

Good Company Project

Team Strive Together

Nikita, Srinija, Esther, Xiang

DGM 6168

Catalytic/ QBurst Questions

Objectives/ Clarification

Website Content

Impact

General Aesthetics

Objectives (What is the website about? Who is it for?)

1. **What are your 3 main objectives/ goals with the website? (not the company's mission statement)**
2. What would be the primary and secondary Call to Actions (CTAs)?
3. What is the most important information that you need the user to know immediately? On the homepage, what is secondary?
4. **Who is your target audience? Who will this website reach?**
5. Does the website need to have an e-commerce purpose?

Mission/ Values

1. **What are Good Company's standards and values when deciding on/ choosing a new sponsor or business to partner with?**
2. **What is your measure of success for this website *and* for Good Company?**

Current Thoughts (What do they think about the current/ existing version of the website?)

1. **What are some of Good Company's current projects?**
2. What elements do you love in Good Company's current website?
3. In your opinion, what is the main downside of your website's current version?
4. What aspects about Good Company's current website do you think can be improved?
5. **How do you envision the user experience to be like when they are using the website?**
 - a. **What kinds of information should visitors take away from the website?**
6. Do you think your existing messaging is impacting the target audience?
7. Do you have any website models that we can use as a reference? If so, which parts of these websites do you think are successful?

Donation/ Joining

1. How are the sections of “Become a Sponsor”, “Become a Mentor”, “Join” and “Connect” different?
2. What is the selection process expected to look like if you want to either become a Sponsor or a Mentor?
3. **When you donate or join, what are the benefits of becoming a member? How many tiers?**
4. **Where does the money from the donations go towards?**
5. What was the thought process behind the prices you have now at Good Company’s donation site?
6. The fill-out form found on many of the pages asks for basic info like name, email, address, phone number, etc. **What are you signing up for?** Is it a subscription to a newsletter? To be contacted as a member, or donator, or etc.? The same form shows up on “Become a Mentor”, “Join”, and “Events”.

Website Content Questions

Homepage

1. Currently there are 9 sponsors showcased on the homepage that support Good Company. **Does Good Company have any new sponsors/ partners they would like to partner up with that we should know of?**
 - a. **What specific information about these sponsors/ partners would you like visitors to know about?**
2. What if the website tab displays “Good Company” instead of “Advice Without Prejudice”?
3. What if there were Call to Action (CTAs) on every page of the website. Would that catch the user’s attention and end up engaging with the website?

About Us

1. Why and when was Good Company founded?
2. What is your inspiration for starting the company?
3. What if there was information about why and when Good Company was founded under the About us section? Would you like for the inspiration story to be mentioned on the website?
4. What is the motive behind naming the page “Leadership” ? Does it tell the users that it consists of the team’s background information?
5. Can we simplify the “Thank you” note by mentioning the whole team instead of individual names?
6. What if the hierarchy of the content is rearranged on the “Join” page under “Support Good Company”? Should the section “Expand your global reach” be placed above the form?

Events, News & Connect (See Social Media Impact section on next slide)

1. What if there was a general questions form on the “Connect” page?
2. There is no contact tab on top of the menu. Does the Good Company need any web page that contains all the contact information for people to see?

Other

1. How can we improve the quotes on each page?

Impact Questions

Member Impact (How does the website help the user?)

1. Is there a better way for members/ visitors to know about Good Company's events in advance besides signing up?

Community Impact (Events, News, Calendar, etc.)

1. **How and in what ways has/ will Good Company help underprivileged entrepreneurs, businesses, and communities?**
2. **Do you have any testimonials or success stories from the people you've impacted?**
3. How will the "Events" page highlight upcoming events? What if the "Events" page showcases photos from past events?
4. In the events tab, the undated events do not have their own links. Does Good Company need them linked with some general information about the event even though they are TBD?

Social Media Impact (Social Media, sharing, etc.)

1. Currently, Good Company only connects to social media via sharing/ liking on Wordpress, Facebook, Instagram, linkedIn, and Twitter. **Are there any more social network outlets you would like to be associated with (beside Trademark Vana)?**
2. Why are the social media platforms mentioned in the footer? Are these social media platforms active?

Connection to Trademark Vana (How does it tie to Trademark Vana?)

1. Do you have any specific ideas of how you would like Good Company to connect with Trademark Vana?

General Aesthetic Questions (Images, navigation, etc.)

Photos/ Images/ Logos

1. What is the selection criteria for choosing images and photos? Are the repeated images trying to strongly impact something? How can we implement a one two punch photo?
2. Does Good Company have any updated photos they would like us to showcase?
3. For the leadership page, do you have any updated photos of the team members we can use?
4. Does Good Company have an updated logo they would like us to use?

5. What if we highlight the company name and logo in the header of the homepage instead of existing images? Do you have any ideas of how you think the space on the screen could be better utilized?
6. What if the rotating carousel of the sponsors on the home page is interactive?
7. In the global resources section, do all the images need to be updated?

Color Scheme

1. Does Good Company have a specific color palette they want to implement (that isn't the current colors of just white)?

General Navigation (Does the general flow of the website make any sense? Can it be improved?)

1. Do you want simple layouts with easy navigation or complex ones?
2. Do you need any additional pages/ sections? (Except for Trademark Vana)
3. What if there was a “back to the top” button floating throughout the website to get to the top of the page?
4. Could the team members' information be on a separate page in a grid format and not the homepage?
5. What if the news was displayed as a rotating carousel on the home page instead of having a separate page?

6. What if the rotating carousel on the “Leadership” was interactive and when clicked it would land on the team member’s information?

7. Would you prefer if all the forms are similarly aligned throughout the website and if the content inside the forms were similarly formatted?

8. What if there were more helpful links in the Footer section?

9. On the home page, there are two options for people to join. Would it be better just to keep the home page simple and clear since all the join options are shown in the “Support Good Company”?

10. The Disclaimer, Terms of Service, and Privacy Policy are a good edition to the bottom of the website. Are there any other legal notifications that are wanted/ needed to be added to the website?

Problem Statement:

The Strive Together team will redesign Good Company's website to improve its overall functionality and strengthen its connection with Trademark Vana.

What is Good Company?

Good Company is a 501(c)(3) non-profit organization that is tied to Trademark Vana.

Good Company's website is designed to provide a platform for historically disadvantaged, disenfranchised, and underrepresented entrepreneurs. The website intends to give more exposure and foot traffic to the organizations and companies that it showcases.

What is a disadvantaged business enterprise (DBE)?

According to the US. Department of Transportation, DBEs are “for-profit small business concerns where socially and economically disadvantaged individuals own at least a 51% interest and also control management and daily business operations.”

Typically, African-Americans, Hispanics, Native Americans, Asian-Pacific/ subcontinent Asian-Americans and women are considered/ presumed to be socially and economically disadvantaged. Other people can qualify as disadvantaged on case-by-case basis.

Links: <https://www.transportation.gov/civil-rights/disadvantaged-business-enterprise/definition-disadvantaged-business-enterprise>,
<https://www.transportation.gov/civil-rights/disadvantaged-business-enterprise/do-you-qualify-dbe>

What is a startup?

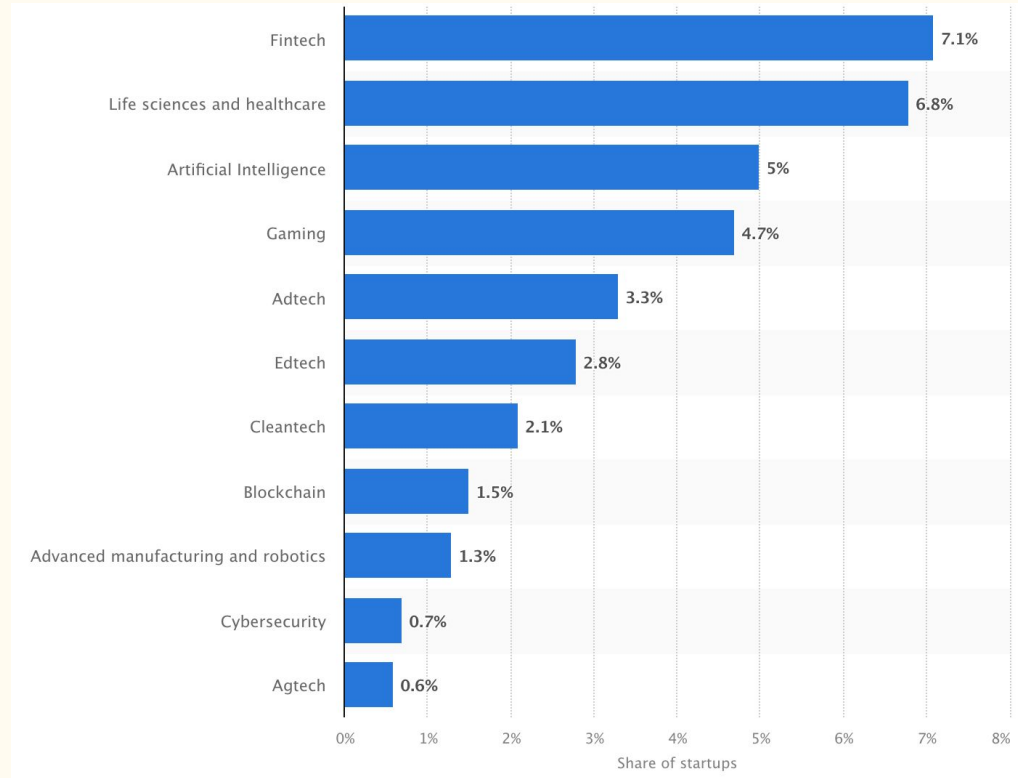
A startup is defined as “a company or project undertaken by an entrepreneur to seek, develop, and validate a scalable business model.” They are founded by entrepreneurs and are often in their first stages of operations.

Usually, startups tend to face many challenges and a lot of uncertainty. They often end in failure, but a small handful of them become highly successful and influential. Many startups begin with a limited amount of revenue and need to rely on the funds from outside resources such as venture capitalists, crowdfunding, loans, and other connections.

Market Research

How many startups are there currently?

