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

TITLE OF OUR APP
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
who is your market?

- business
- age range
- ethnicity
- gender
- income

LA JOLLA
income
- 50%
- $80k - $100k
- $60k - $80k
- $80k - $100k
- $100k - $120k
- $120k - $140k
- $140k - $160k
- $160k - $180k

MIRA MESA
income
- 50%
- $80k - $100k
- $60k - $80k
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about | help
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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/