

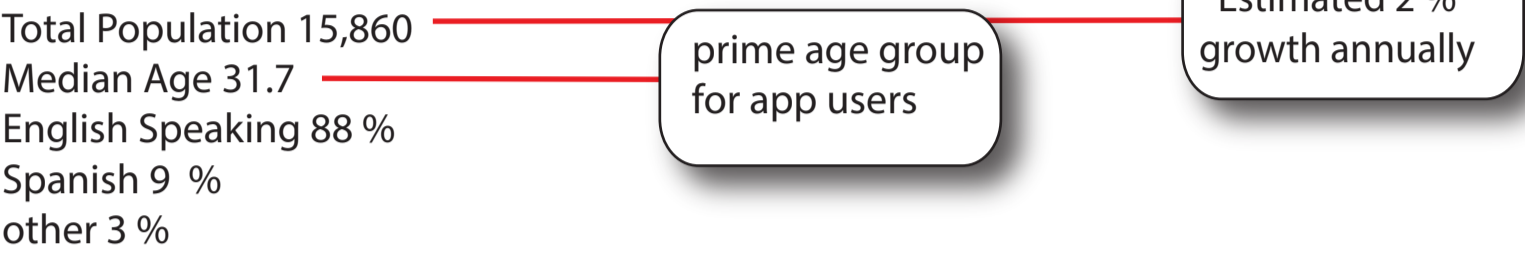
# VISIT FAIRBURN

## PROJECT


Create app to encourage the community to shop with local small businesses in the Fairburn Area. Also will promote, provide information about local small businesses, and entrepreneurs.



### DEMOGRAPHICS



## PERSONAS



Age 37  
Kevin

SHOPPING TENDENCIES


ONLINE IN PERSON

Tends to Shop Online with well known companies, Home Depot, Target, Amazon

Doesn't care for shopping the Experience.

Looks to get what he needs quickly online.

**MOST IMPORTANT ASPECTS OF SHOPPING:**  
convenience and customer service



Age 42  
Nina

SHOPPING TENDENCIES


ONLINE IN PERSON

Leans more towards shopping in person. Shop more chain and large companies for convince.

Enjoys shopping in person, Browsing through items and finding sales and discounts

Routinely shops extensively during weekends with friends

**MOST IMPORTANT ASPECTS OF SHOPPING:**  
sales and discounts



Age 28  
Kacie

SHOPPING TENDENCIES

ONLINE IN PERSON

Shops locally, tries to stay within a 5 mile radius of home. Convenience is most important.

Willing to shop with small local businesses but concerned with Quality, and consistency.

Tries to shop early to avoid crowds and traffic.