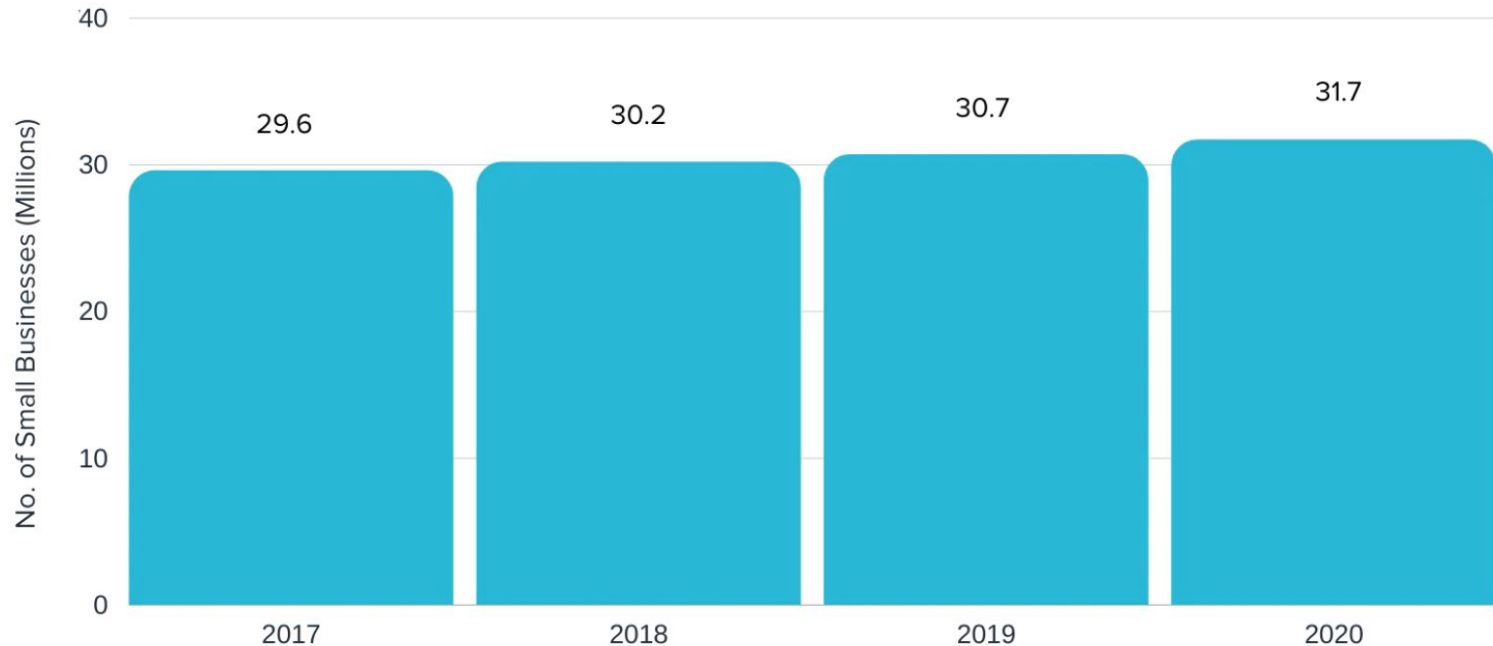
31.7 million startups in the US by 2020 according to Small Business Administration (SBA)



How fast do startups grow?

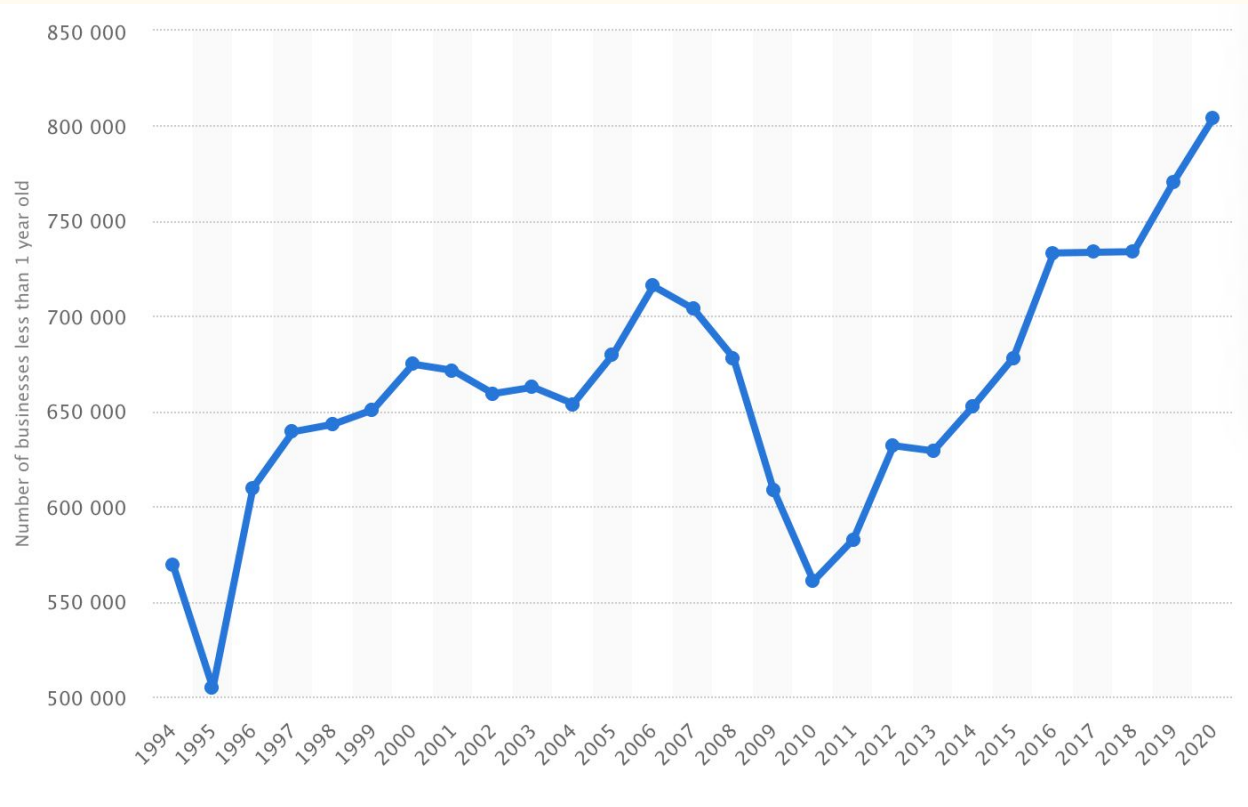
From 2017 to 2020, the startups in the US grow at a rate of 3.15% increase from the previous year

Small Businesses in the United States from 2017 to 2020



How frequently are startups created?

627,000 per year on average in the US



What % of all startups in the US are funded?

- 77% of startups rely on personal savings for their initial funds
 - Only 0.05% of startups raise venture capital

How can startups get more funding?

- Startups with two co-founders rather than one raise 30% more capital

How much funding do startups get?

- The average seed round is \$2.2 million

What are the challenges that startups face?

Many startups face uncertainty. Startups face different challenges while running their businesses. Here are some specific challenges:

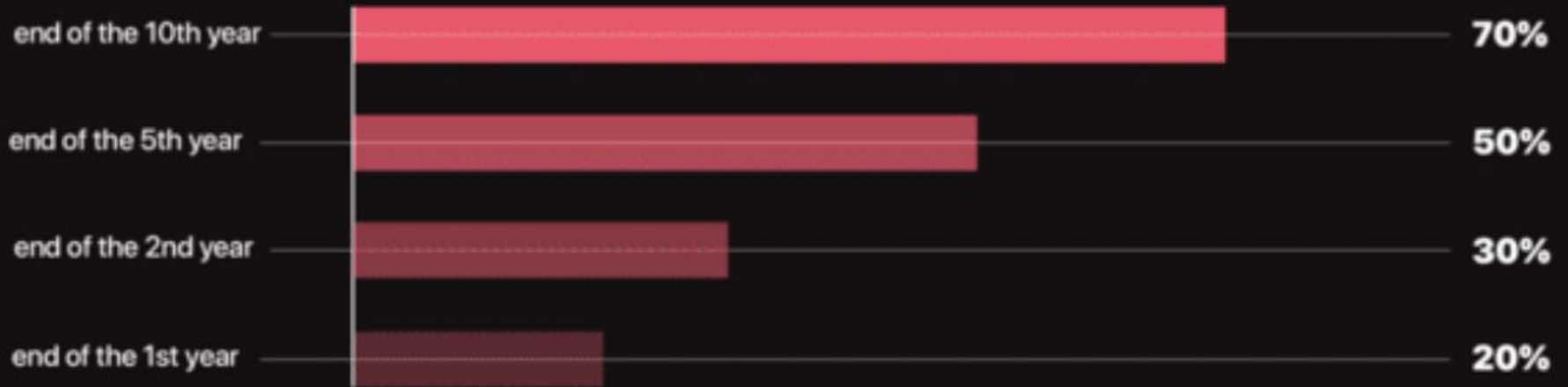
- **Competition**
 - The competition between companies, such as ideas, market, etc
- **Lack of funding**
 - Startups need substantial amount of money to cover costs
- **Extreme Time Commitments**
 - There is always not enough time to complete what needs to be done
- **Poor Planning**
 - It could be estimating the operating costs, initial marketing campaigns and projecting finances

How do startups find resources? What are their resources?

- **Accelerators**
 - Provide resources, networking connections and business development opportunities
- **Coworking space**
 - Provide networking and community-based resources
- **Business competition**
 - Participate competition can jumpstart the startups
- **Angel investors**
 - Early-stage funding
- **Venture capitalists**
 - Provide financing in exchange for equity

