SUH DUDE

Team D

Introduction

- SUH DUDE is a web application that provides data to entrepreneurs seeking information about where to start their new business
- Intended to be simple and easy-to-use, without making users navigate between several different pages
- Displays demographic information to help entrepreneurs decide what the ideal location is for their business

Background

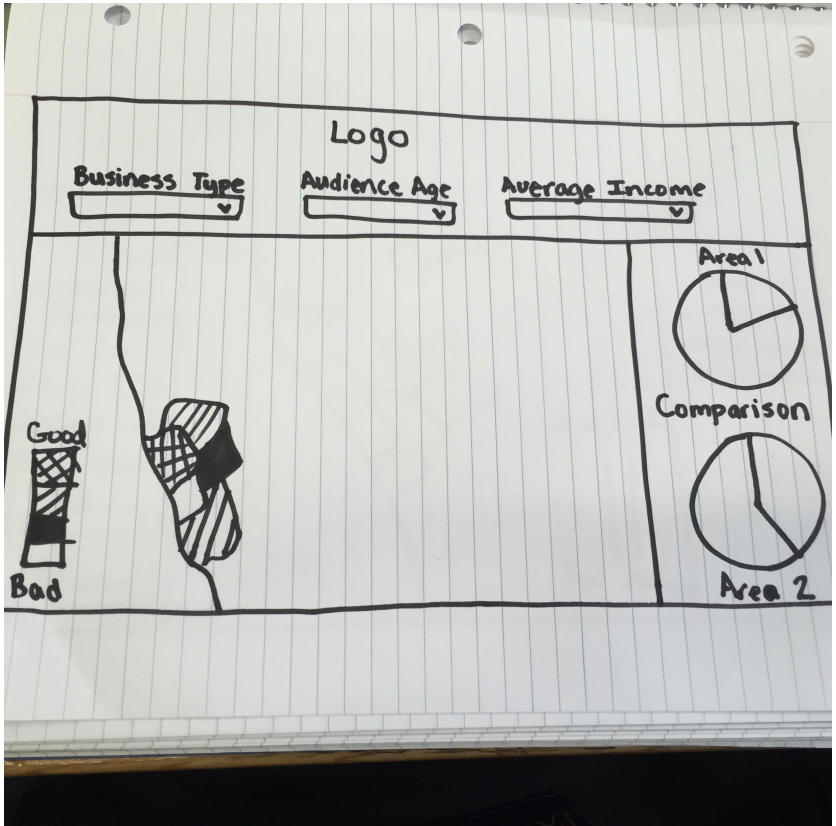
- Originally considered using Delphi data to help people who are moving live near a similar demographic
    - Married people could live near other married people, single people could live near other single people
- Realized most people don’t move just to be closer to others with the same relationship status
- But that information could be useful for businesses...

