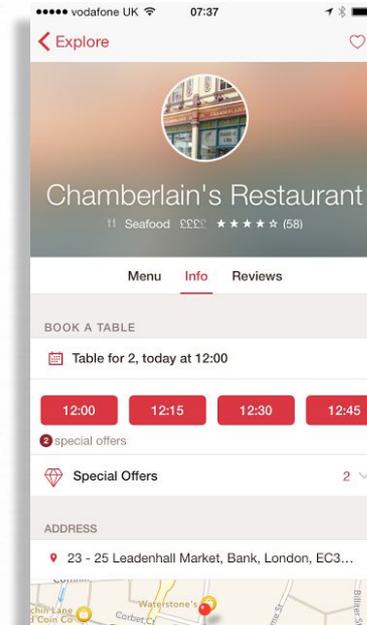
Around Me



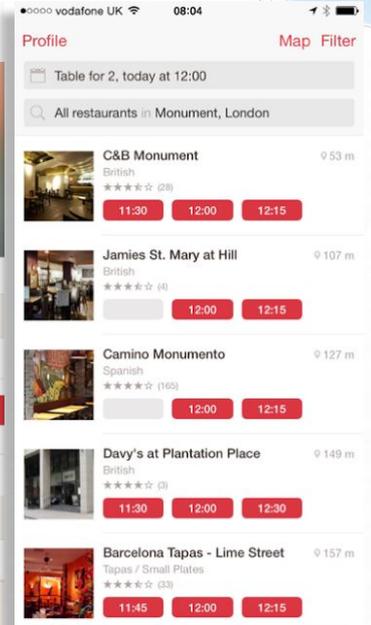
Happy Cow



Uber Eats



Open Table



Solution

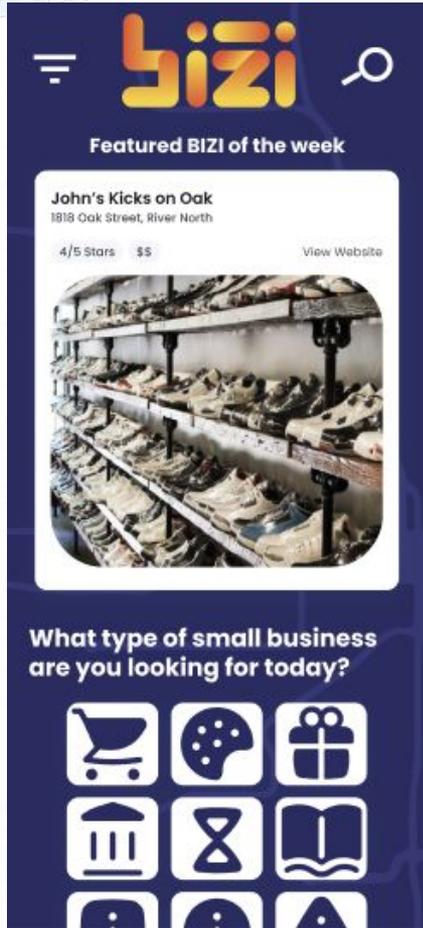
Ideation

- Businesses
 - Images
 - Icons denoting what it is
 - Summary about the store
 - About the owner
 - Testimonials
 - Map
 - Ratings, reviews
 - Women, black, queer, etc. owned.
- App features
 - Recommendations based on your interests
 - Carousels of promotions, stores near you, deals happening
 - Favorites

