

## **Design Process**

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Small Business Crisis: Making Connection

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## Design Process

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# Design Process

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## Problem Statement

“Small businesses depended on a local customer base. Due to the absence of local news, one may not be aware of small business crisis or do not know how to contribute.”

# Design Process

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## Brainstroming

- Key Points**
- “Reinforce one’s sense of belonging in their neighborhood and thereby building better relationships with local business owners?”
  - “Re-establish local newspapers in an accessible way?”
  - “Especially in the news desert areas.”

- Goal**
- Call for action
  - To raise Awareness
  - To help small businesses
  - To connect community members

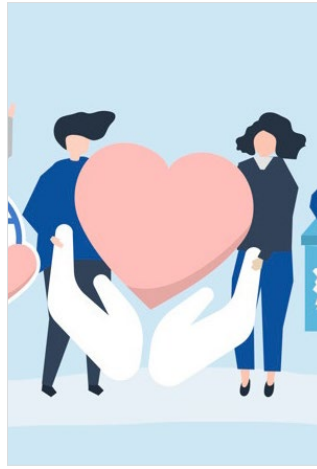
- Target Audience**
- Generation Z
  - Millennials
  - Young Adults
  - Adults
  - Gadget–user Seniors
  - Urban Community Members
  - Rural Community Members

# Design Process

## Brainstroming



Collaboration with corporations



Non-profit Organization



Local "Newspapers"  
App



Printed Advertisements



Collaboration with artists



Social Media Campaign



"Shop Small" Murals

## Design Process

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### Target Audience

The target audience would be community enthusiasts and local tourists who prefer to experience the neighborhood's lifestyle rather than visit tourist attractions.

# Design Process

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## Design Strategy

### **About Lyft Company**

Lyft, Inc. develops, markets, and operates a mobile app, offering vehicles for hire, motorized scooters, a bicycle-sharing system, rental cars, and food delivery. The company is based in San Francisco, California, and operates in 644 cities in the United States and 12 cities in Canada. Lyft does not own any vehicles; instead, it receives a commission from each booking. Fares are quoted to the customer in advance but vary using a dynamic pricing model based on the local supply and demand at the time of the booking.

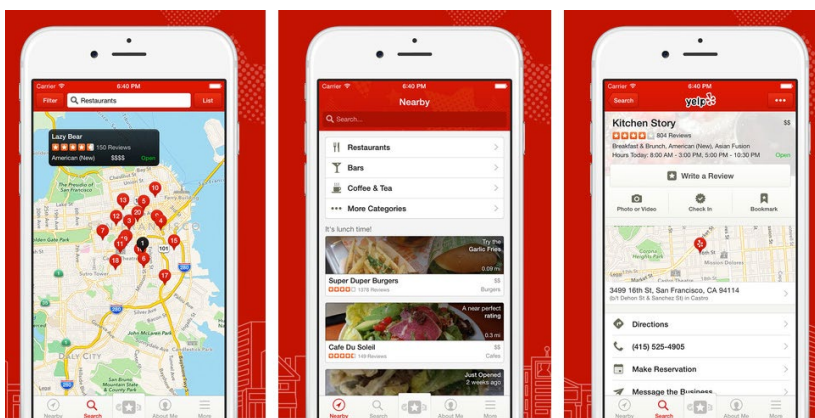
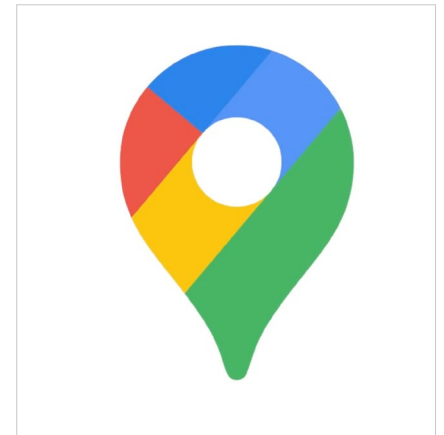
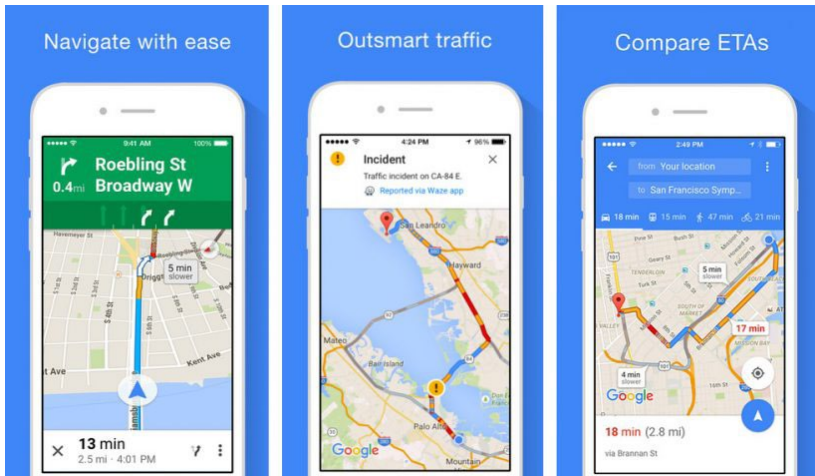
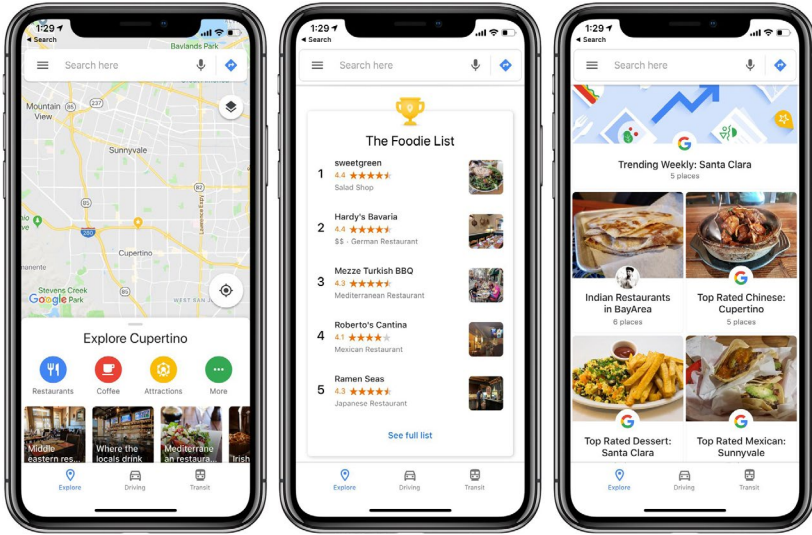
### **Users' Psychology**