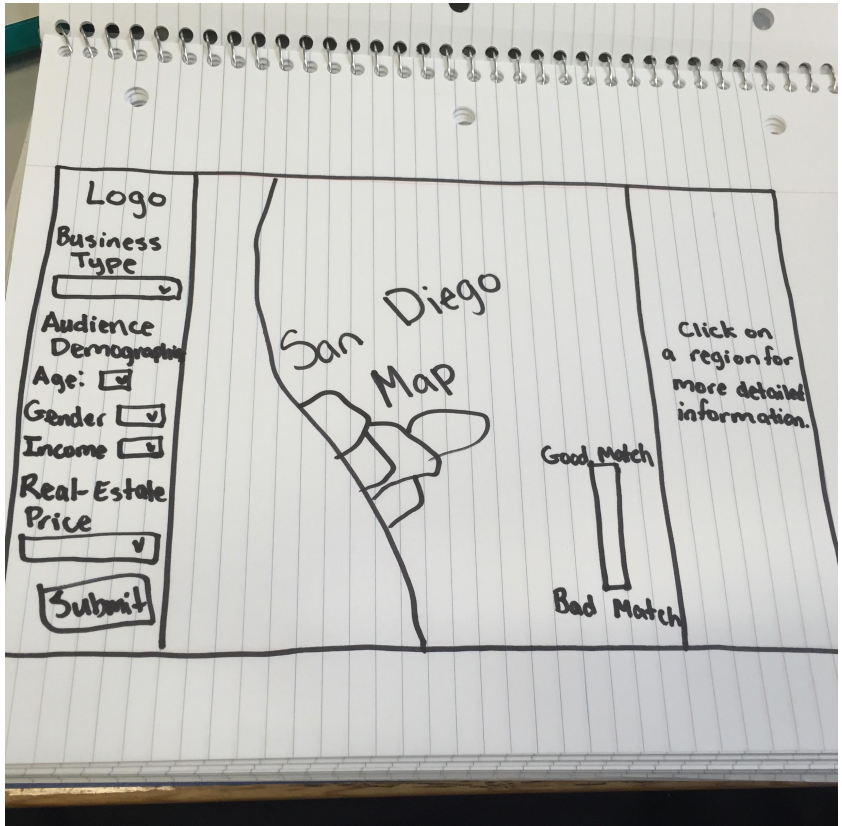
Design

- Started prototyping for an app to tell entrepreneurs where their business would be most successful
- Required user input of business type and information about the target demographic
- Referred to HCI design principles through the process
  - Consistency and standards
  - Match between system and real world
  - Help and documentation