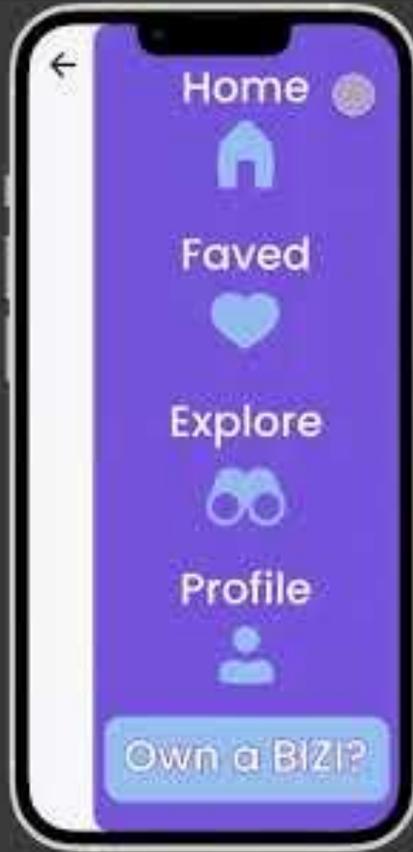


Initial Concept

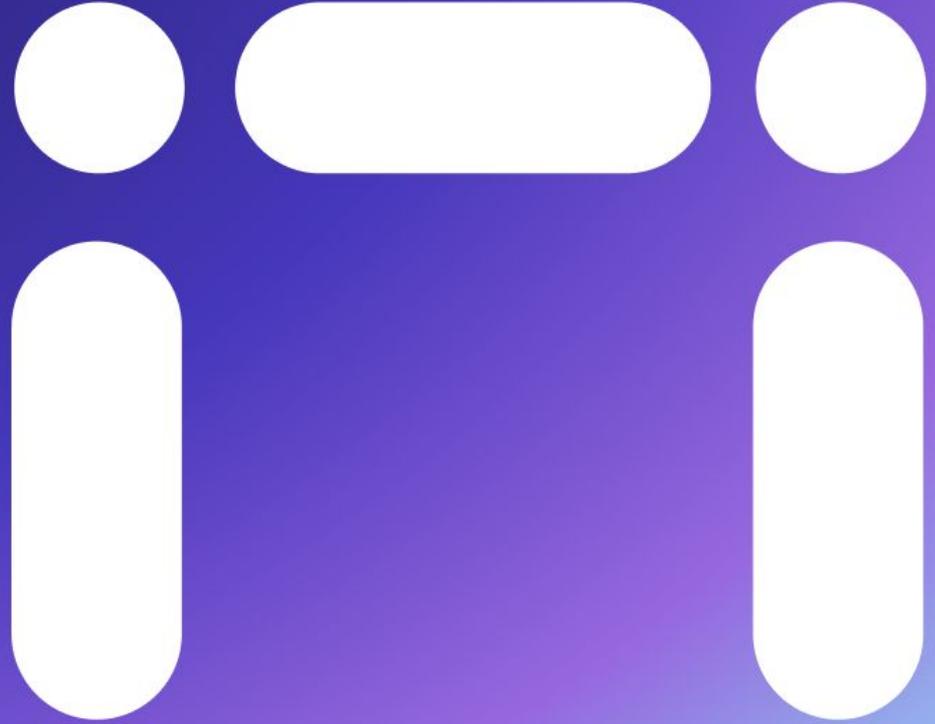
- Impersonal
- Dated color scheme and formatting
- Gave dark and unfriendly impression, not light mode friendly
- Provided a **base** by which the final concept was delivered