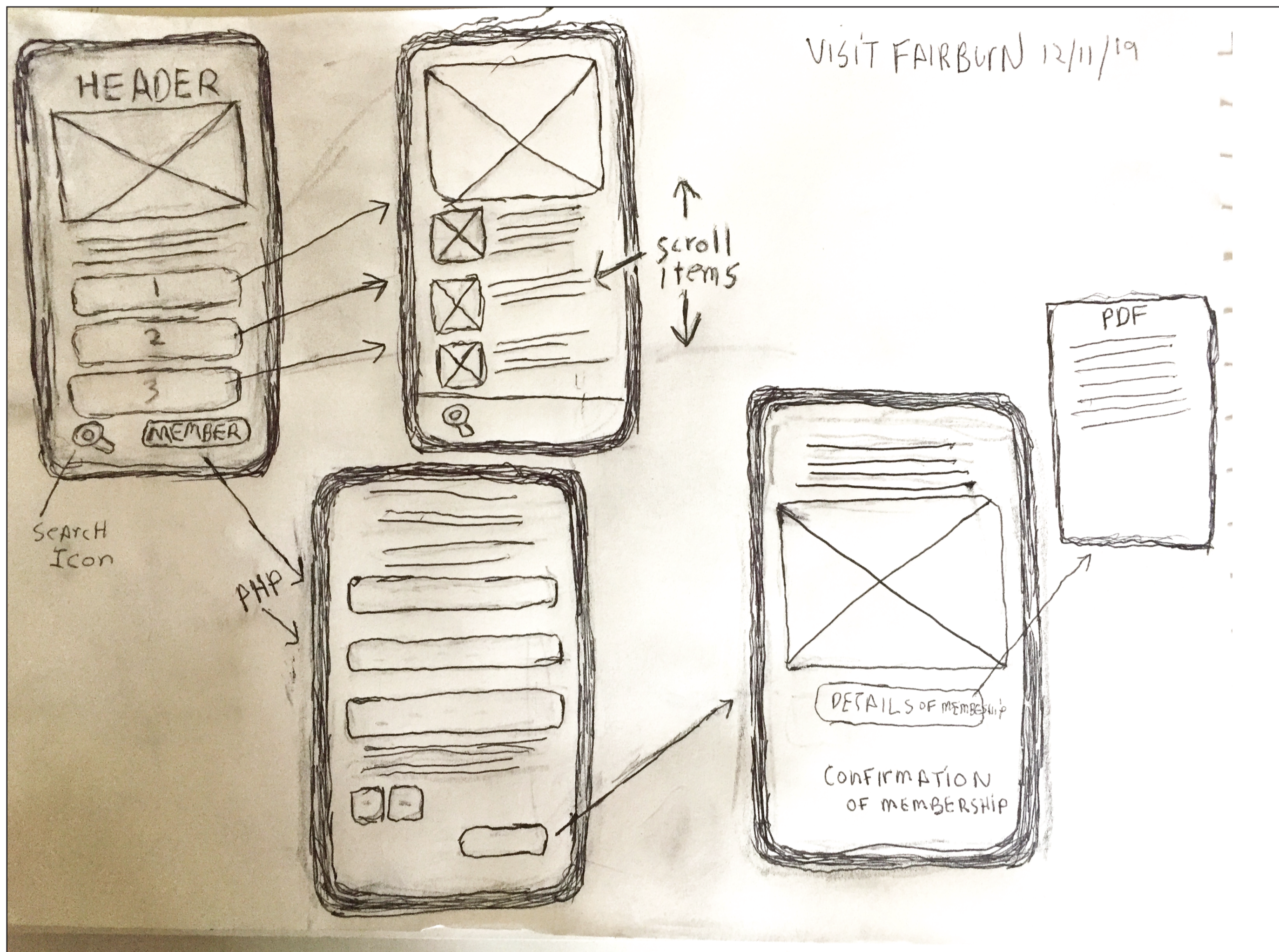
**MOST IMPORTANT ASPECTS OF SHOPPING:**  
location / convenience

Promote appeal discount with membership

### RESEARCH FINDINGS

Community willing to shop with local small businesses. Concerns about convenience, quality, pricing accessibility is an issue. unaware of local businesses and how to access

App addresses this issues and concerns by providing detailed info on small businesses (location, service, contact info)



## TECHNOLOGIES

HTML

CSS

JAVASCRIPT

J QUERY

PHP

# Visit Fairburn

web trends:

younger demographic scrolls uses / clickable icons

older demographic tend to click / dropdown menus

<header></div><h1></h1><h2></h2>

<div></div><p></p>

<ul></ul>

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Welcome to Fairburn  
(General Project Summary)

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FOOD AND DRINK

RETAIL

SERVICES

JOIN / BECOME A MEMBER

FOOD AND DRINK

IMAGE

( SUMMARY OF BUSSINESS HERE )  
( TELEPHONE )  
( WEBSITE URL HERE )

AMERICAN

ASIAN

MEXICAN

OTHER

RETAIL

IMAGE

( SUMMARY OF BUSSINESS HERE )  
( TELEPHONE )  
( WEBSITE URL HERE )

APPAREL

HOME

GROCERY

OTHER

RETAIL

IMAGE

( SUMMARY OF BUSSINESS HERE )  
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