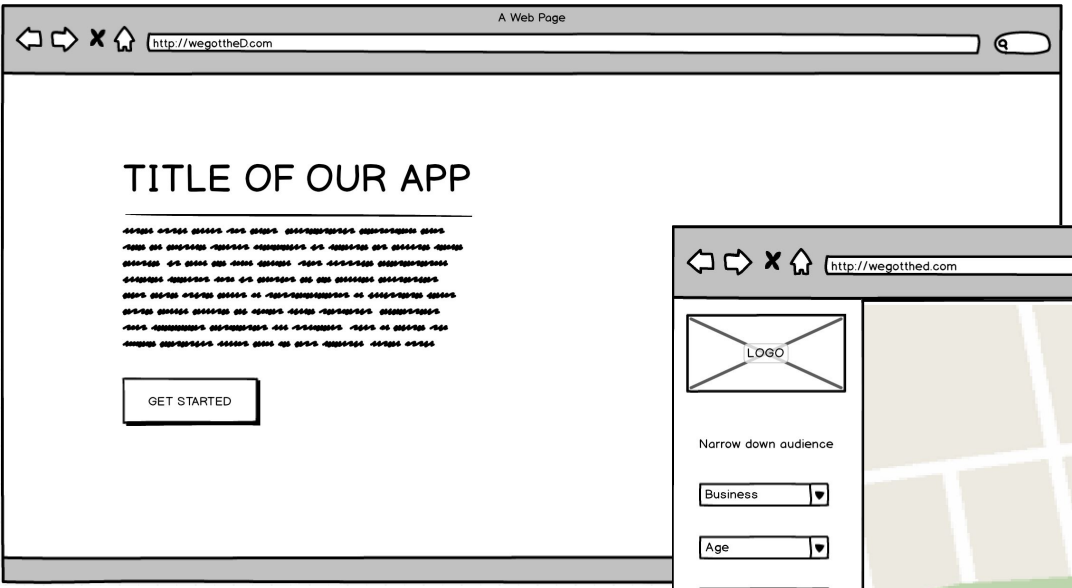
Low Fidelity Prototypes

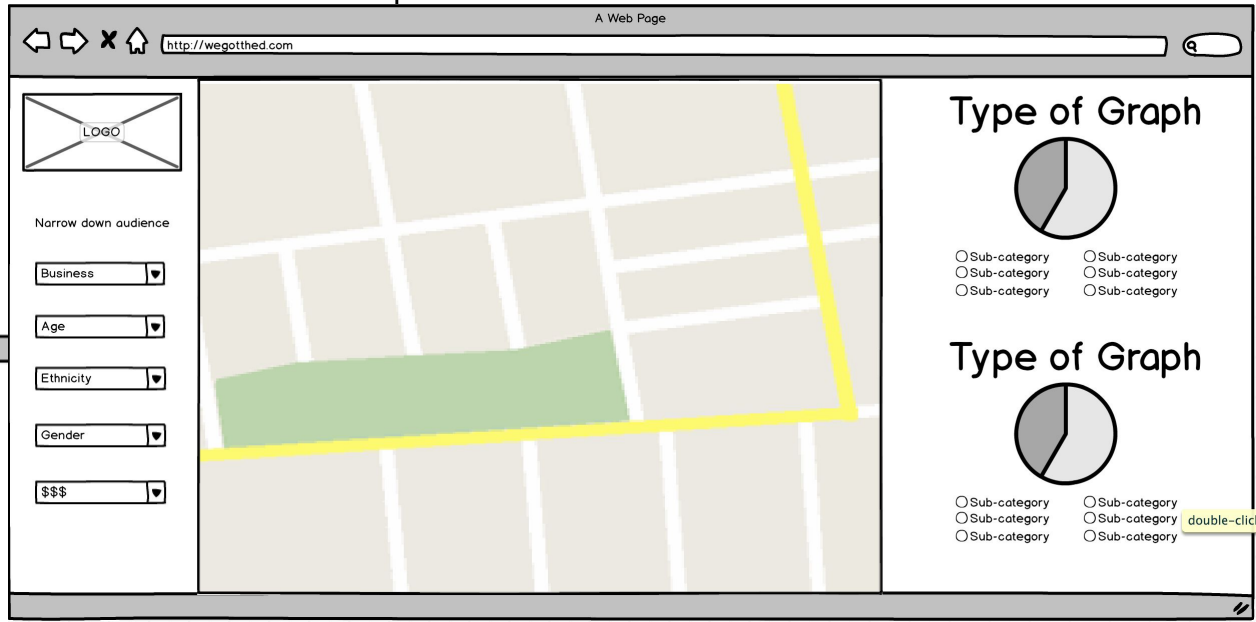
Paper Prototypes





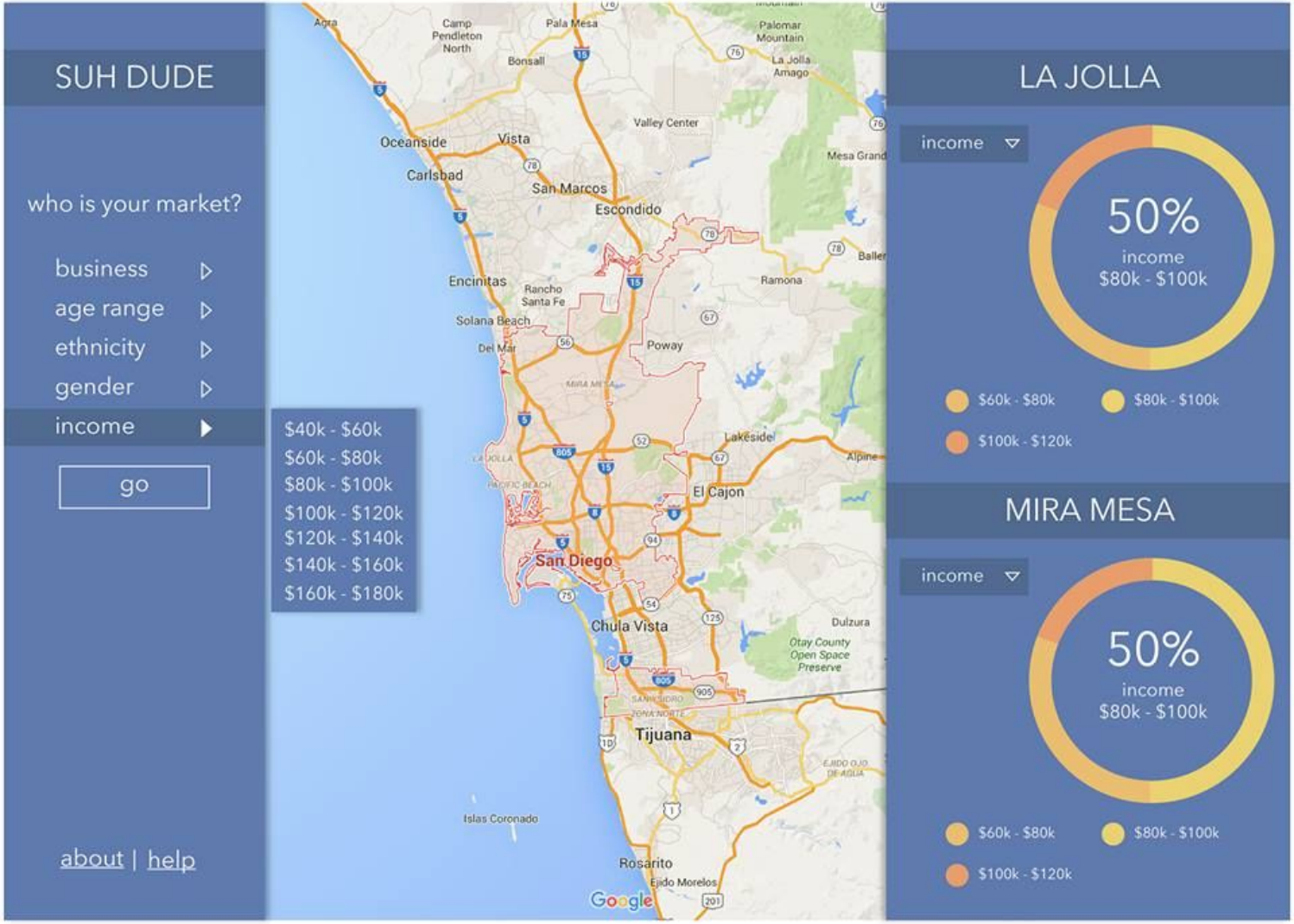
Mockups


A Web Page
http://wegottheD.com
TITLE OF OUR APP
GET STARTED


A Web Page
http://wegotthed.com
LOGO
Narrow down audience
Business
Age
Ethnicity
Gender
$$$
Type of Graph
Sub-category
Sub-category
Sub-category
Sub-category
Sub-category
Sub-category
Type of Graph
Sub-category
Sub-category
Sub-category
Sub-category
Sub-category
Sub-category