Final Concept - Prototype



**Connecting
small business
owners to small
business
consumers.**



bizi

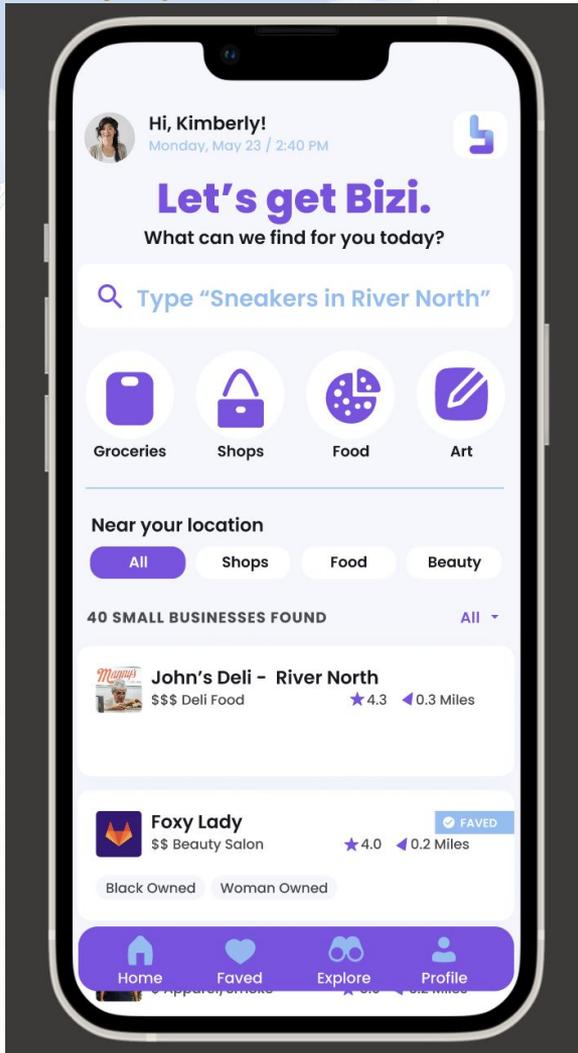
Final Concept



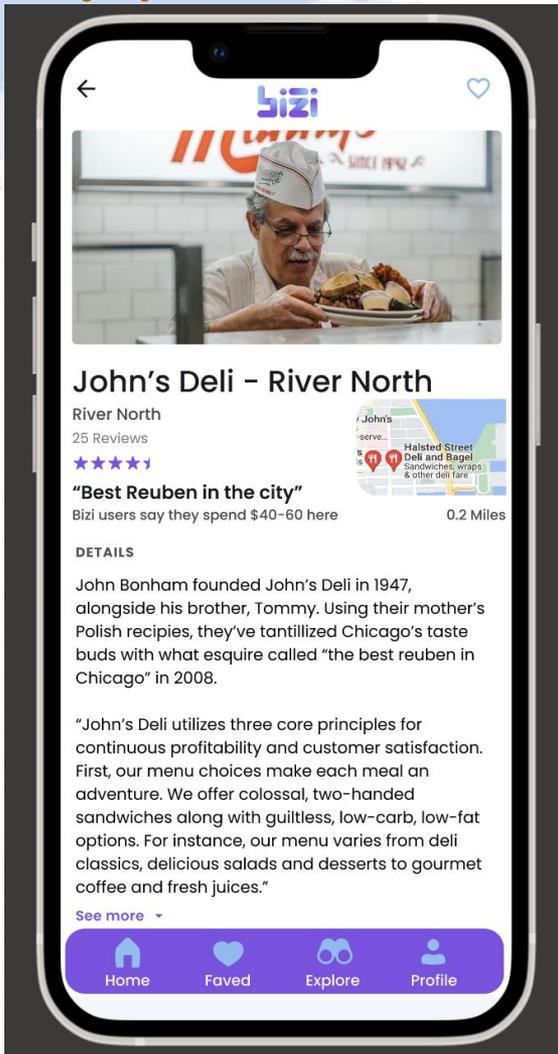
- Colorscheme: a friendly and inquisitive blue and purple, while also paying homage to the windy city's cold winter months.
- Modern, playful sans-serif custom logo-type with subtle messaging
- B operates as solo logo as well.
- Modern, spacey gradient

Final Concept - Homepage

- Light-mode with core colorscheme present
- Menu bar that integrates 4 key features: home, favorites, explore/events, and your profile.
- Search feature or icon selection to give users options but nudge them based on their previous interactions
- Featured small businesses near you, which note ratings, price, distance, category, and demographics for those interested.



Final Concept - BIZI Page



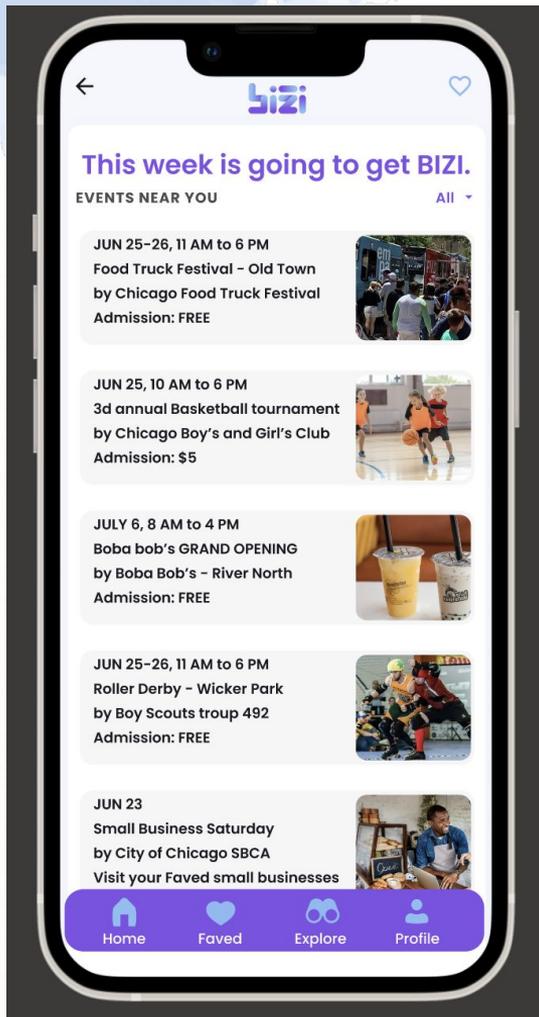
- Expands on ratings, location (with mapping), estimated pricing based on feedback
- What sets us apart from every other business page: the details. ABOUT the history, owners and stories of these small businesses, from their own words.
- There's a reason you go to the same deli every week, and we want Bizi users to long for that, too. Getting to know John will help.