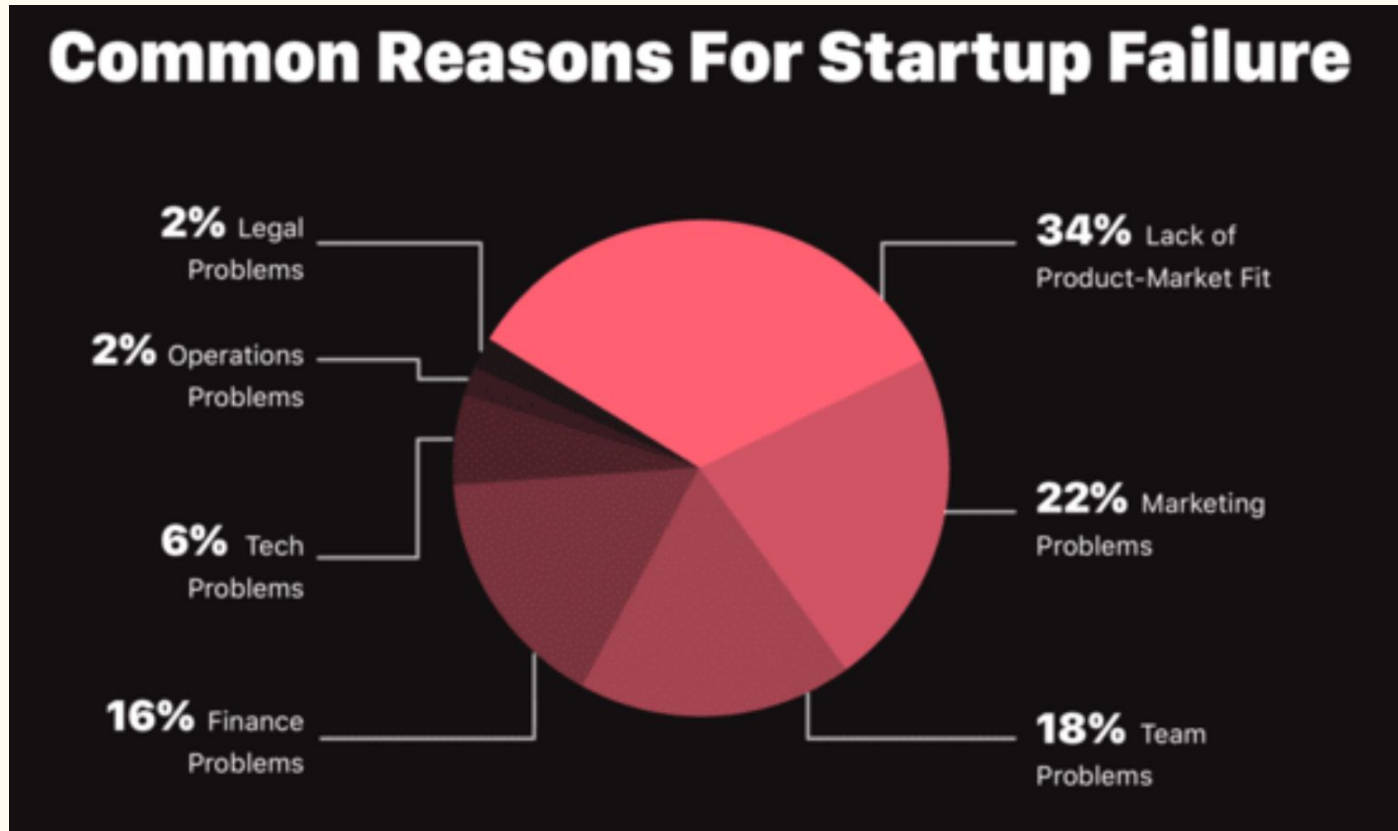
What % of startups overall are successful?

One out of nine startups succeed according to failure



failure rates through the years

Why do startups fail?



Market Research Sources:

- SBA: <https://www.sba.gov/>
- Statista:
 - <https://www.statista.com/statistics/235494/new-entrepreneurial-businesses-in-the-us/>
 - <https://www.statista.com/statistics/882615/startups-worldwide-by-industry/>
- <https://smallbusiness.chron.com/information-small-business-startups-2491.html>
- <https://www.oberlo.com/statistics/number-of-small-business-in-the-us>
- <https://unreasonablegroup.com/articles/why-some-startups-get-funded-thousands-others-dont/>
- <https://www.forbes.com/sites/theyec/2020/01/22/growth-of-a-startup-successful-user-adoption-rates/?sh=510d8dbd3e5c>
- <https://www.eleken.co/blog-posts/average-saas-growth-rate-brief-guide-for-startups>
- <https://www.saas-capital.com/research/2020-private-saas-company-growth-rate-benchmarks/>
- <https://journals.sagepub.com/doi/full/10.1177/0312896214525793>
- <https://www.wilburlabs.com/blueprints/why-startups-fail>

Comparative Analysis

& SWOT Analysis of Good Company

SWOT Analysis of Good Company

Good Company's Current Website



Global Resources

for Entrepreneurs & Small Businesses

Strengths:

- Mission and team members are described
- The current aesthetics are easy to look at
- There is a section to donate

Weaknesses:

- CTAs/ purpose of the website not immediately clear
- Website layout is disorganized/ difficult to navigate
- Limited functionality

Opportunities:

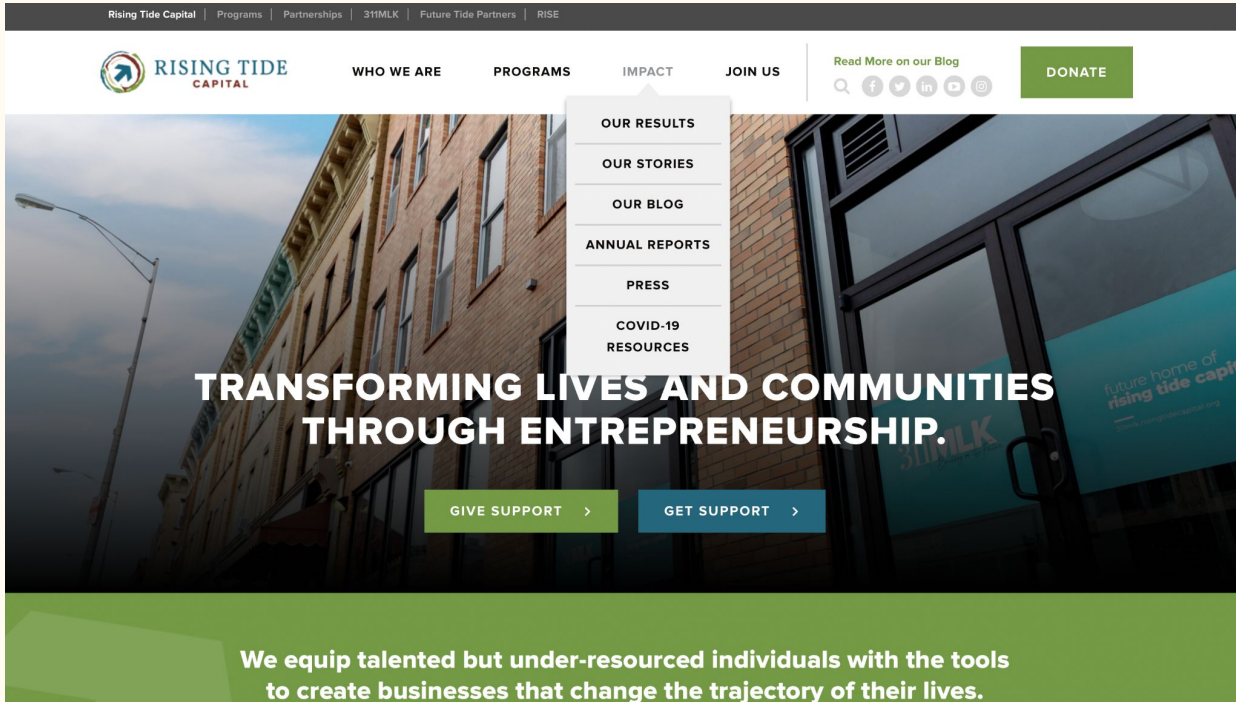
- Add more CTAs
- Share success stories/ testimonials
- Create more ways to connect (social media, other organizations, and Trademark Vana)

Threats:

- Other non-profit services that are done at a higher quality for a lower prices or for free
- Stability of income/ foot traffic

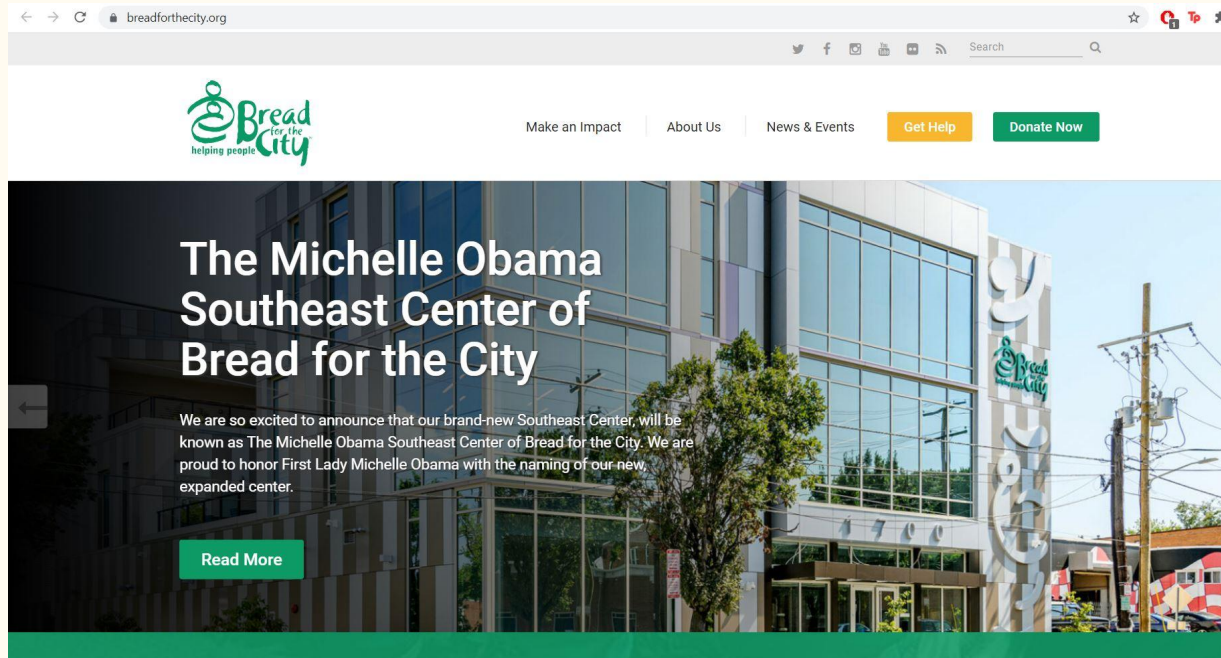
Example #1: Rising Tide Capital

<https://www.risingtidecapital.org/>



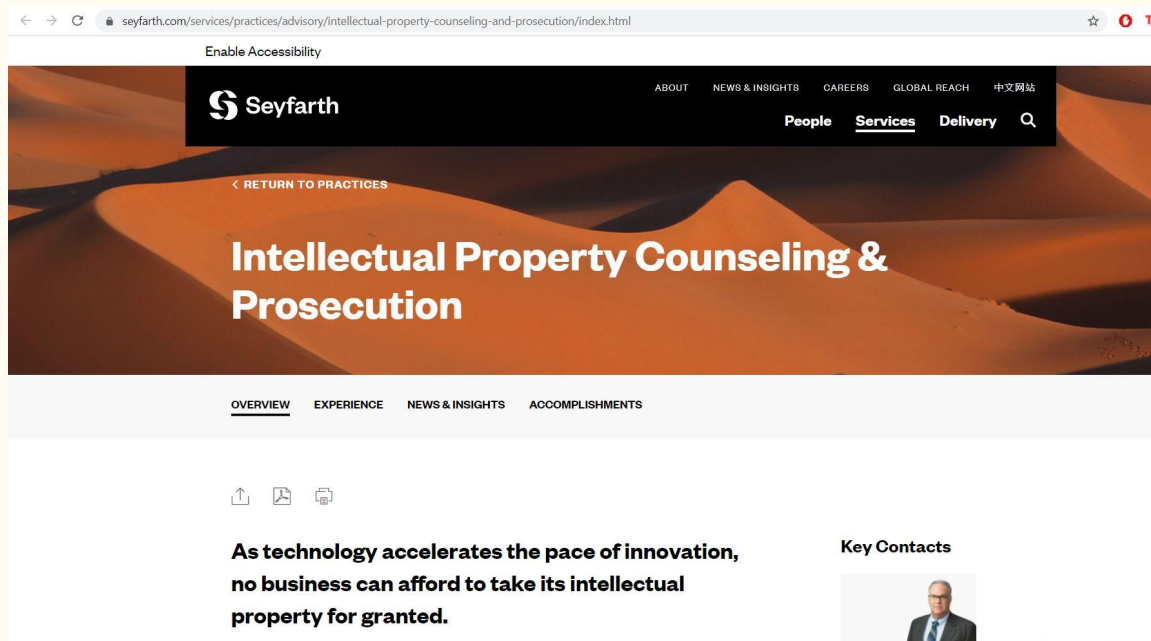
Example #2: Bread for the City

<https://breadforthecity.org/>



Example #3: Seyfarth

<https://www.seyfarth.com/services/practices/advisory/intellectual-property-counseling-and-prosecution/index.html>



