Support local businesses through Communenity

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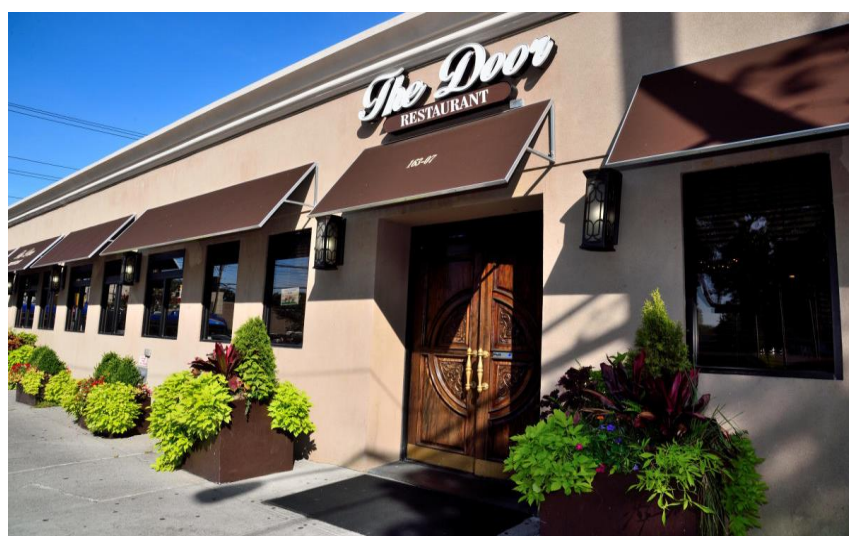NEW YORK CITY COLLEGE OF TECHNOLOGY
CITY TECH

Introduction

The subject of gentrification is popular in my neighborhood. Due to a lack of support and ineffective bank loans, black businesses have been closing their doors since the pandemic began in 2020. Many banks have stopped lending to most small black firms because they don't think they can be paid back. Nonetheless, my objective is to develop a mobile app to promote various local business.

V.P. Records   The Door

Calendar

- **August 25th:** Research & Ideation
- **September 19th:** User interviews
- **October 3rd:** Competitive analysis
- **October 17th:** Design phase
- **November 11th:** Devlopment
- **November 14th:** Marketing
- **November 21st:** Final solutions
- **November 28th:** Slide presentation
- **November 30th:** Poster revisions
- **December 14th:** Poster session

Methods

Dedicated to user-friendly design and features that meet the specific demands of both businesses and customers. Incorporate robust business listings that allow local businesses to promote their offerings and distinguishing traits. Consider adding convenience options such as online ordering and delivery. To create confidence among consumers and businesses alike, ensure continual development based on user feedback, and emphasize data privacy and security. Figma was used to create this fully designed-app.

Empathizing & Define → Ideate & Prototype → Testing → Final solution
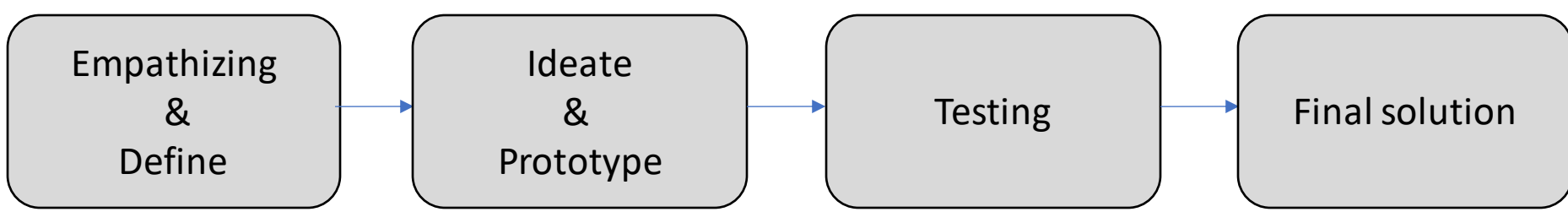
Budget

| Equipment	Cost	Additional/Comments
Adobe Creative Suite	$0.00	* Free 12-month student subscription
Office 365	$0.00	* Free employee subscription
Headphones(Sony)	$120.00	* Estimate based on Sony.com
Figma	$0.00	* Free employee subscription
Flash drive (250GB)	$65.78	* Estimate based on amazon.com
Post – it's	$6.54	* Estimate based on walmart.com
Laptop	$0.00	* Personal laptop
	Total: 192.32	
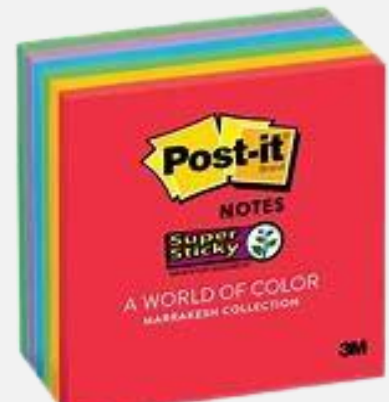
Figma   Mac   Adobe   Post it's