Final Concept - BIZI of the week

- Small businesses thrive on personal connection. Sure, we hope there will be many BIZI users, but we hope they'll feel the same warm as they would through real-life interaction. Then, they go achieve that interaction.
- Each week will feature an expanded feature of a Chicago small business owner doing good in their community, through their business, or otherwise. Here at BIZI, we're putting faces to names.

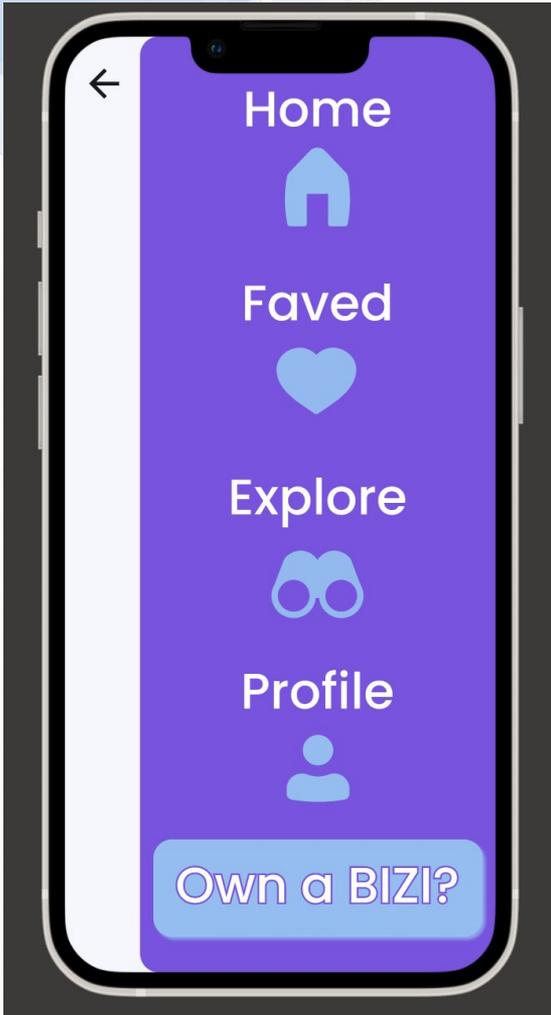
Final Concept - Explore Page



- Displays events and activities near the user's location.
- Inspired by many instagram accounts that provide "things to do in Chicago" material.

Final Concept - "B" Menu

- Secondary menu formatting opened by selecting the top right "B" logo
- Provides all primary bottom menu functions as well as "Own a bizi?" tab for registration.
- Future iterations may provide further details like about us, order online, etc.



Final Concept - Register BIZI

- We represent both businesses and the people who keep them running, so we strive for maximum personalization.
- Owners can tell their story through more personal shop photos, stories and more through registering their BIZI.
- It's through BIZI that they can get their name out, but it's *their* story that gets people in the door. Not us.

←

Hi, Kimberly!
Monday, May 23 / 2:40 PM

Do you own a small Business?
Register with BIZI and get your name out there.