Comparative Analysis: Matrix Table

		 RISING TIDE CAPITAL	 Bread for the City helping people	 Seyfarth
Company Story on Homepage	✗	✓	✗	✓
Easy to Navigate	✗	✓	✓	✓
Clear CTAs	✗	✓	✓	✓
Organized/ Clear Fill-out Forms	✗	✓	✓	✓
Good Search Functionality	✗	✓	✓	✓
Community Impact Showcased	✗	✓	✓	✗
Upcoming Projects/ Events	✗	✓	✗	✓
Responsive Website (for mobile)	✓	✓	✓	✓
Updated News, Blog, Social Media	✗	✓	✓	✗
Relevant Images	✗	✓	✓	✓
Available Contact Information	✗	✓	✓	✓

Personas, Journey Maps, Empathy Maps

Target audience includes entrepreneurs who are looking to or have already created their own startup business.

Steven Chang

Small Business Entrepreneur; Store Owner

Age: 39

Nationality: Chinese-American

Status: Married, 1 child

Located: Watertown, MA

About:

Steven is a 2nd generation Chinese-American who runs his own bakery and cafe. When he was young, he worked in his parents' restaurant and realized he enjoyed the business-aspect of the food industry. He earned his Bachelor's in Food Service Management at Johnson and Wales University, RI, and last year he was finally able to open a storefront. In his free time, he enjoys taking walks around Boston, exploring Boston's food scene, spending time with his friends at bars, and relaxing with his family.

Personality: ENTJ

- Innovative•Motivated•Risk-taker
- Impulsive•Headstrong•Organized•Passionate•

Needs:

- Stable foot traffic (stability)
- Platform for more exposure
- Efficient business model/ more staff for maintaining his bakery when he's busy
- More sleep

Goals:

- Create a webpage for his business
- Turn his bakery and cafe into a regional chain
- Expand to become cafe and bar
- Working on liquor license
- Wants to be featured in many food magazines
- Visit his parents' home country with his family

Pain Points:

- Has difficulty expressing his emotions clearly
- Finds it hard to make time for himself
- Finds it hard to make time for his loved ones

"You must be willing to act today in order to succeed."



Steven Chang

Scenario:

Steven has a full day managing his bakery/cafe.

Expectations:

- Inventory and register are safe
- No unnecessary food waste (general accidents)
- At least 350 people to come in per day (average)
- Gross income is ~\$3,150 per day (average)
- Majority of income/ customers come during the weekend

1. Wake up/ Get ready

- Wake up at 6 am
- Work on food prep
- Collect belongings
- Go to work

2. Run the Bakery/ Cafe

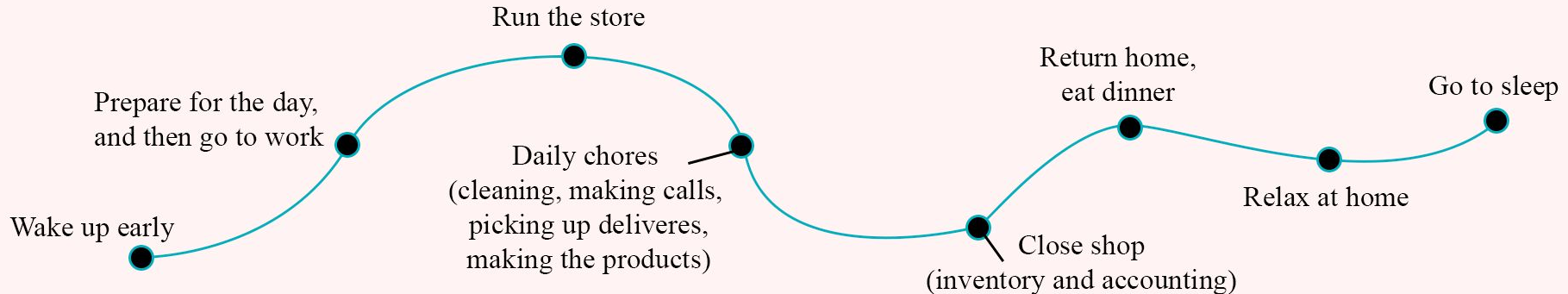
- Open shop by 8 am
- Greet and serve customers
- Take calls
- Bake/ make the products
- Receive deliveries/ packages

3. Closing the Bakery/ Cafe

- Close shop by 8 pm
- Perform inventory check
- Count the register
- Do some financial record keeping
- Return home by 9 pm

4. Finishing the day

- Eat late dinner alone or with family
- Go for a late night walk or read
- Check up on family
- Go to sleep



Steven Chang

“I hope nothing goes wrong today”

“The delivery should be coming today,
I hope there’s everything I asked for!”

“Thanks for coming to my store,
please come again!”

SAYS

DOES

Wakes up early
Makes a detailed schedule/ routine plan
Maintains sanitation levels in the store
Welcomes and serves customers
Takes calls and bakes the products
Accounting for the financial records
Eats dinner with family
Sleeps late



“I’m so tired.”

“I wonder what my wife is
doing right now. I hope she’s having
a good day!”

“I can’t wait to get home!”

THINKS

FEELS

Focused
Happy
Stressed
Tired
Eager to grow his business
Satisfied with his job

John Gomes

Small Business Owner, Home Remodeling

Age: 43

Nationality: American

Status: Married, 3 children

Located: New York

Earlier this year, John Gomes left a construction company to become an independent general contractor. Since striking out on his own he has managed several small home improvement projects and won contracts to build two large new homes. After spending 20 years in the construction industry, John has a lot of connections from which he has currently gets job leads and deals on building supplies. In his free time, he enjoys spending time with his family, meeting friends for drinks and taking family on road trips.

Personality:

INTJ

- Creative•Organized•Risk-Taker
- Headstrong•Passionate•Thoughtful

Needs:

- Clients to give referral
- A manager to track work progress
- A vendor to provide discounted price

Goals:

- Ensure clients are satisfied with work
- Complete projects within deadline
- Expand his team
- Build a contract with a same vendor
- Grow client network through referral

Pain Points:

- Has difficulty to convince clients to pay the price
- Not sure if products will arrive on time
- Cannot manage multiple ongoing projects efficiently
- Not being able to find a loyal vendor

*"Work hard till you are done,
not when you are tired."*



John Gomes

Scenario:

John has a full day tracking the progress of his projects

Expectations:

- The supplies are sufficient.
- There is a constant increase in the progress.

1. Wake up / Get ready for Gym

- Wake up at 7 am
- Get ready for gym
- Carry work clothes
- Go to gym

2. Go to office/Check the supplies

- Reach office by 10 am
- Assign daily tasks to his team
- Take report of the inventory
- Conduct site visits

3. Tracking project progress

- Check the progress
- Meet clients for feedback
- Update the clients on the progress

4. Restocking the supplies

- Register new supplies in the inventory
- Making a list of the supplies needed
- Contact vendor and place order

5. Finishing the day

- Finishing the day
- Reach home and eat dinner with family
- Watch Television with family
- Go to sleep



John Gomes

“I have assigned the daily tasks to the team”

“The new supplies need to be registered”

“I hope you are happy with the progress so far”

“Do you have any feedback or suggestions”

“Please give me a discounted price for these supplies”

“I hope the supplies are delivered within time”

SAYS

DOES

Wakes up early and goes to the gym

Assign tasks to the team

Check the inventory and make report of supplies needed

Explains clients the progress and asks for feedback

Places order for new supplies and awaits the delivery

Eats dinner with family

Watches television and goes to sleep



“I hope the client is happy with the progress”

“I need to check the inventory
before it goes out of stock”

“I hope the vendor gives me a
discounted price for the supplies”

“Finally, I will get to spend
time with my family”

THINKS

FEELS

Relieved

Stressed

Tired

Worried

Energetic

Eleanor Anagonye

Founder of Visionary mind

Age: 29

Nationality: American

Status: Single

Located: California

Eleanor, known as Elena, is from California. She did her bachelors in multimedia. She is passionate about creating something new and always tries to do something different in an innovative way. She worked as a motion graphics artist for 3 years at Creative digital studio. She quit the job and started her own company with the help of some investors. She is very invested in her work and very well driven women. She believes in equality and never backs away from challenges that come in my way. She aspires to be big and works extremely hard towards that aim.

Personality:

ENTP

- Passionate•Vision•Confidence
- Creative•Dominating• Impulsion• Self-Motivated

Needs:

- More resources
- Funds
- Platform to promote her company

Goals:

- Be successful
- Trending position
- Make the team better

Pain Points:

- Maintaining the balance
- Getting enough clients
- Convince clients for the conventional price.



"One cannot achieve anything with just imagination there should be sweat to work."

Eleanor Anagonye

Scenario:

Eleanor, meeting up with a client to discuss project

Expectations:

- Meet on time with perfect preparation.
- Finalise the deal and take the client in.