- Analyzing users' psychology, people don't use any random apps; people see brand recognition when it comes to using any services. In addition, new apps take time to become trustworthy.
- The audience always trusts when the company is giving good service at affordable prices.
- Considering users' preferences and behavior Nowadays, most people use Lyft service instead of uber service because Lyft services are economically affordable to any audience.
- Lyft is the second-largest ridesharing company in the United States. As a result, Lyft has a wide range of loyal audiences. In addition, Lyft contributes to communities and understands that earning money may be complicated in a small business crisis.



# Design Process

## Competitors Apps



# Design Process

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## Solution Statement

“Proposing an Interface design that is a new platform of the Lyft company app. That functions dynamically as a cultural connector in a small community, informing users of the latest community news, including special deals, service availabilities, collaboration opportunities, events, and support small business owners.”

# App Design

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## Deliverable

**Location** In the United States, based on County (for example, Fulton or White county)

**Newsfeed** Re-establish local newspapers in an accessible way. So, people can become aware of what's happening in their county.

**Cultural Connector** To connect community members reinforce building a better relationship.

**Support** *Verbal Marketing or Social Network, or Emotional Marketing*  
Share your experience with your friends and family to build trust towards business services.

**Service Availability, Deals, and Events** Share workshop details and invite audience to visit stores and help grow a small business.

# App Design

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## Identity

### App Names Options

Lyft Guide  
Localised  
Support Local  
Local Guide  
Local News  
Community Support  
Lyft Local  
Local  
Lyft Support

### Final App Name

Lyft Local

### Tagline/Slogan Options

Love thy neighbors  
Help thy neighbors  
Support thy neighbors  
Support thy neighbors noe or today  
Where everyone's a neighbors  
Support Small Business  
Support local business  
Love. Support. Community  
Help. Support. Love  
Community Local Business

### Final Tagline/ Slogan

Help. Support. Love

# App Design

## User Flow



# Sketch

**lyft**  
**local**

# App Design

## Color & Typography

**Color** Our preferred color and logo color is Mulberry. Use Charcoal, Bone, and Hot Pink in limited situations.

### Primary Color



Mulberry

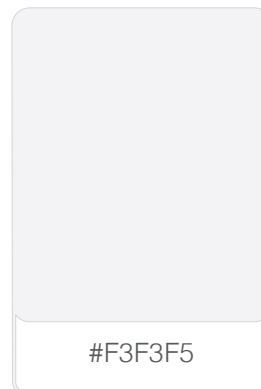


Hot Pink

### Secondary Color



Charcoal



Bone

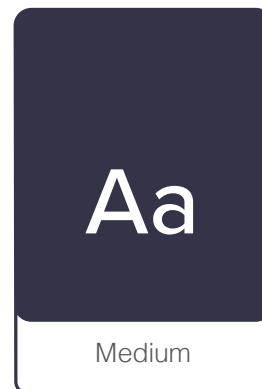
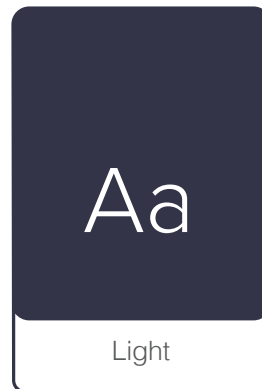