BIZI Name

Your Name

BIZI Address

Phone #

Email

Website URL

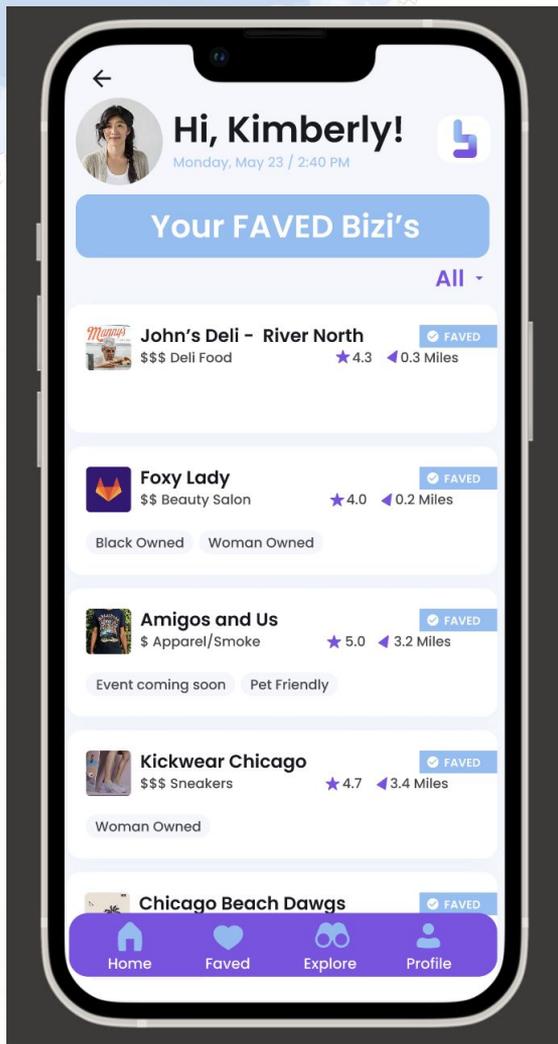
BIZI Category

Photos (Up to 12)

Provide a brief story about your BIZI for your page!

Home Faved Explore Profile

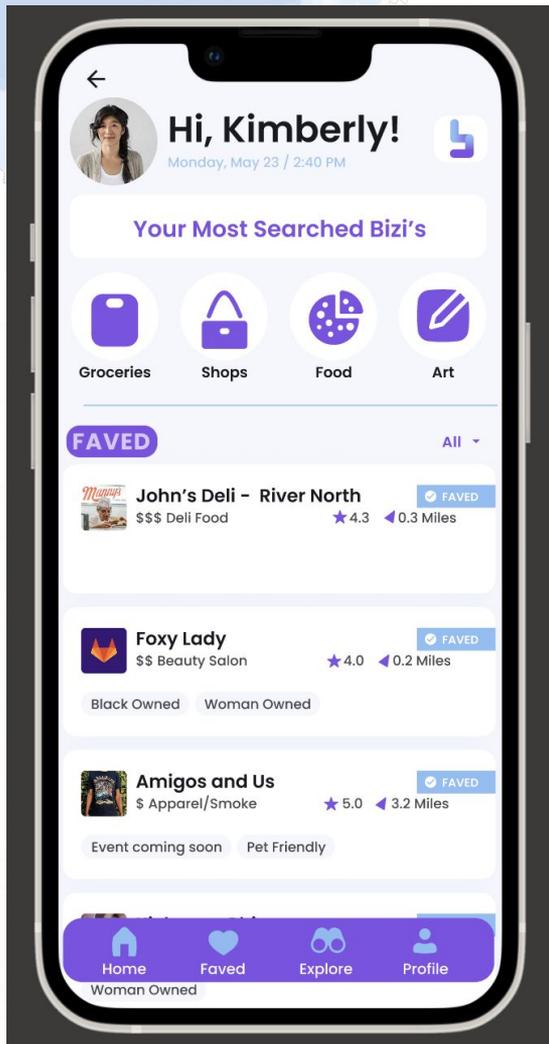
Final Concept - Faved



- Favorites tab for users to collect and revisit locations they visited and enjoyed.