High Fidelity Prototype

SUH DUDE
Just put your Start Up Here, dude.
Don't know where to start?
LET'S FIND OUT
Don't know what to do?
GET A CLUE


SUH DUDE
who is your market?
business
age range
ethnicity
gender
income
go
about | help
$40k - $60k
$60k - $80k
$80k - $100k
$100k - $120k
$120k - $140k
$140k - $160k
$160k - $180k
Camp Pendleton North
Pala Mesa
Palomar Mountain
Bonsall
La Jolla Amago
Valley Center
Oceanside
Vista
Carlsbad
San Marcos
Escondido
Mesa Grand
Encinitas
Rancho Santa Fe
Ramona
Solana Beach
Del Mar
Poway
Lakeside
Alpine
El Cajon
San Diego
Chula Vista
Dulzura
Otay County Open Space Preserve
Tijuana
Islas Coronado
Rosarito
Ejido Morelos
Google
LA JOLLA
income
50%
income
$80k - $100k
$60k - $80k
$80k - $100k
$100k - $120k
MIRA MESA
income
50%
income
$80k - $100k
$60k - $80k
$80k - $100k
$100k - $120k

SUH DUDE
Just put your Start Up Here, dude.
Don't know where to start?
LET'S FIND OUT
Don't know what to do?
GET A CLUE

