

# Improving the Inclusive Customer Experience



Team: Ethan Green, Connor Kilgore, Olive Price, Monika Beckham  
 Client: Susan Purrington, Executive Director, Welcomed Here

Team Mentor: Italo Santos

## Motivation

*welcomed here* believes inclusion is a human right. We envision a world where everyone feels safe and welcomed.

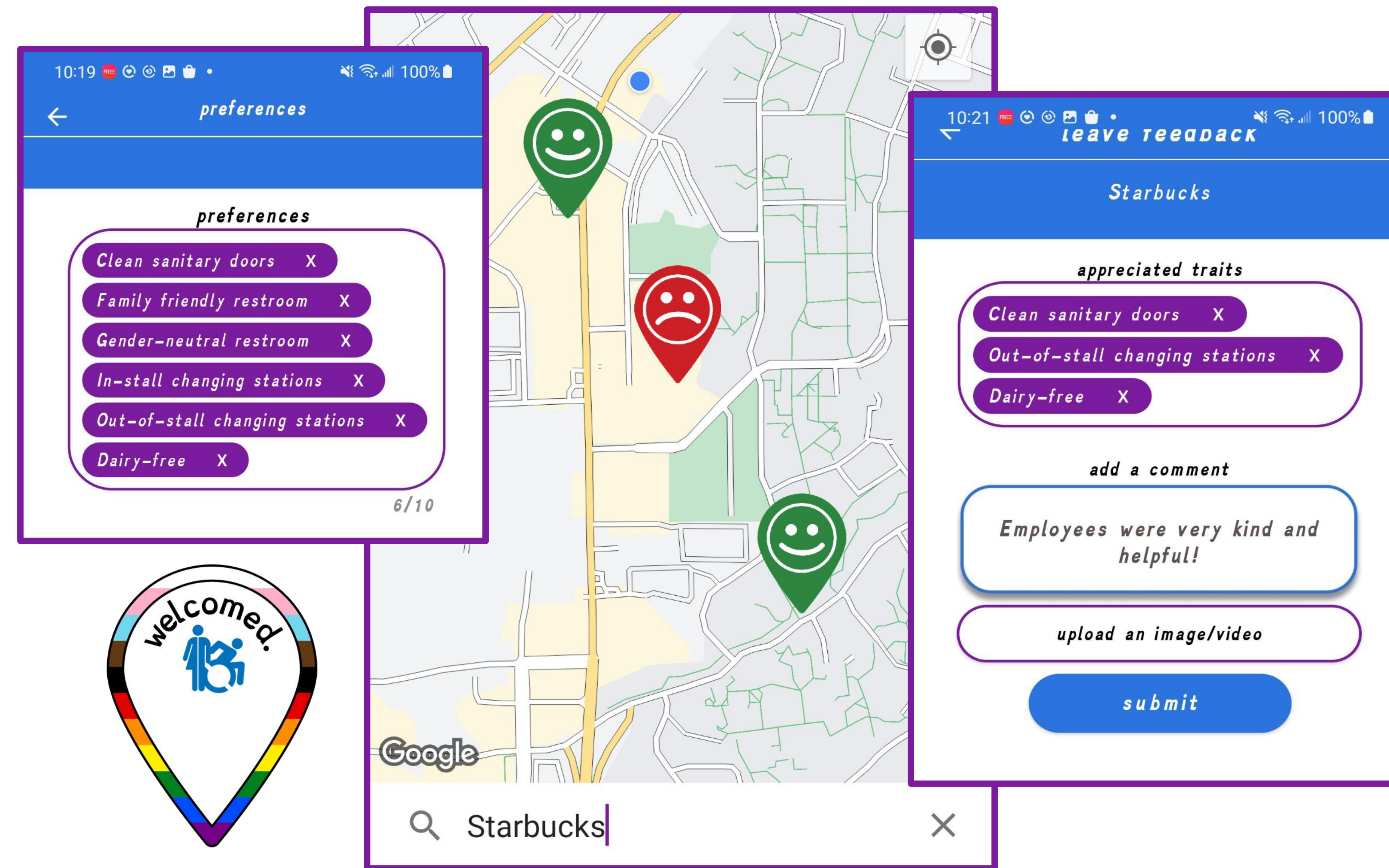
- Approximately 15% of people have a disability, and many public places remain inaccessible to them.
- Members of marginalized groups may also face challenges in identifying safe and welcoming spaces.
  - To address this issue, *welcomed here* has proposed a project to develop:

*welcomed here* is an app that acts as a directory of inclusive and exclusive places.