Final Concept - Profile

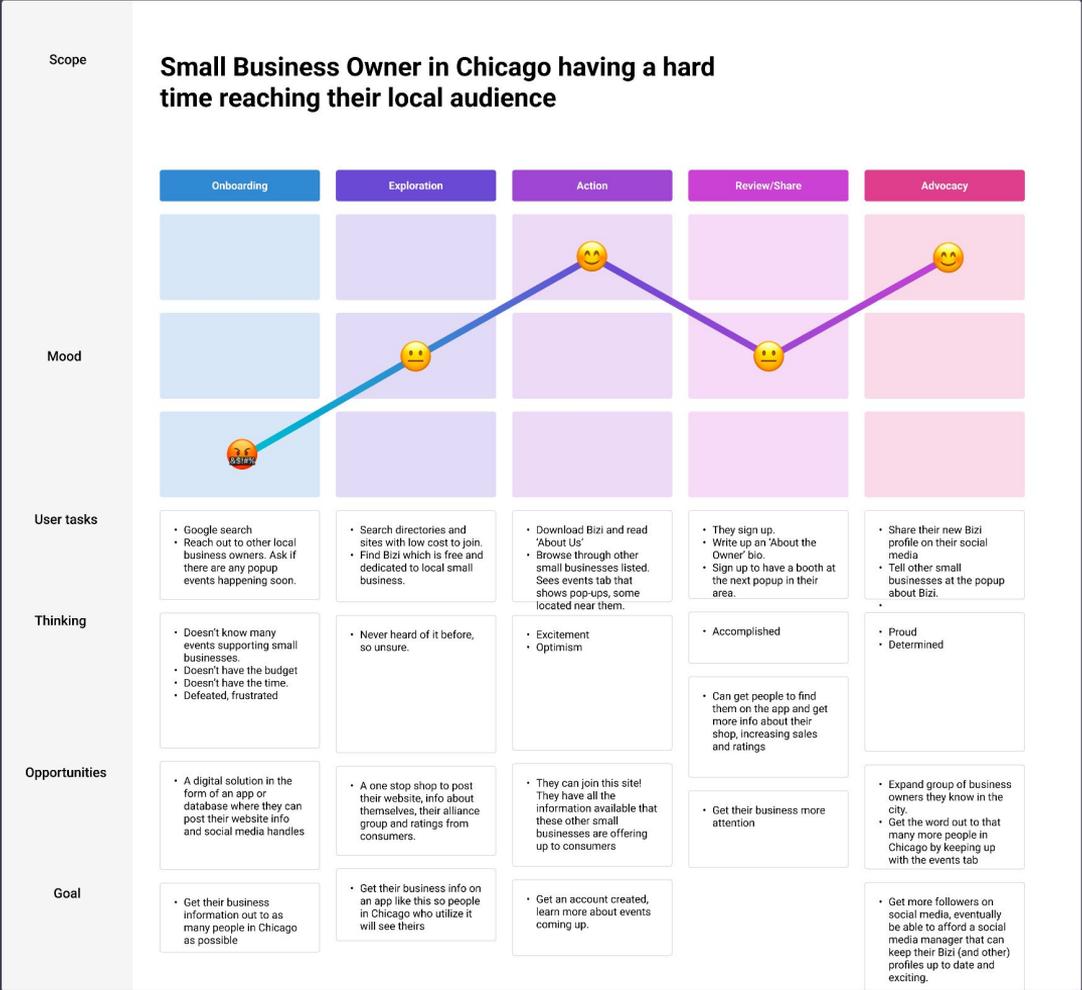
- Profile integrates many of BIZI's core functions in a condensed location.
- Future iterations would provide account information, more personalized aspects.



Consumers who are looking for small businesses to support

	Onboarding	Exploration	Action	Review/Share	Advocacy
Feeling					
Doing	<ul style="list-style-type: none"> Signing up for the app inputting information 	<ul style="list-style-type: none"> Searching for what they are looking for exploring the homepage, looking at promotions 	<ul style="list-style-type: none"> Find store with item they are looking for visits store using our map to locate it purchases item and creates new relationship 	<ul style="list-style-type: none"> Tells friends and family about Bizi leaves a review for the store on the app 	<ul style="list-style-type: none"> Users are able to share with friends and family so more people can find small businesses to support locally
Thinking	<ul style="list-style-type: none"> Hoping that they will be able to find exactly what they are looking for Need to find item immediately 	<ul style="list-style-type: none"> Interested in small businesses around them excitement as they explore options 	<ul style="list-style-type: none"> Excited for the new store they have found and the relationship they have built satisfaction with the item or service purchased wondering what else they can find on the app 	<ul style="list-style-type: none"> If they disliked the store, then a negative review will show on the store's page on the app risk that negative association with store will affect Bizi by association Most leave a review if super excited or very mad 	<ul style="list-style-type: none"> desire to introduce to friends and family excitement around local connections and opportunities
Opportunities	<ul style="list-style-type: none"> introduction to a new app 	<ul style="list-style-type: none"> Able to discover not just a store that provides for the items they were looking for, but a whole wealth of businesses that they can return to later 	<ul style="list-style-type: none"> Now has a tool to shop for exactly what they are looking for within their values and their area chance to become a returning customer 	<ul style="list-style-type: none"> A place to communicate with small business owners to help them improve their business lets customers know which businesses to go to 	<ul style="list-style-type: none"> reliable service to help consumers find local businesses can always find someplace new could gain more users
Touchpoint	<ul style="list-style-type: none"> Mobile phone app store Log in/sign up page 	<ul style="list-style-type: none"> Search page explore page looking into businesses on the app 	<ul style="list-style-type: none"> Map function going to actual store 	<ul style="list-style-type: none"> app review page, on store page 	<ul style="list-style-type: none"> word of mouth returning user