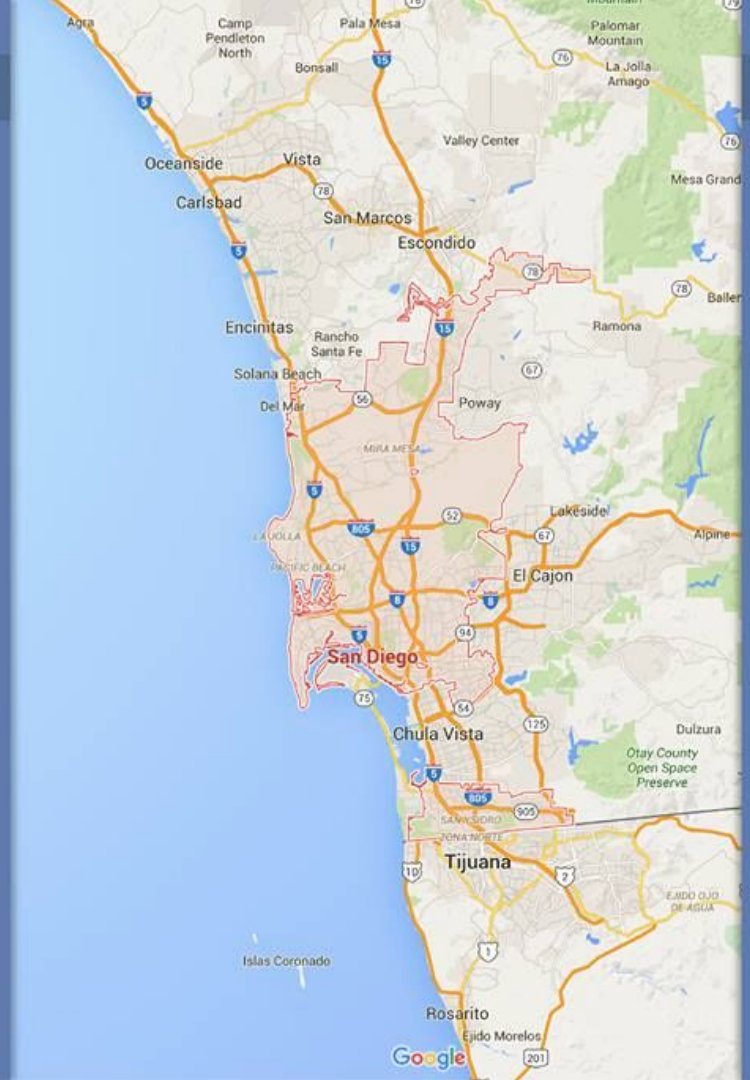
SUH DUDE

Pick a region

SAN DIEGO

go

about | help



SAN DIEGO

top businesses

1. Housing
2. Food
3. Travel
4. Entertainment
5. Recreation

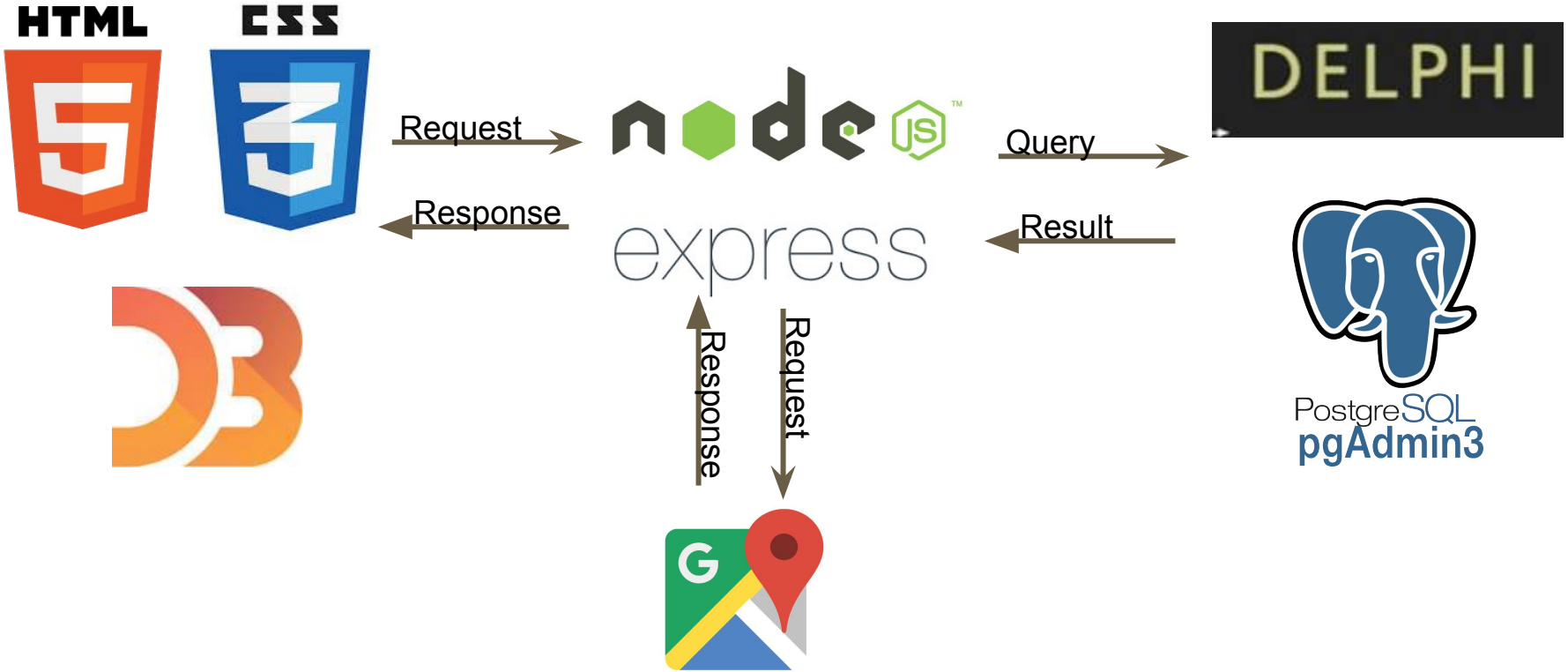
income

$20k - $40k

$40k - $60k

$60k - $80k

Architecture



Features

- Heat map to help users see what regions of San Diego are the most densely populated
- Donut charts displaying demographic information in 6 categories
  - Age
  - Race
  - Gender
  - Marital Status
  - Income
  - Expenditures
- Detailed population information about each region
- In-app assistance to help first-time users understand how to use the app

User Testing

- Collected feedback from other UCSD students
- Used feedback to narrow down scope of our app
- Changed color scheme to be more user-friendly

Lessons Learned

- Communication is very important
- Set small goals, and don’t move on from those until they’re done
- Start early, and meet up as regularly as possible so everyone is on the same page

Future

- Expand reach to outside of the San Diego area
- More data!
  - Information about other successful businesses
  - More historical data so users can see trends
- Data Filters
  - Alternative ways to find data
  - Eg. Find area that spends the most on entertainment and recreation
- Combine Data
  - Ex. Filter by single men or married women

Demo

http://suhdude.heroku.com/