- The app will provide a platform for individuals to share information about their experiences at different establishments, creating a valuable resource for those seeking accessible and welcoming spaces.

## How it Works

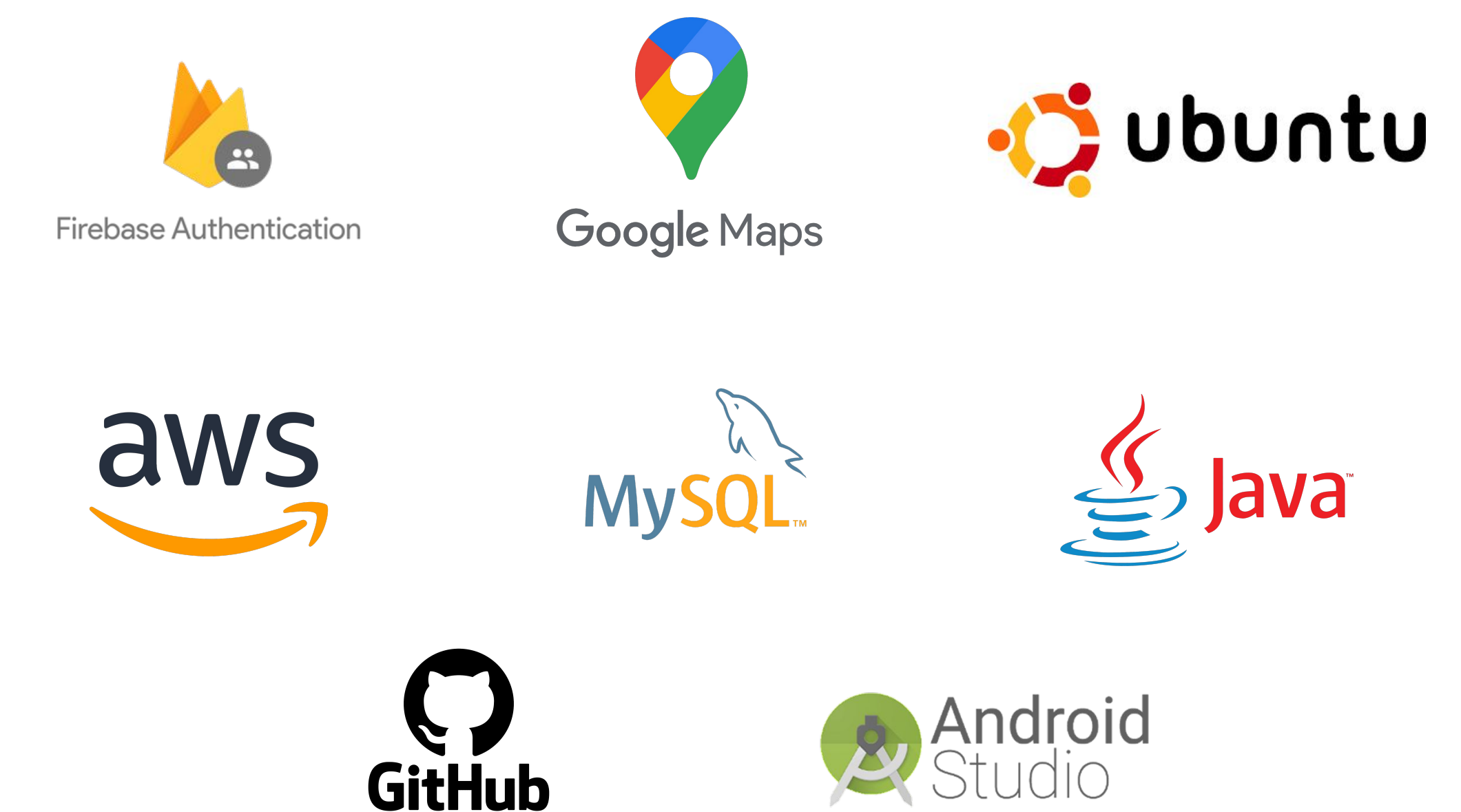
1. User creates an account and customizes their demographic information and preferences on 'profile' page
2. The user taps 'map' icon, searches for business and is given pinpoints of locations that meet their preferences
3. User can view business pages and see traits associated with each location
4. User can review or report businesses based off a wide criteria of categories