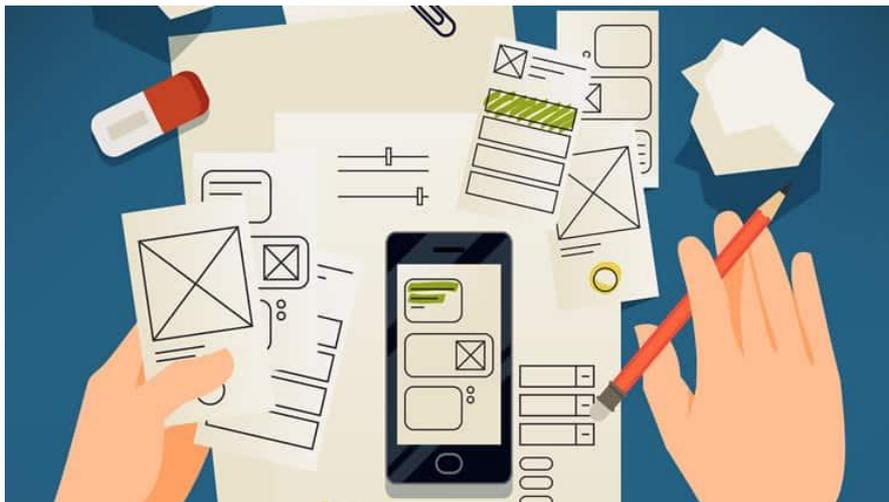
Consumer Journey Map



Business Owner Journey Map

BIZI User Testing

- SPRINT user testing technique
- “Tested” 5 potential consumers in our target audience



User Testing

BIZI User Testing RESULTS

Asked to complete three tasks:

1. Explore the menu features
2. Navigate to and read about John's Deli
3. Navigate to the small business registration page

We asked participants to give us their general thoughts and "I like, I wish, What if" feedback.

User Testing Key Feedback

- Interface was legible and navigable- “Perfect for its purpose”
- Though there were some buffering points, all users were able to complete the three tasks.
- Some of the prototype’s headers and small details did not register on-screen during testing.
- Multiple users understood the top right “B” bar to expand menu options, which initial iteration did not.
- The “own a BIZ!” feature did not seem to make sense with the user-centric app, but is essential for small business owners. Solution? Transfer the option to the pull-out menu bar.

NOTES FOR FUTURE PROTOTYPE ITERATIONS

- Functioning Carousel feature for the suggested business category icons
- More thoroughly fleshed out mapping and location features
- Woman owned, black owned, etc. criteria must follow throughout all business pages.

Future Implications of Bizzi

- Chicago is just the start. BIZI could apply to more major cities across the globe. We see BIZI being the one-stop-shop travel app for finding small businesses.
- Change the color schemes depending on the city and even incorporate other countries' national flags or landmarks/notable attributes.
- Build partnerships & collaborations with small businesses and organizations (example: partner with the Chicago chamber of commerce)
- Enhance the level of awareness through merchandise, marketing and advertising so that more local sponsors can contribute.
- Expand into features that offer delivery & shipping options.

Thank you!

Help us help the little guy.
Help the world get BIZI.

The logo for BIZI, featuring the word "BIZI" in a bold, white, sans-serif font. The letter "i" is lowercase and has a dot, while the other letters are uppercase. The logo is centered at the bottom of the page.