1. Preparation

- Research about the client
- Prepare with the presentations
- Get dressed perfectly
- Be on time

2. Negotiation

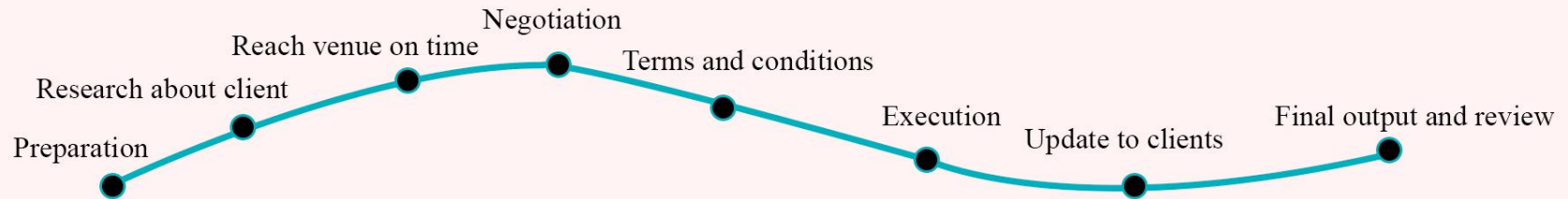
- Discuss details and timelines
- Estimate the time and cost
- Lay in your terms and conditions
- Negotiate with the cost

3. Execution

- Prepare the plan
- keep minimum of 2 days spare
- Research more and get references
- Update the clients on the progress frequently

4. Submission

- Render the final output
- Take inputs and final corrections
- Close the project and take a review



Eleanor Anagonye

“What are the expectations of this project?”

“By when can we get it done?”

“Are there any more requirements?”

SAYS

DOES

Layout the planner for entire project.

Arrange meetings between team and clients.

Takes the input

Develop wherever it is necessary.



Where and when should i get started with it?

Is it meeting the client requirements?

How to motivate team and myself?

THINKS

FEELS

Excited
Anxious
Curious
Stressed
Relieved

Minimum Viable Product (MVP) Features List

Basic Features to include for Good
Company's website

(We will create a desktop-based website)

Must have (at launch):

- *At least* 1 clear Call to Action option on the homepage
- Mission statement & basic background information on the homepage
- Navigation bar includes *at least* these topics:
 - About Us (Who We Are)
 - Our Partners
 - Discussion Forum
 - Donate Page
 - Our Impact
 - Join Good Company
 - Contact
- Multiple ways to connect to Trademark Vana
- Showcase *at least* ~10 underprivileged businesses as partners to connect to. Includes:
 - Their descriptions
 - Their contact info
- 1 form only for joining the company as a member
- 1 form only for joining the company as a mentor
- 1 form only for donating to Good Company

Should have:

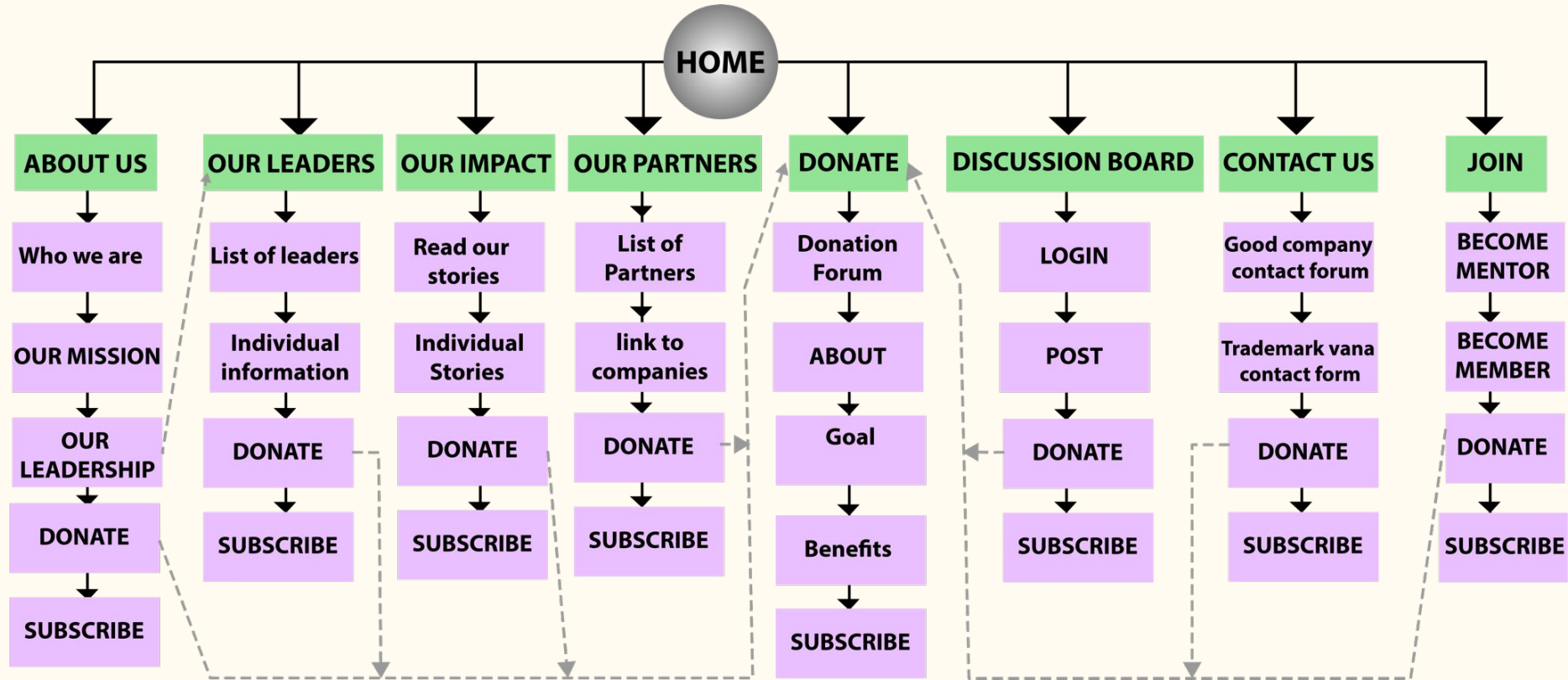
- Organized/ easy layout
- A login form and landing page (dashboard) for becoming a member/ mentor and creating an account
- Information of team members
- Ways to contact Good company
- Info about where the company is located/ based
- Info about how the company has fulfilled its purpose (impact)
- A forum for visitors to share thoughts or stories
- A “Frequent Questions & Answers” page
- Definitions for keywords (ie. startups, underprivileged, etc.)

Nice to have:

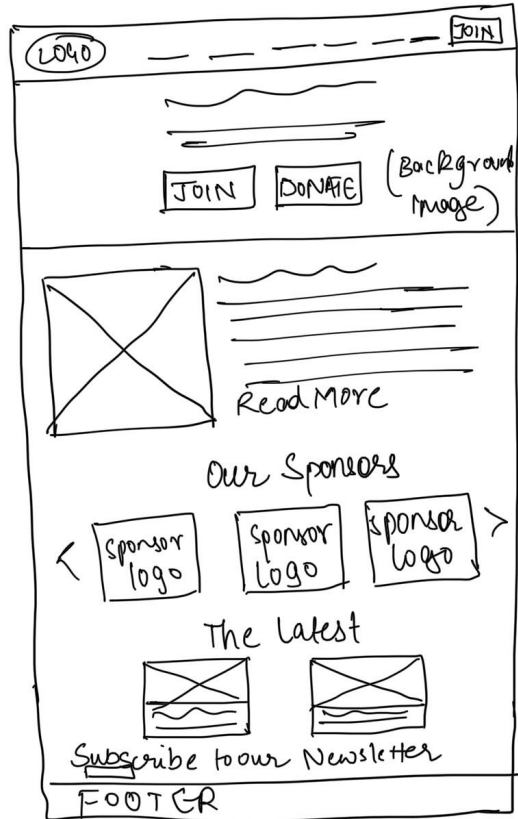
- Updated photos/ logo
- More engaging aesthetics
- More ways to connect and get involved
- A “Back to the Top” button
- Active social media accounts
- Seasonal events
- 3 language options (English, Spanish, Mandarin Chinese)