# App Design

## Color & Typography

### Typography

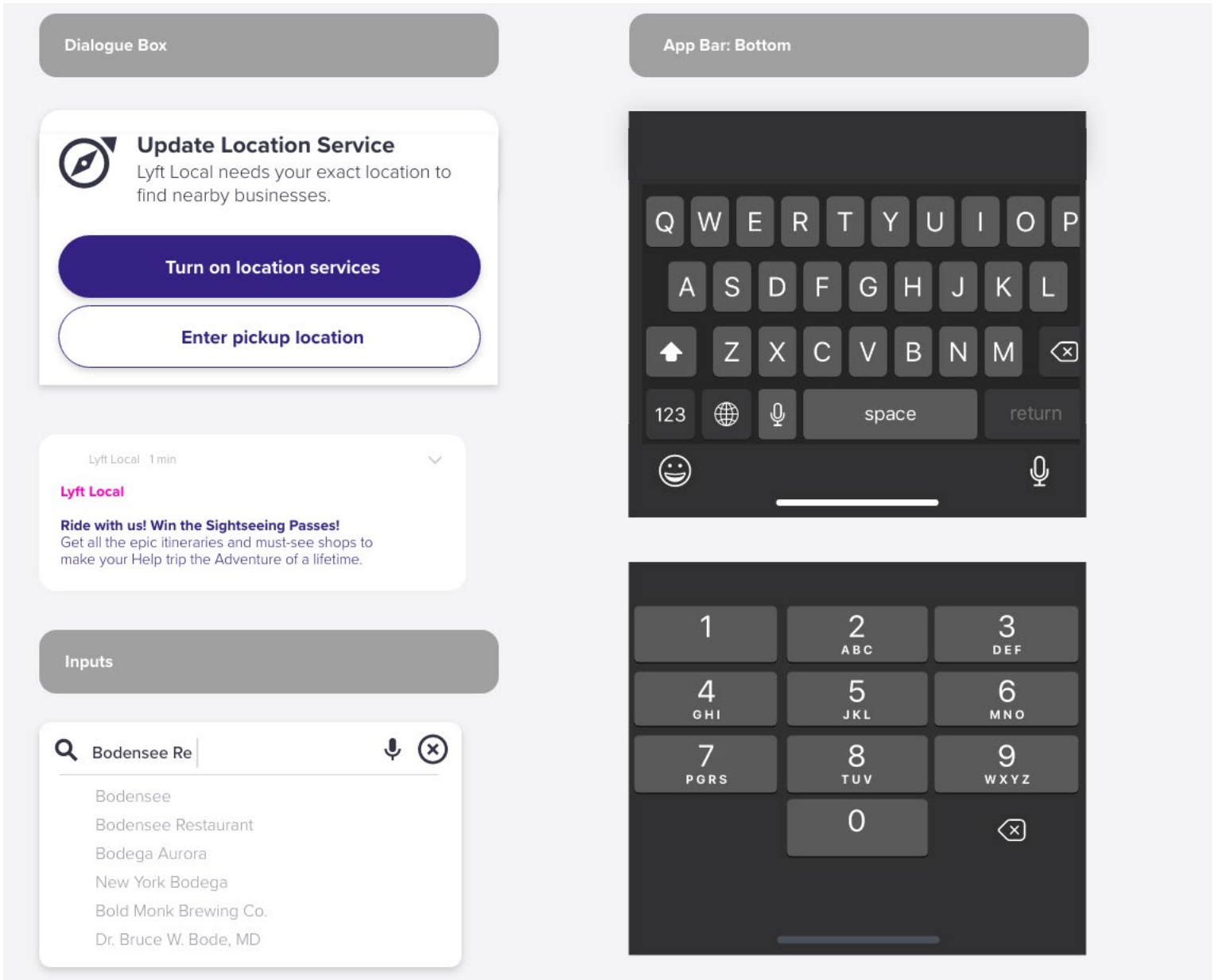
Lyft Local uses Proxima Nova sans serif designed by Mark Simonson. We use three font faces; Light, Medium, and Bold.