Discussion

The "Communenity app" is designed to empower and support local businesses by facilitating the sale and marketing of their products and services. It ensures that your products receive effective promotion through well-thought-out layouts, compliance adherence, and overall quality assurance. Communenity serves as a centralized hub for communication among customers, business owners, and drivers, fostering efficient working techniques and promoting effective compliance engagement. Soon to be available on the iOS store, Communenity aims to streamline and enhance the overall business experience for all its users.

Communenity

Results

Creating a local business app brings numerous benefits by fostering a symbiotic relationship between the community and its enterprises. Through features like promotions, reviews, and online transactions, the app not only stimulates economic growth but also strengthens the community fabric. This collective impact contributes to the vitality and sustainability of the local business ecosystem, resulting in a thriving, interconnected community where businesses flourish, and residents actively participate in nurturing their local economy.

Login   Home   Shop

Conclusion

Finally, the development and installation of app communenity presents a big step forward in promoting community engagement and economic success.

The app acts as a link between customers and local businesses, fostering a sense of community and support. We hope to streamline the connection between customers and neighboring companies by providing a user-friendly interface and comprehensive functionality, making it easier for residents to explore and utilize the varied range of offerings in their neighborhood.
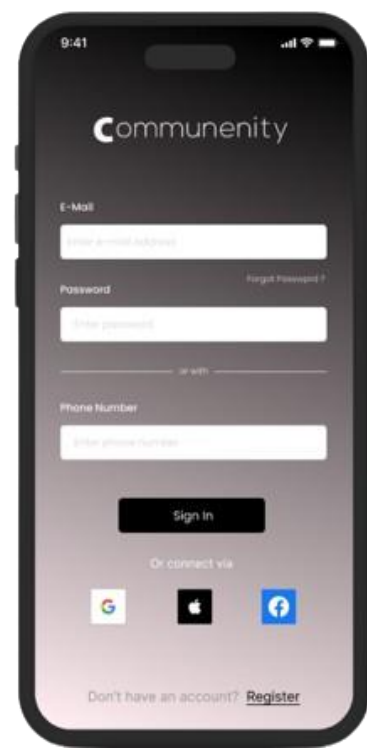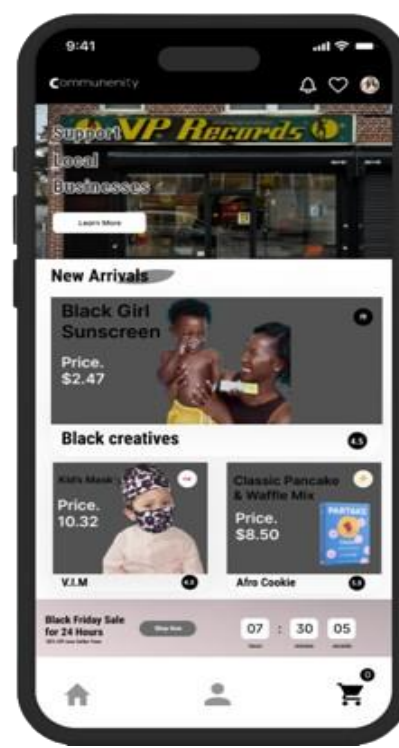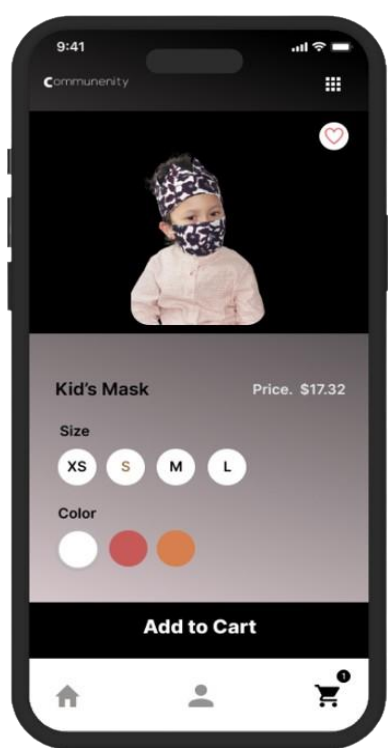
In the spirit of continuous improvement, I remain committed to refining and expanding the app based on user feedback and emerging trends.

Acknowledgements.

Refrences

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App promotion 101: Proven ways to promote your mobile app - Einav Samuels DEC 22, 2022

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