Site Map & Finalized Sketches

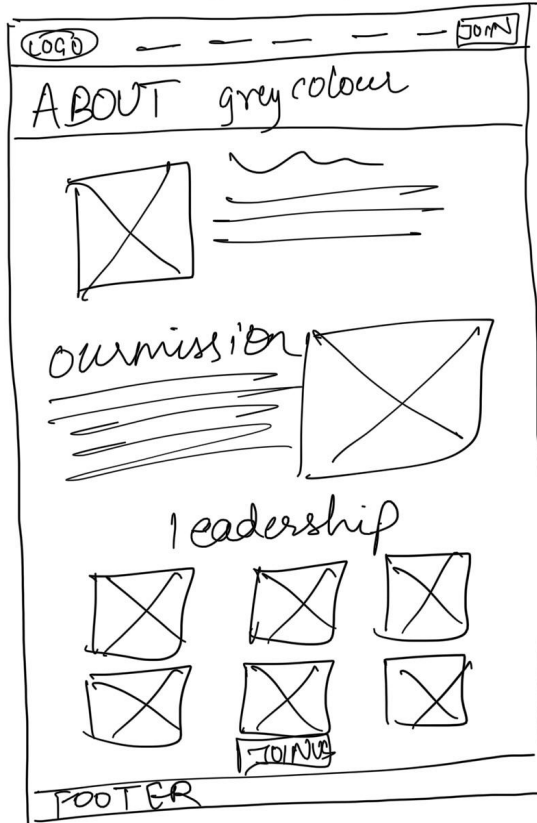
Site Map



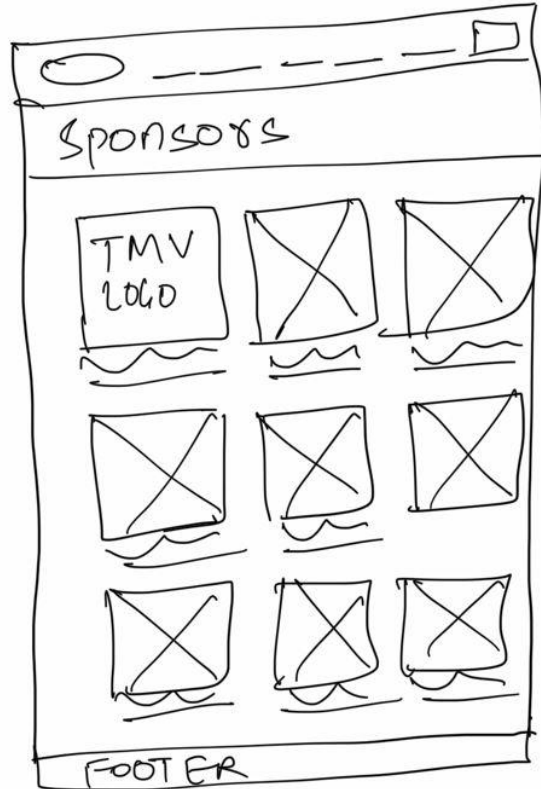
HOME



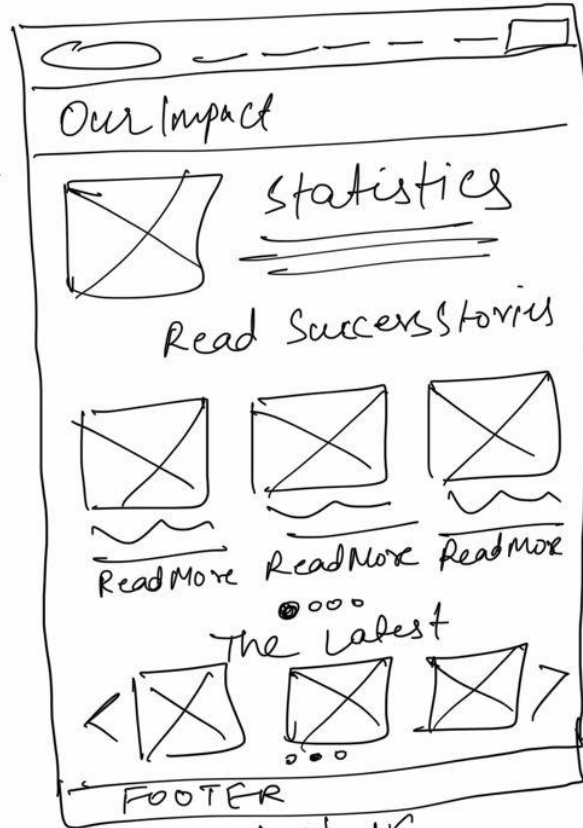
ABOUT US



Our Partners



Our Impact



5 Discussion Forum (for members)

The sketch shows a web interface for a discussion forum. At the top left is a 'logo' box. To its right is a 'Log-in' button with a note '(if Member.)'. Further right is a '+post' button. Below these are two columns of links, each preceded by a circled 'X'. The left column contains: 'Questions', 'How to', 'New to startups', and 'Guide'. The right column contains: 'join', 'friend', and 'friend'. Below the right column is a box labeled 'Freq. questions' with several horizontal lines representing text. A red box encloses the 'Log-in', '+post', and the left column of links. A red arrow points from the 'Log-in' button to the 'Log-in' text. Another red arrow points from the '+post' button to the 'Freq. questions' box. A third red arrow points from the 'Guide' link to the text 'each of these are their own discussions, click to join the topic.' below the sketch.

each of these are their own discussions, click to join the topic.

locked off until you join

6 Donate page

The sketch shows a web interface for a donate page. On the left is a '(Form)' section with several input fields and checkboxes, and a yellow 'DONATE' button at the bottom. On the right is a 'Where it goes:' section with a text input field. Below that is a 'Benefits:' section with three numbered items (1, 2, 3) each followed by a text input field. At the bottom right is a 'GOAL: \$ (#)' section with a text input field. A red arrow points from the 'DONATE' button to the text 'form' below the sketch. Another red arrow points from the 'Benefits:' section to the text 'about benefits goal' below the sketch.

form

about
benefits
goal

Individual Page Temp

A hand-drawn sketch of a web page template. At the top, there is a header bar containing a circle on the left and a square on the right, separated by a dashed line. Below the header, the page is divided into two main sections. The left section contains the text "John DOE" in a large font, followed by a wavy line and several horizontal lines representing text. The right section is labeled "(Person image)" and contains a vertical rectangle labeled "person info" with several horizontal lines inside it.

Contact US

A hand-drawn sketch of a web page template for a "Contact US" page. At the top, there is a header bar containing a circle on the left and a square on the right, separated by a dashed line. Below the header, the page is divided into two main sections. The left section is labeled "Talk to us" and contains several horizontal lines representing text. The right section is labeled "Contact info" and contains several horizontal lines representing text. Below these sections, there is a large rectangular box labeled "Contact Form". At the bottom of the page, there is a section labeled "Connect with sponsors" and "TMV info" with several horizontal lines representing text.

Wireframes & Style Sheet

Style Guide

Use the following font sizes for the wireframes.

H1, 56pt

H2, 42pt

H3, 36pt

H4, 24pt

<p> 18pt

Font: Helvetica, line spacing = 25pt

Homepage Wireframe

Menu (0)

Our News

Our Policies

Donors

Discussion Board

Contact Us

JOIN

For Innovators and Entrepreneurs Historically Left Out of the Conversation

Help us change the world, so that everyone can get advice without prejudice

JOIN

DONATE



(Good Company photo)

Who We Are

We are a nonprofit organization that provides a welcoming platform for historically disadvantaged entrepreneurs and small businesses that have a desire to grow and mentor together. We focus on the power of knowledge transfer through storytelling, mentoring, and connecting members of our community to empower disadvantaged entrepreneurs, namely Asian, Black, Indigenous, Latinx, LGBTQ+, women, and people with disabilities.

READ MORE



(Open Company Logo)



(Open Company Logo)



(Open Company Logo)

VIEW ALL OUR SPONSORS

Join the journey to end discrimination for good

Help support Good Company's mission to provide a platform for knowledge transfer to support historically underserved entrepreneurs, LGBTQ+, BIPOC, BAME, and Women have so much talent and urgency to share and learn with like-minded people around the world.

READ OUR SUCCESS STORIES

(Light colored background)

The Latest



Lorem ipsum dolor sit amet, consectetur adipiscing elit

Turpis nunc urna, ullamcorper id tempus sit. Eit lacina diam nunc viverra. Odo nunc, diam amet sapien nunc. Praesent vitae facilis lectus volutate neque pharetra elementum purus.

READ MORE



Lorem ipsum dolor sit amet, consectetur adipiscing elit

Turpis nunc urna, ullamcorper id tempus sit. Eit lacina diam nunc viverra. Odo nunc, diam amet sapien nunc. Praesent vitae facilis lectus volutate neque pharetra elementum purus.

READ MORE

Subscribe to our Newsletter

Now get the latest updates on your email to stay updated

SUBSCRIBE NOW

LOGO

Address

1314 E. Las Olas Blvd.
Ft. Lauderdale, FL

Quick Links

Home

Terms & Conditions

FAQs

Discussion Forum

Blog

Our Policies

News

Our Impact

Invest in Our Impact and Make a Difference!

DONATE

Phone: 201-532-XXXX

Fax: 201-432-XXXX

E-Mail: Dfruge@Goodcompanyri.Com

LOGO

About Us

Our Impact

Our Partners

Donals

Discussion Board

Contact Us

JOIN

For Innovators and Entrepreneurs Historically Left Out of the Conversation

Help us change the world, so that everyone can get advice without prejudice

JOIN

DONATE



(Good Company photo)

Who We Are

We are a nonprofit organization that provides a welcoming platform for historically disenfranchised entrepreneurs and small businesses that have a desire to grow and mentor together. We focus on the power of knowledge transfer through storytelling, mentoring, and connecting members of our community to empower disadvantaged entrepreneurs, namely Asian, Black, Indigenous, Latinx, LGBTQ+, women, and people with disabilities.

READ MORE

Subscribe to our Newsletter

Now get the latest updates on your email to stay updated

SUBSCRIBE NOW

LOGO

Address

1314 E. Las Olas Blvd.
Ft. Lauderdale, FL

Quick Links

Home

Terms & Conditions

FAQ's

Discussion Forum

Blog

Our Policies

News

Our Impact

Invest in Our Impact and Make a Difference!

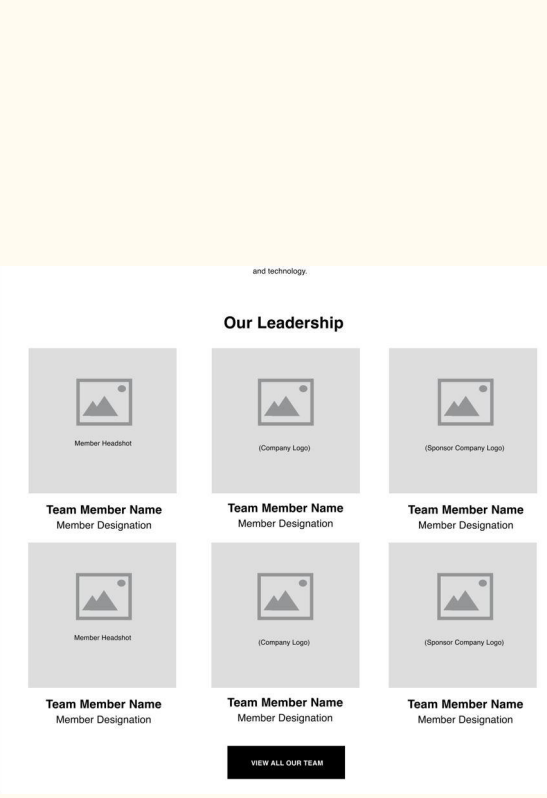
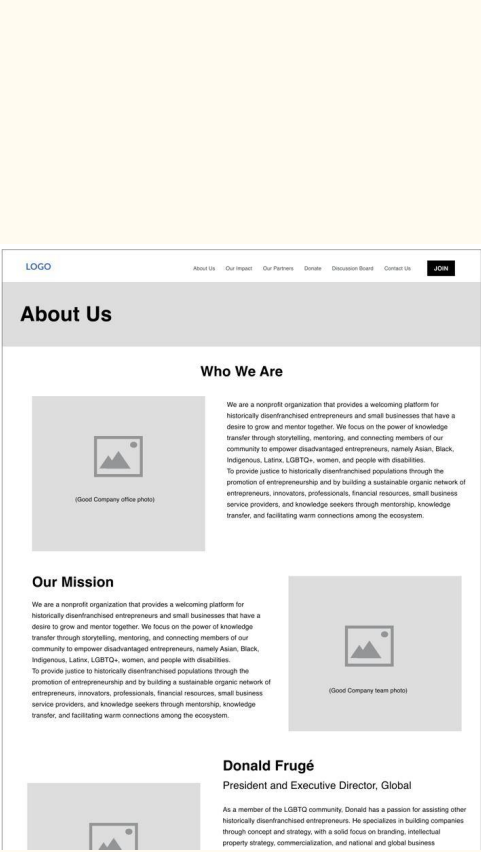
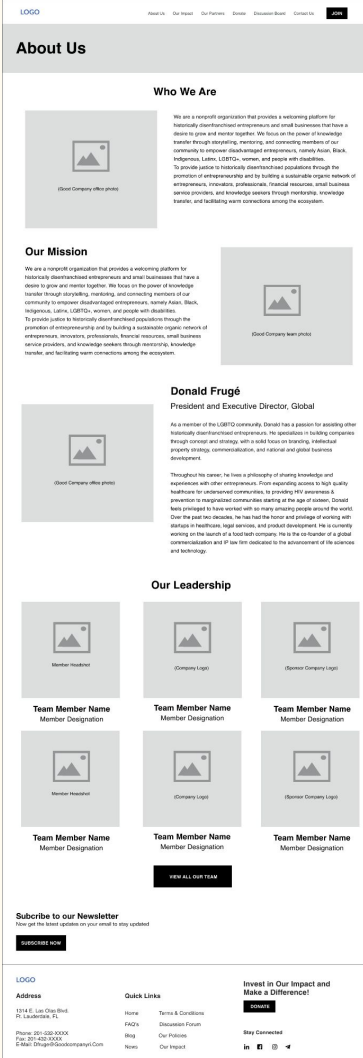
DONATE