# App Design

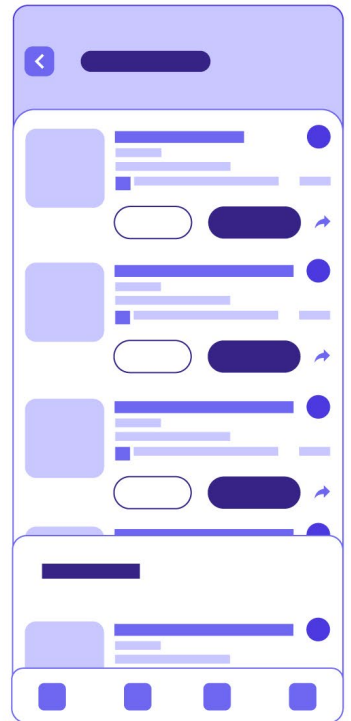
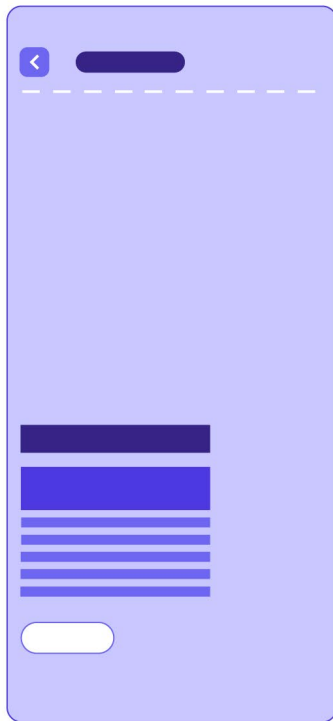
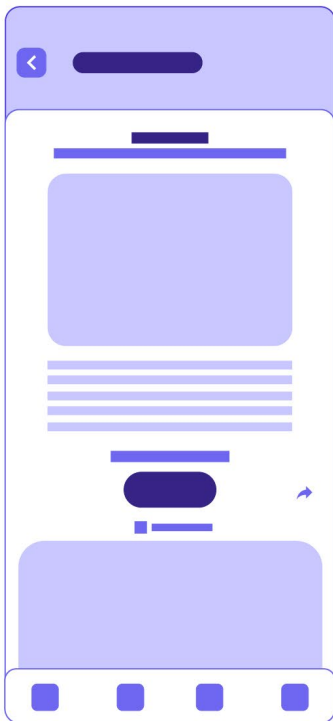
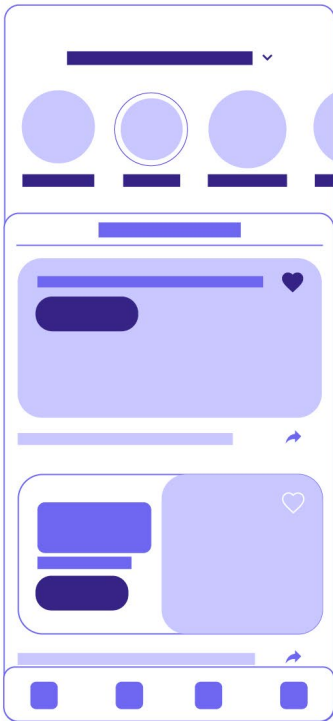
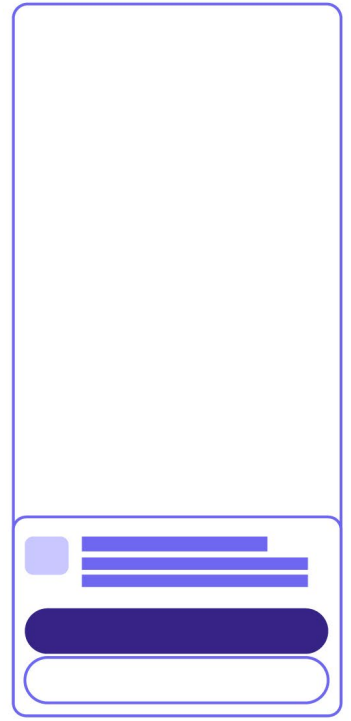
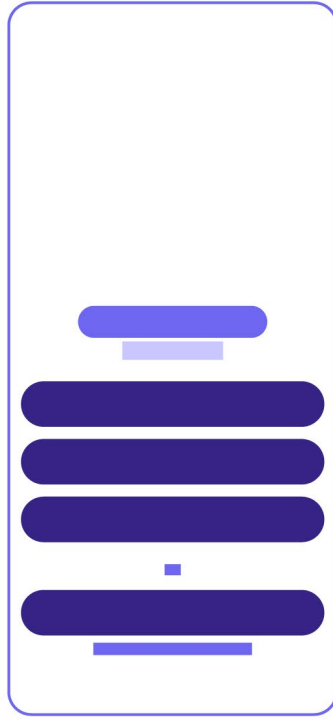
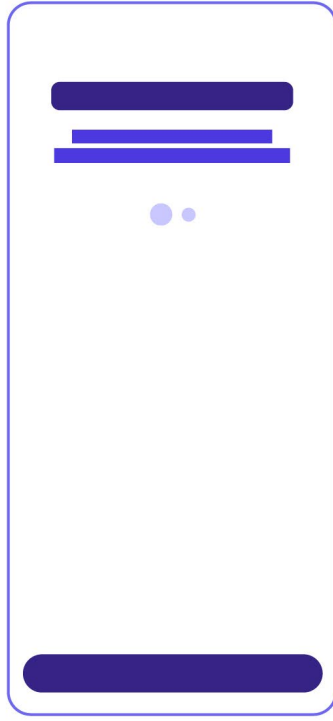
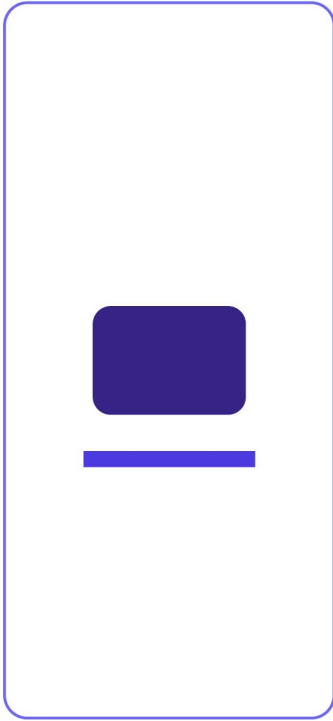
## Style Tiles

The style tile showcase the App Bars, UI Elements, Card style, chips, Dialogue box, Notifications, and Switches.