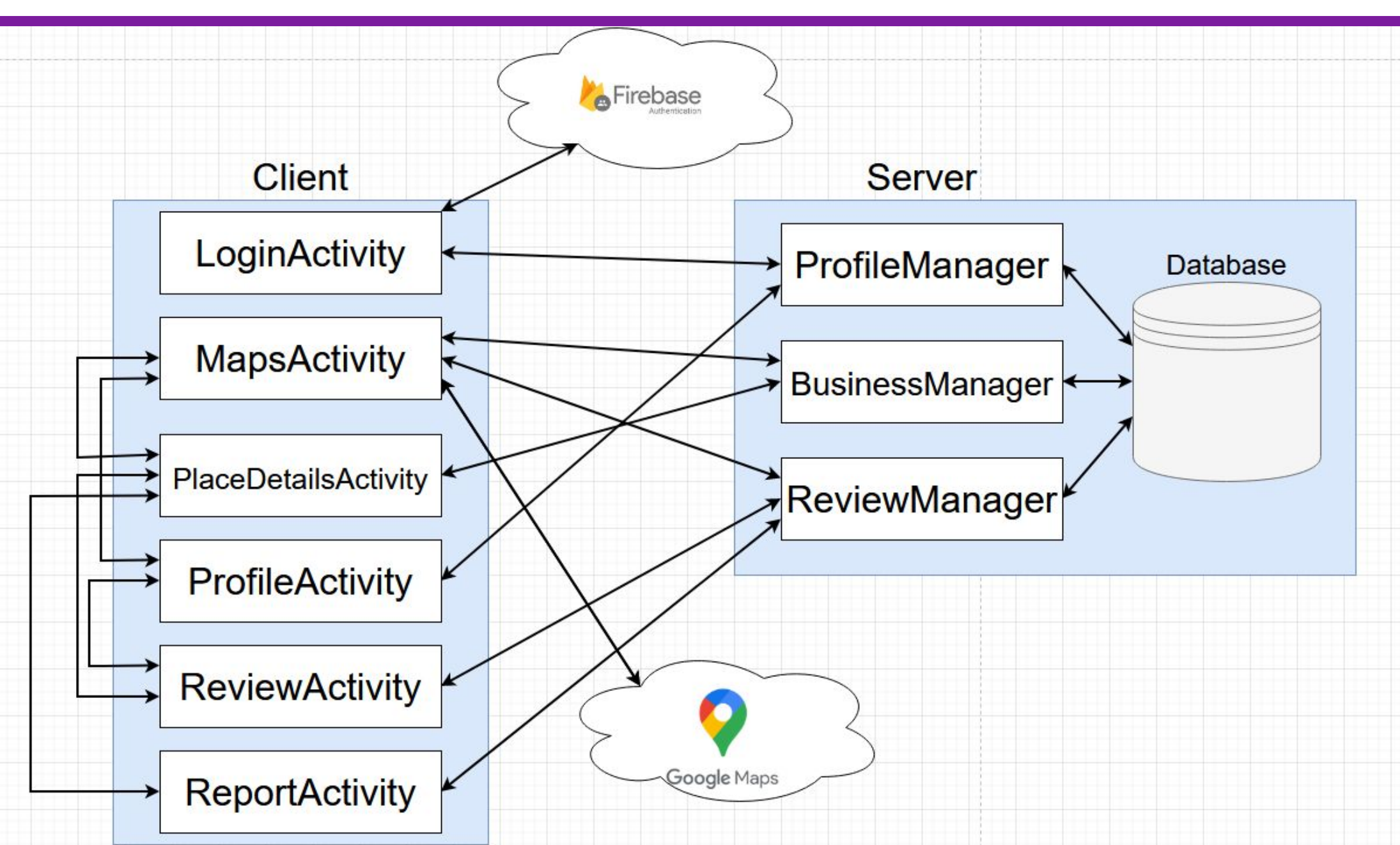
## Key Features

- Intuitive accessibility-focused UI
- User profile page with demographic info and preferences
- Search for businesses based on user needs
- Crowd-sourced business page with reviews
- Server-side database for user, location, and review info
- Review manager for accurate location info and communication with clients
- Wrangled data reports for clients

## Technologies Used



## Architecture



## Major Challenges

- Database inconsistencies led to data integrity, accuracy, and accessibility issues
  - Database rework was required due to lack of clarity and agreement in design approach
- Difficulties occurred due to conceptual misunderstanding, causing more frequent meetings and refinement of requirements.

## Future Work



- Subscription platform for businesses
- Will increase the efficiency of the parent organization
- Will improve the overall quality of the community
- Enhances the odds of the business becoming a marked "welcomed" location