Phone: 201-532-XXXX

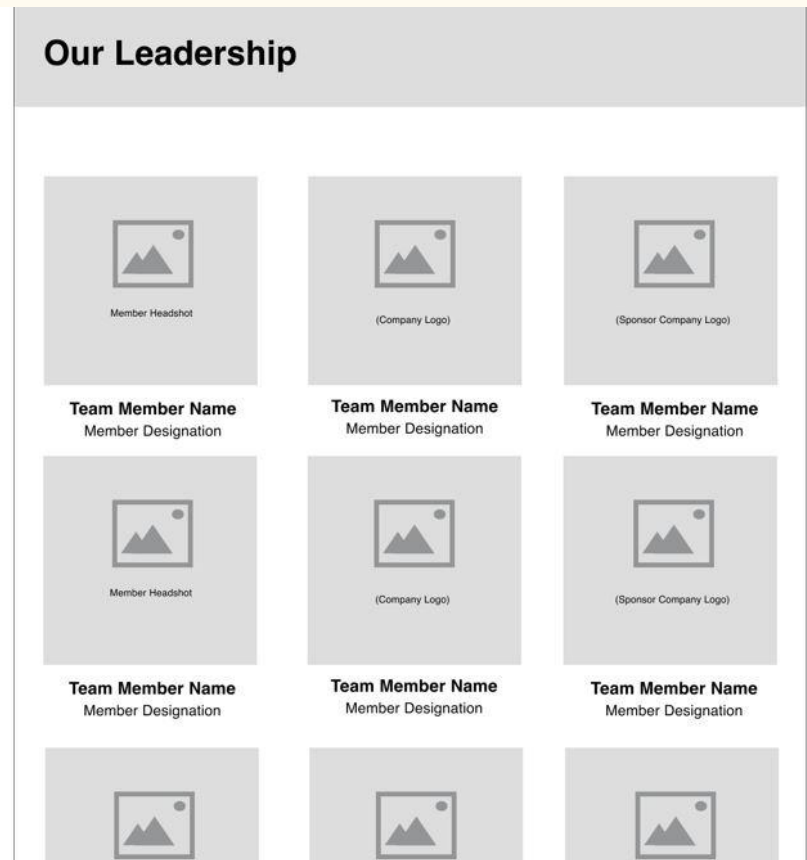
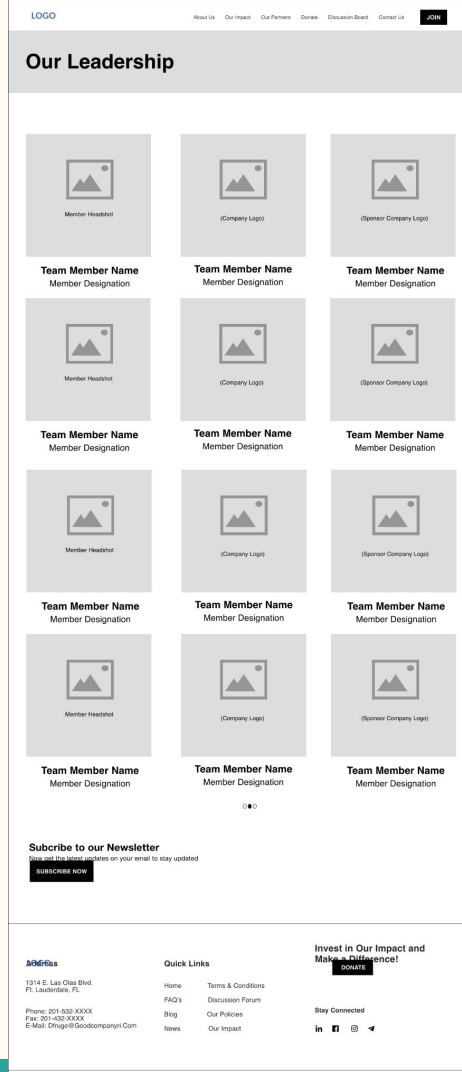
Fax: 201-432-XXXX

E-Mail: Dfruge@Goodcompanyri.Com

About Us Wireframe



Leadership Wireframe



Our Impact Wireframe

LOGO

About UsOur ImpactOur PartnersDonateDiscussion BoardContact Us

JOIN

Our Impact

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sit tellus posuere egestas erat imperdiet. Ridiculus nunc laoreet t quisque sed blandit ac ac. Ultricies.

Read Our Stories



Story Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Turpis nunc urna, ullamcorper id tempus sit. Elit lacinia

[READ MORE](#)



Story Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Turpis nunc urna, ullamcorper id tempus sit. Elit lacinia

[READ MORE](#)



Story Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Turpis nunc urna, ullamcorper id tempus sit. Elit lacinia

[READ MORE](#)



Story Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Turpis nunc urna, ullamcorper id tempus sit. Elit lacinia

[READ MORE](#)

Subscribe to our Newsletter

Now get the latest updates on your email to stay updated

SUBSCRIBE NOW

LOGO

Address

1314 E. Las Olas Blvd.
 Ft. Lauderdale, FL

Phone: 201-532-XXXX
 Fax: 201-432-XXXX
 E-Mail: info@goodcompanyatl.com

Quick Links

HomeTerms & ConditionsFAQ'sDiscussion ForumBlogOur PoliciesNewsOur Impact

Invest in Our Impact and Make a Difference!

DONATE

Stay Connected

in @

LOGO

About UsOur ImpactOur PartnersDonateDiscussion BoardContact Us

JOIN

Our Impact

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sit tellus posuere egestas erat imperdiet. Ridiculus nunc laoreet t quisque sed blandit ac ac. Ultricies.

Read Our Stories



Story Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Turpis nunc urna, ullamcorper id tempus sit. Elit lacinia

[READ MORE](#)



Story Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Turpis nunc urna, ullamcorper id tempus sit. Elit lacinia

[READ MORE](#)



Story Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Turpis nunc urna, ullamcorper id tempus sit. Elit lacinia



Story Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Turpis nunc urna, ullamcorper id tempus sit. Elit lacinia

Explore/ Our Partners

Wireframe

LOGO

About UsOur ImpactOur PartnersDonateDiscussion BoardContact Us

JOIN

Our Partners

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sit tellus posuere egestas erat imperdiet. Ridiculus nunc laoreet t quisque sed blandit ac ac. Ultricies.



(Company Logo)

Company Name
Lorem ipsum dolor sit amet.



(Company Logo)

Company Name
Lorem ipsum dolor sit amet.



(Company Logo)

Company Name
Lorem ipsum dolor sit amet.



(Company Logo)

Company Name
Lorem ipsum dolor sit amet.



(Company Logo)

Company Name
Lorem ipsum dolor sit amet.



(Company Logo)

Company Name
Lorem ipsum dolor sit amet.



(Company Logo)

Company Name
Lorem ipsum dolor sit amet.



(Company Logo)

Company Name
Lorem ipsum dolor sit amet.



(Company Logo)

Company Name
Lorem ipsum dolor sit amet.

Subscribe to our Newsletter

Now get the latest updates on your email to stay updated

SUBSCRIBE NOW

LOGO

Address

1314 E. Las Olas Blvd.
Ft. Lauderdale, FL

Phone: 201-532-XXXX
Fax: 201-432-XXXX
E-Mail: Drugs@Goodcompanyri.Com

Quick Links

Home

Terms & Conditions

FAQ's

Discussion Forum

Blog

Our Policies

News

Our Impact

Invest in Our Impact and Make a Difference!

DONATE

Stay Connected

in

f

@

✉

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sit tellus posuere egestas erat imperdiet. Ridiculus nunc laoreet t quisque sed blandit ac ac. Ultricies.



(Company Logo)

Company Name
Lorem ipsum dolor sit amet.



(Company Logo)

Company Name
Lorem ipsum dolor sit amet.



(Company Logo)

Company Name
Lorem ipsum dolor sit amet.



(Company Logo)

Company Name
Lorem ipsum dolor sit amet.



(Company Logo)

Company Name
Lorem ipsum dolor sit amet.



(Company Logo)

Company Name
Lorem ipsum dolor sit amet.



(Company Logo)

Company Name
Lorem ipsum dolor sit amet.



(Company Logo)