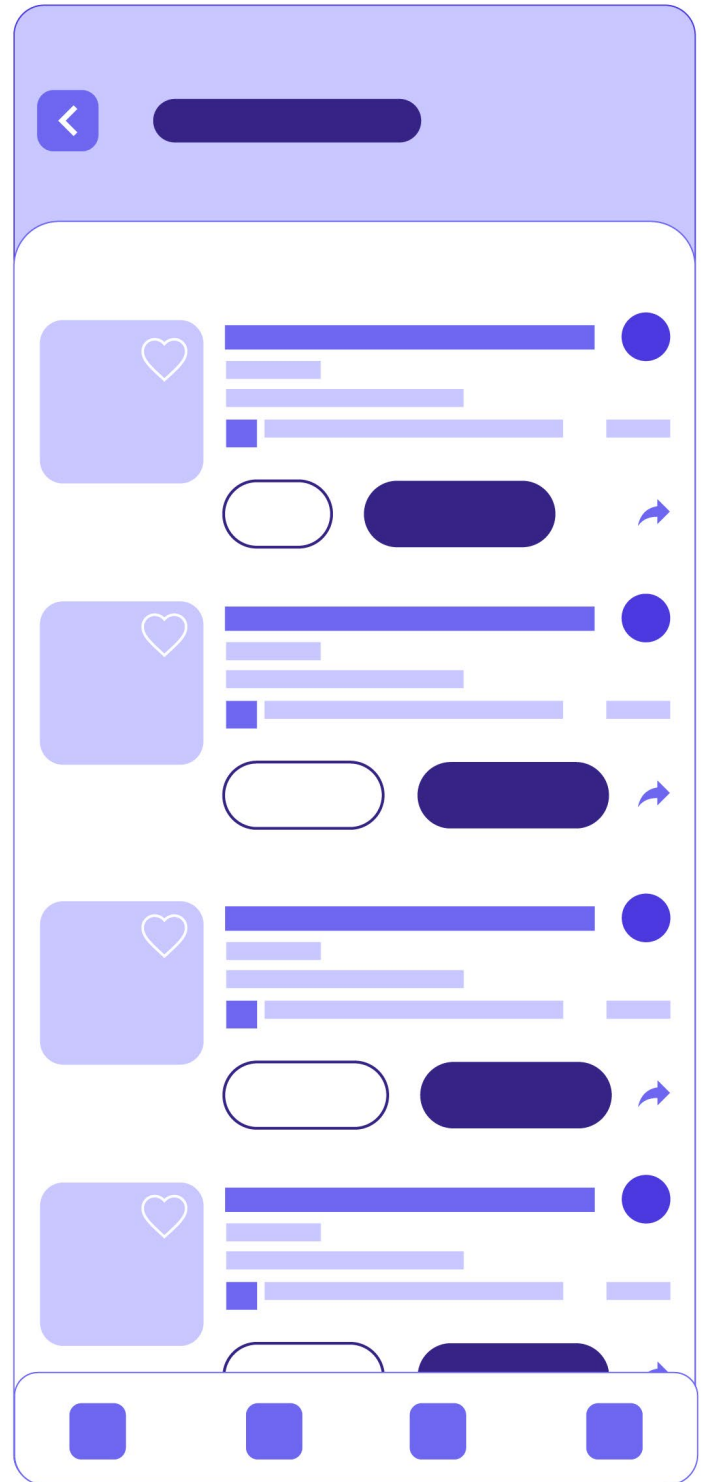
# App Design

## User Flow



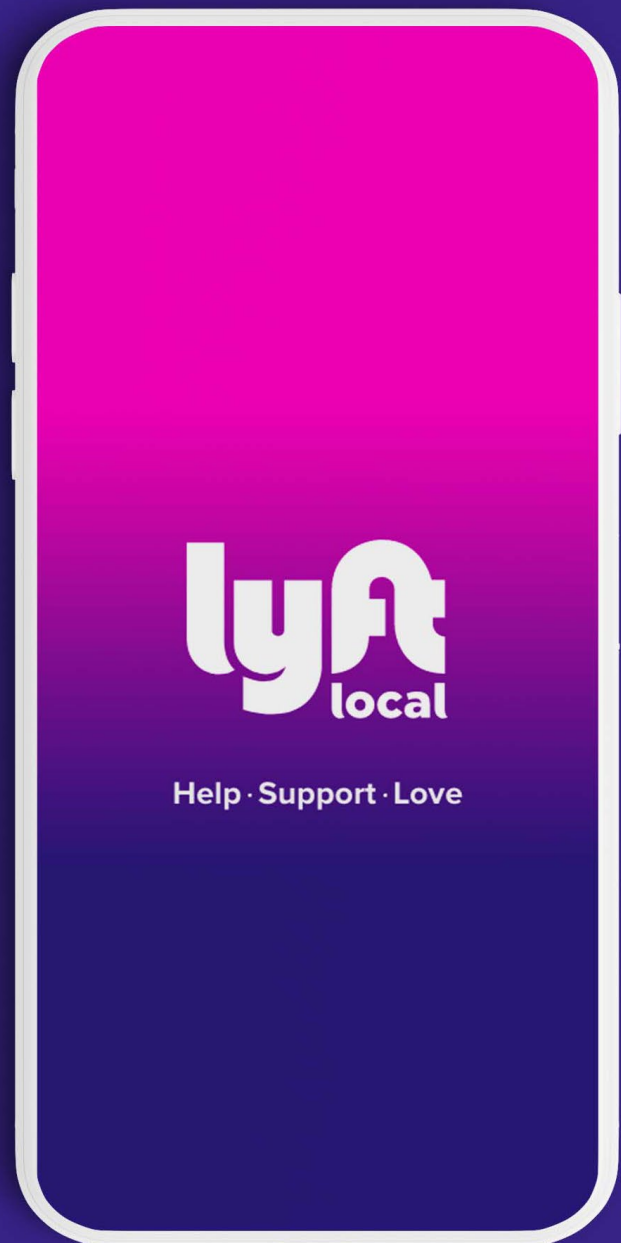
# App Design

## User Flow



### **Lyft Local**

Lyft Local is a new platform where the audience can find local Community and their Business in your nearby area and at the same time use ride to visit local shops!



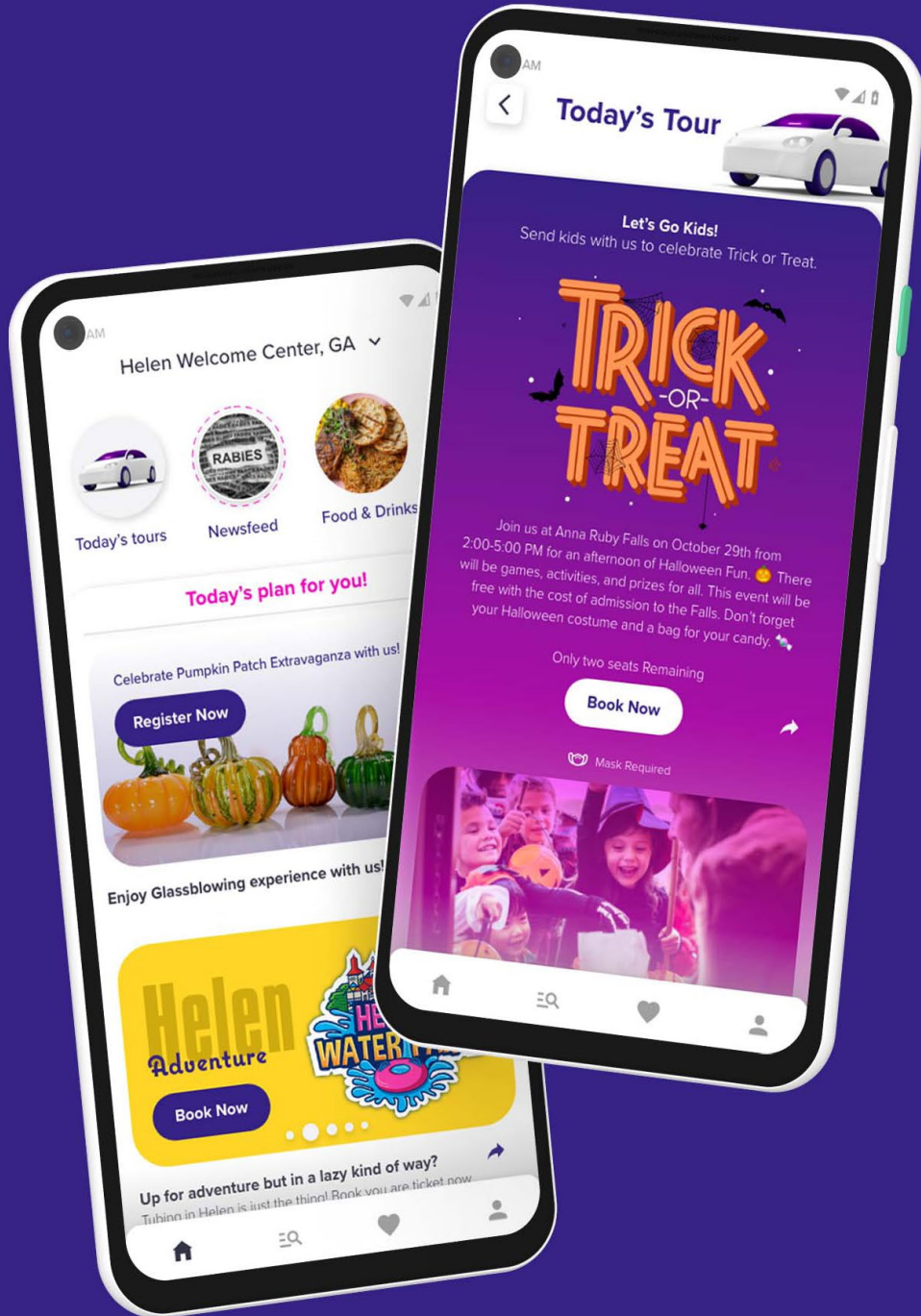
# App Design

Final Design



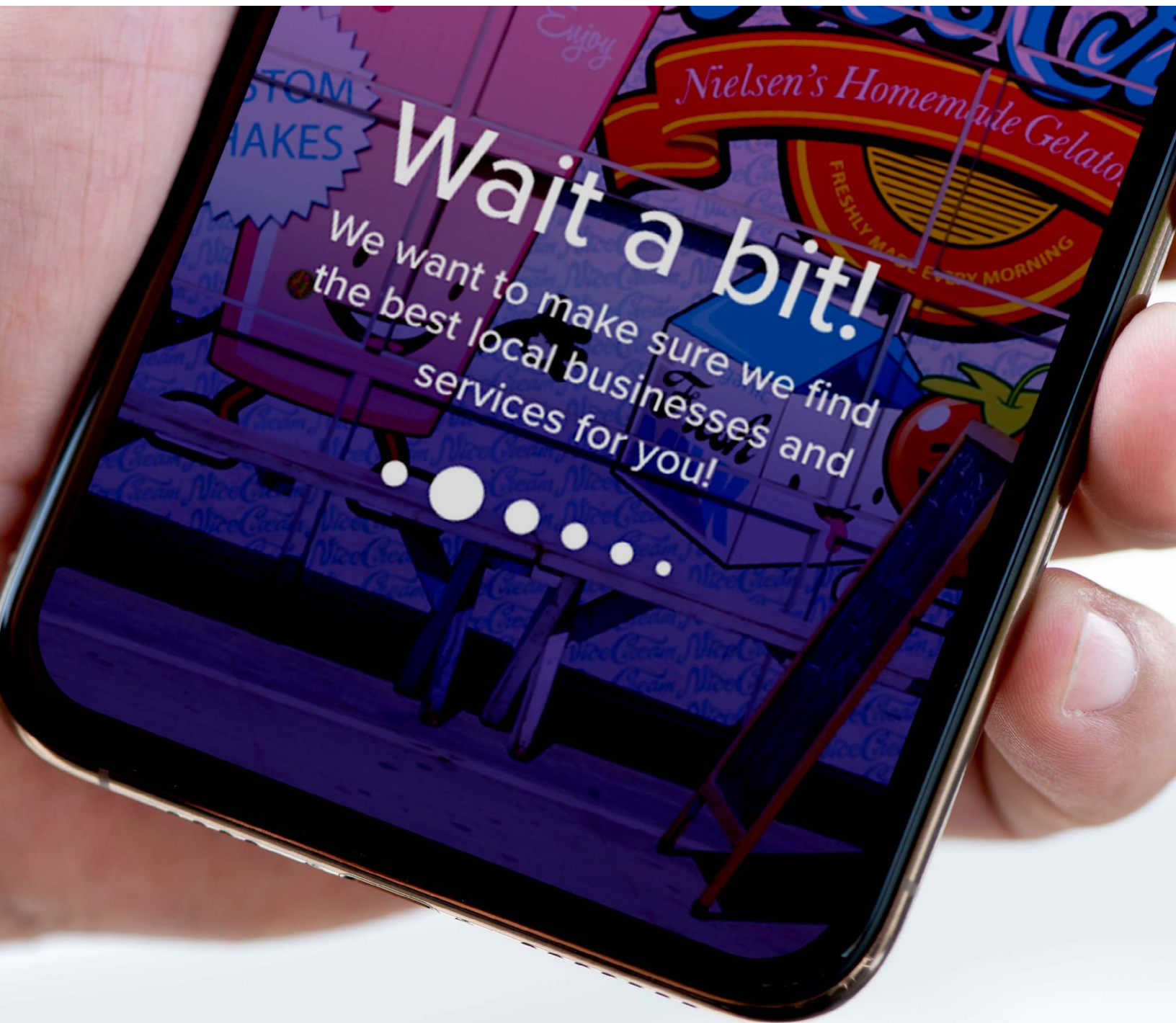
# App Design

## Final Design



# App Design

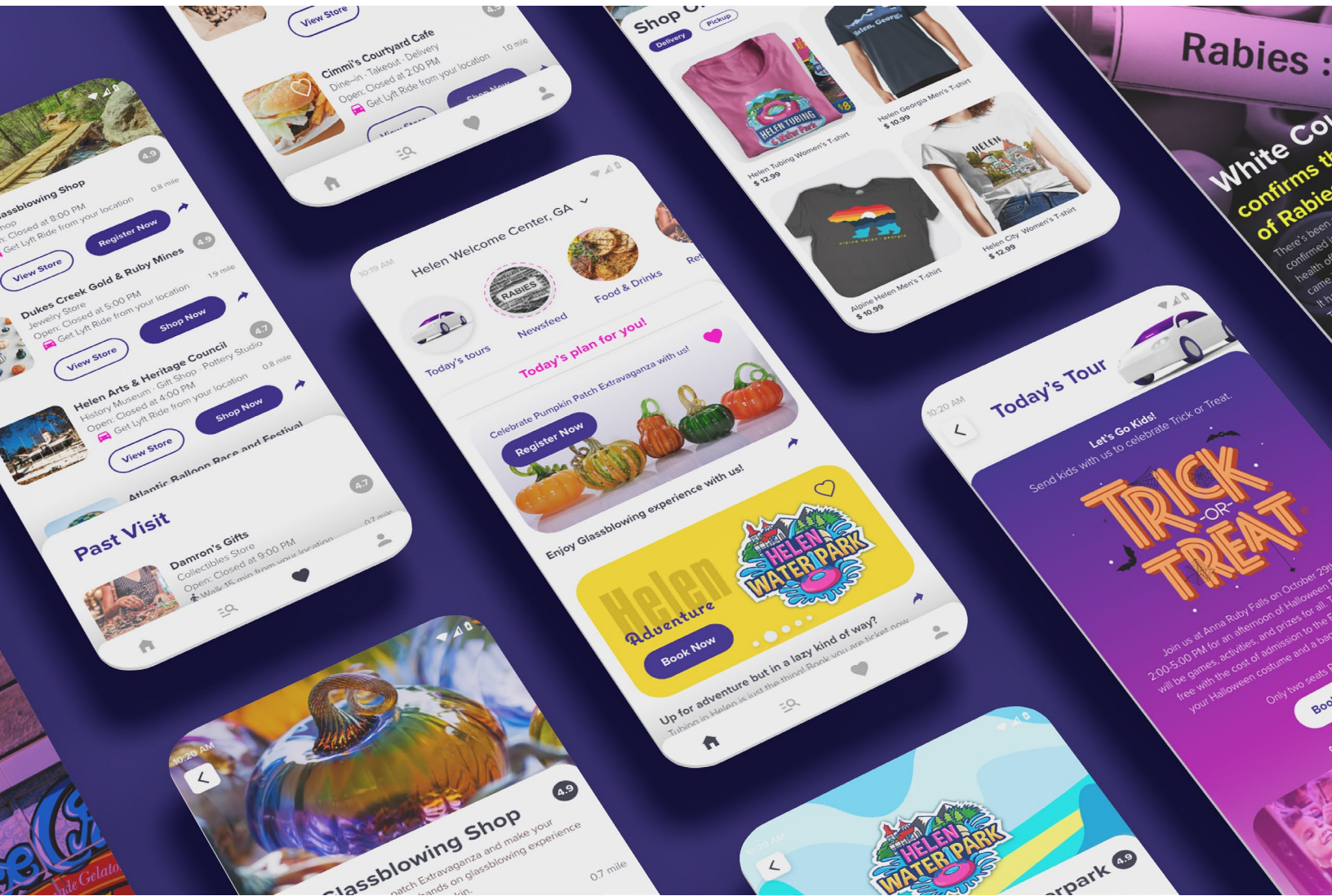
Final Design





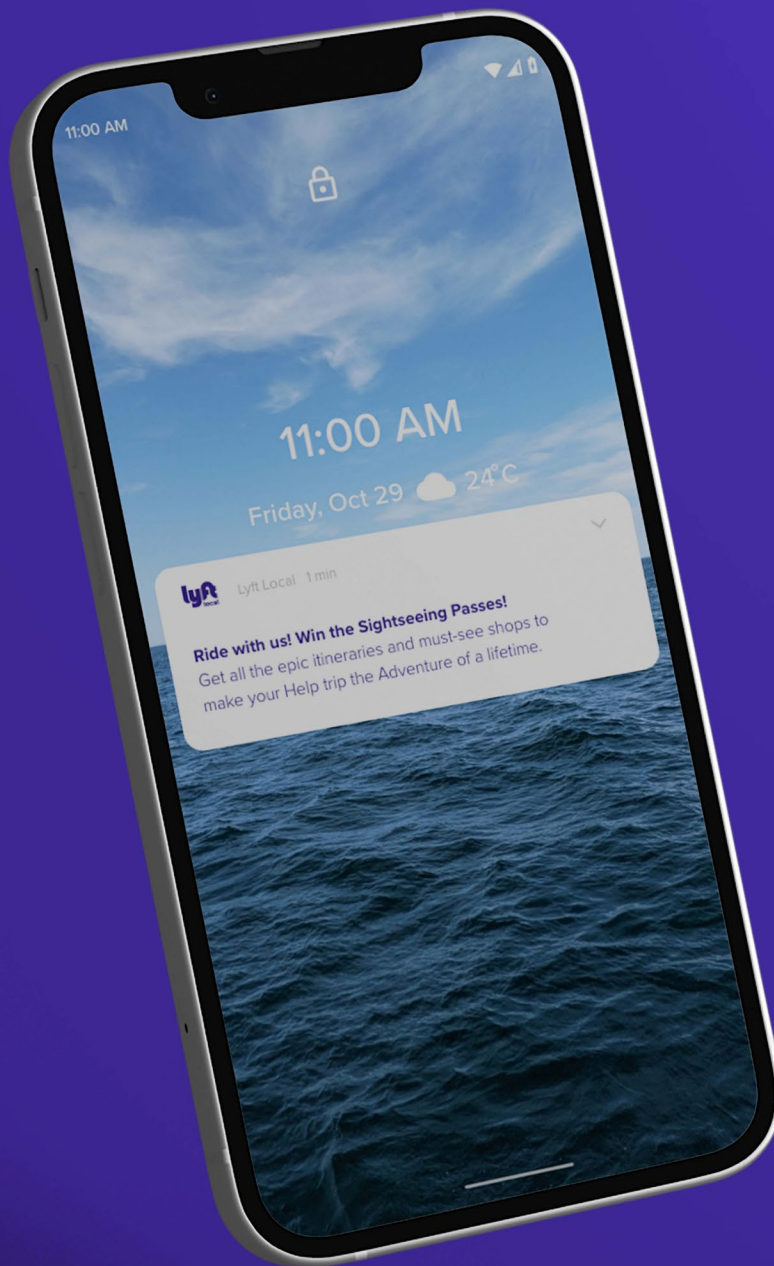
# App Design

## Final Design



# App Design

## Final Design



## **Our Learning**

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- Time Management
- Research Process
- Consequences of the design
- Design as a dynamic tool
- First design rule: Do no harm
- What are our viewers consuming?
- What are the consequences of our solution?
- The different definitions of small businesses in different continents
- Realized there are much larger numbers of small businesses in the US, compared to their larger counterparts
- The interconnectedness between disciplines
- Mind mapping and finding connections
- The relationships between business owners and customers
- Social movements and business
- The disappearance of local newspapers
- App design and teamwork
- Mind mapping and finding connections
- Planning, conducting and synthesizing interviews
- Brainstorming and compiling ideas

## Conclusion

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Overall, we have learned so much in this project. It is our first time conducting such an extensive group project via Zoom, which has been a valuable learning process for all of us. We have gained so much insight into the small business crisis. We discovered the power of research and its ability to lead robust design solutions.

Knowledge in synthesizing and connecting comprehensive materials. We learn through various disciplines' perspectives, apply them to our design practices, and gain empathy through interviews. Thank you.

## Citation

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**Thank You!**

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