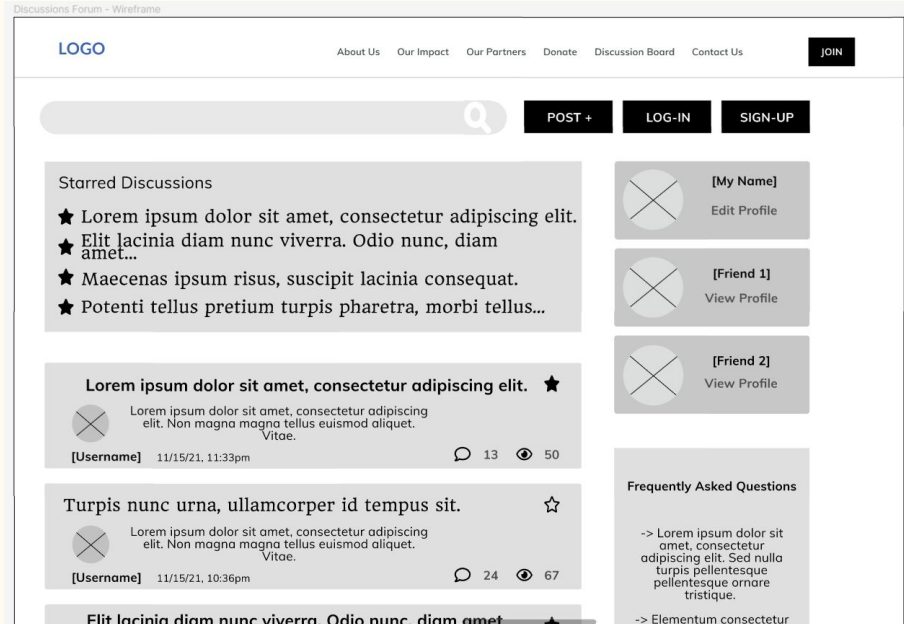
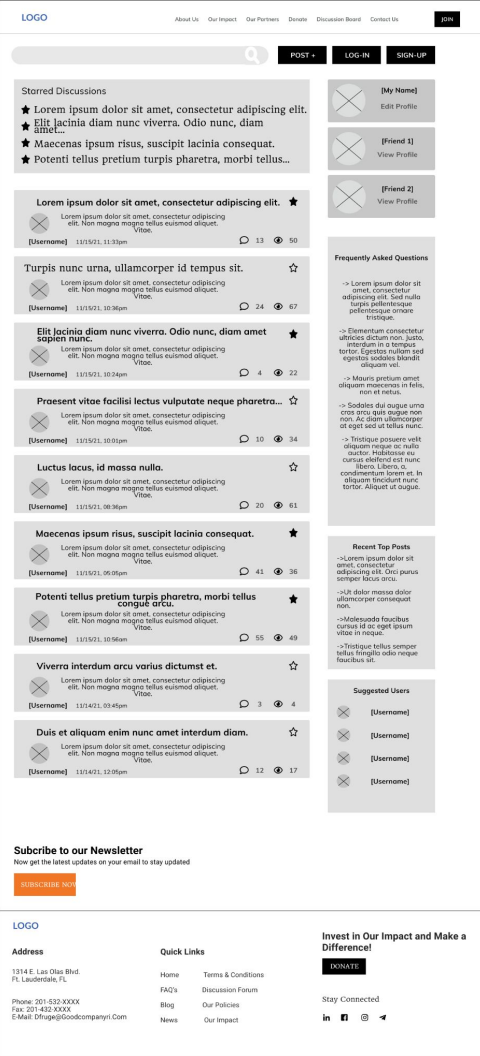
Company Name
Lorem ipsum dolor sit amet.



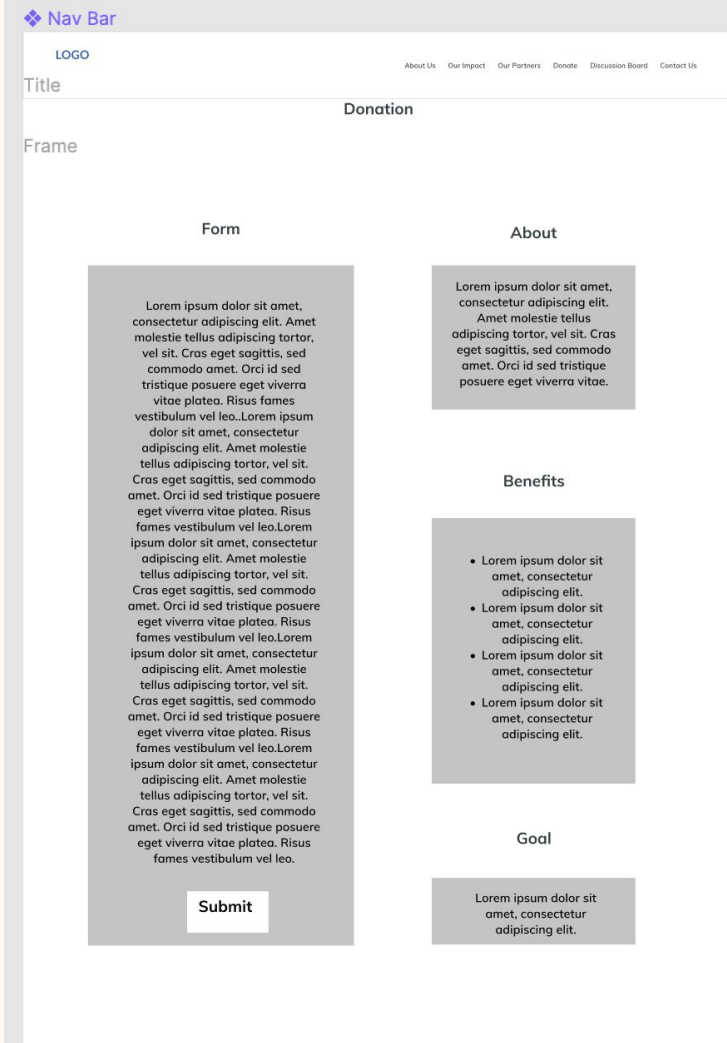
(Company Logo)

Company Name
Lorem ipsum dolor sit amet.

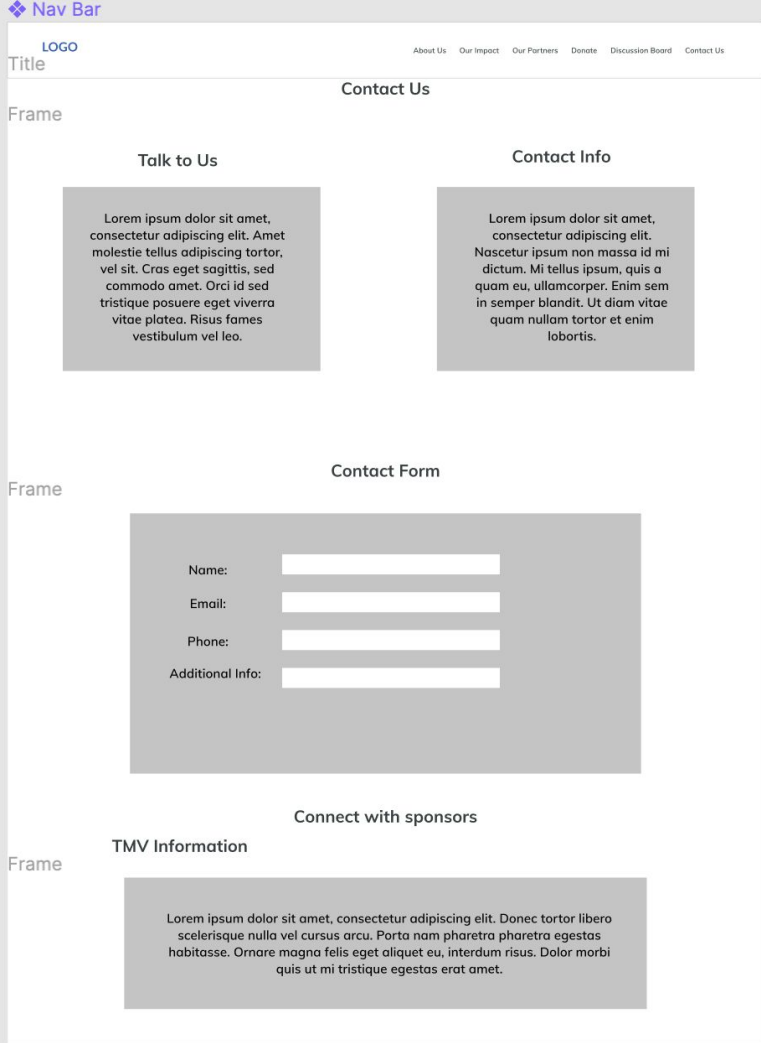
Discussions Forum Wireframe



Donation Page Wireframe



Contact Wireframe



Finalized Prototypes

Presentation - Persona

Steven Chang

Small Business Entrepreneur, Store Owner

Age: 39

Nationality: Chinese-American

Status: Married, 1 child

Located: Watertown, MA

About:

Steven is a 2nd generation Chinese-American who runs his own bakery and cafe. When he was young, he worked in his parents' restaurant and realized he enjoyed the business-aspect of the food industry. He earned his Bachelor's in Food Service Management at Johnson and Wales University, RI, and last year he was finally able to open a storefront. In his free time, he enjoys taking walks around Boston, exploring Boston's food scene, spending time with his friends at bars, and relaxing with his family.

Personality: ENTJ

- Innovative•Motivated•Risk-taker
- Impulsive•Headstrong•Organized•Passionate•

Needs:

- Stable foot traffic (stability)
- Platform for more exposure
- Efficient business model/ more staff for maintaining his bakery when he's busy
- More sleep

Goals:

- Create a webpage for his business
- Turn his bakery and cafe into a regional chain
- Expand to become cafe and bar
- Working on liquor license
- Wants to be featured in many food magazines
- Visit his parents' home country with his family

Pain Points:

- Has difficulty expressing his emotions clearly
- Finds it hard to make time for himself
- Finds it hard to make time for his loved ones

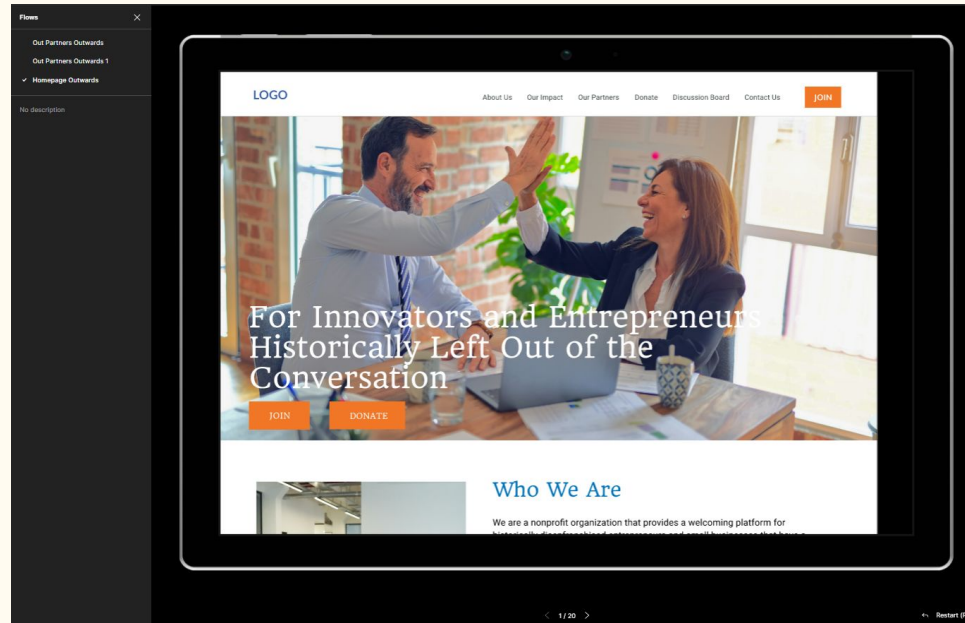
"You must be willing to act today in order to succeed."



Prototype Walkthrough

Link to Figma Presentation Mode:

<https://www.figma.com/proto/CoifWxIxxzW6QuUV1L9RR9/Wireframes-%26-Prototypes--Strive-Together?node-id=102%3A333&scaling=scale-down&page-id=0%3A1&starting-point-node-id=102%3A333&show-proto-sidebar=1>



Thank you!