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# LIFT Team 1

Final Proposal for LIFT Business Directory  
To promote Indigenous LIFT Collective as a  
comprehensive index of indigenous women owned businesses.



# The Journey



Research Insights - Takeaways

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Opportunity Area

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Prototype: Overview

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Deep Dive

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Next Steps

# Research Insights - Takeaways

## Public Focus on Reconciliation

Me Too, Black Lives Matter, **Reconciliations** and BIPOC (Black Indigenous People of Colour), **Recognizing the continued impact of Canada's Residential Schools**

## Tapping into Indigenous Workforce

**A \$27.7 billion annual boost is a possibility for Canada's economy if equal economic opportunities are given to the country's Indigenous population**, says a recent report. (The National Aboriginal Economic Development Board)

## Mentorship/Allyship

**... most successful tech founders had been mentored before they succeed.** For instance, **Mark Zuckerberg** (facebook) was **mentored by Steve Jobs**. **Steve Jobs** was **mentored by Mike Markkula** (an early investor and executive at Apple). And Eric Schmidt mentored Larry Page and Sergey Brin of Google.

# Opportunity Area

## Indigenous focus

- Seeing Business to Business indigenous infrastructure
- Not so much Business to Customer
- Lift Circle Business directory could occupy B2C space

## Underutilized Indigenous Resource

- Lift Circle to be seen as the de facto Indigenous Women owned business directory.

## Mentors & Allies

- Lessons learned from other BIPOC businesses
- DHL partnering with "Black Canadian Designers Directory"



Ideation

# Lo Fi Prototype Screens

## Miro board of Lo Fi Screens

### LIFT Circle Team 1 Prototype screens

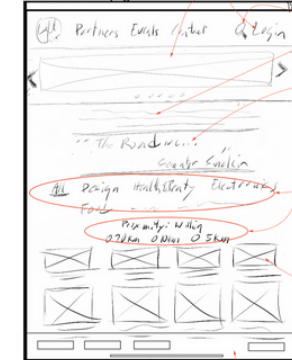
Team Members: Jeff Lu, Benjamin Varghese, Kyle Buchart, Lucas Markovic

#### Prototype screens meant to cover below Scenarios:

- 1) Prospective Member wanting to get on the directory list
- 2) Customer looking through directory for business want to shop at
- 3) Lift Admin Vetting/Approving a prospective registrant.
- 4) Lift Admin adding/updating a category. Number of categories probably have an upper limit. Anything in this list can be used as a filter.
- 5) Lift Admin updating a member profile
- 6) Lift Member updating their profile

LIFT Circle logo and then Main Nav items: like 'Partners', 'Events', 'Contact' and Search Icon run at top of banner

#### LAPTOP - Homepage



Carousel of selected images that could be business members websites

Search - could as well be put beside member login link  
Indigenous LIFT Circle Collective is a comprehensive index promoting our vibrant community of indigenous women owned businesses.  
"The road we travel is equal in importance to the destination we seek. There are no shortcuts. When it comes to truth and reconciliation we are forced to go the distance." Senator Murray Sinclair

**Business categories** to filter down to  
For instance clicking on 'Design' Category will keep you on the homepage but change the tiled list of businesses to only be 'Design' businesses.

**Thumbnail Tiled pix of businesses**  
Hovering over one of the thumbnails brings up a **Preview View** and clicking on that or directly clicking on the thumbnail (before the preview view comes up) opens up a new browser tab of the business's website.

**Hamburger menu** will have Home and Business category links repeated from homepage

**Footer** - Common footer items repeating main nav plus copyright info as well getting on newsletter list

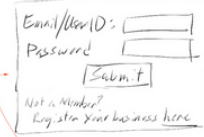
#### Mobile - Homepage



Business categories to filter down to

Indiv businesses tiled horizontally one after the other

#### Login pop-up dialog

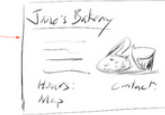


**Login** - Clicking on Login link will bring up login pop-up dialog box and after successful login the Login link will say instead Logout. **If Login user is an Admin, then under the Login link you'll see an Admin link that would take you to the Admin screen.**

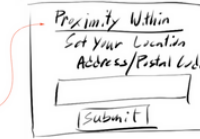
#### Proximity Within Radio buttons

(20km, 10km, 5km) will restrict businesses showing up (being tiled) to only those within the chosen distance to the user. Clicking on 'Proximity Within' title will bring up dialog box where can enter address/postal code

#### Business Preview View

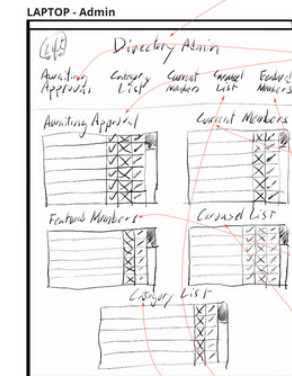


#### Proximity Within pop-up dialog



#### 1) Directory Admin

Lift Circle Admin has special rights that give them access to this screen that regular users and members are restricted from.



**2) Awaiting Approval**  
From this screen the Lift Circle Directory Administrator can approve registrants to become full Lift Circle Directory members with their business listed in the quick 'Awaiting Approval' listing or by clicking on the title or the nav menu item go to a **dedicated 'Awaiting Approval' screen.**

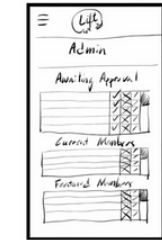
**3) Current Members**  
From this screen the Lift Circle Directory Administrator can do quick updates/modifications of Lift Circle Directory members but will need to go to the dedicated 'Current Members' screen (clicking the respective title or nav menu item) for more involved member changes.

**4) Featured Members**  
A possible idea to Feature specific members where the list of these featured members is maintained by the Lift Circle Directory Administrator. Interaction with this function would presumably be similar to 'Current Members' function

**5) Carousel List**  
The list of members appearing on the directory's website carousel banner would be maintained with this function. Interaction with this function would be similar to 'Current Members' function.

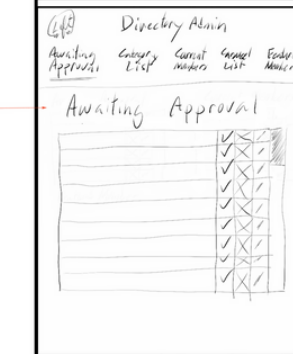
**6) Category List**  
The list of categories for which businesses can be filtered on is maintained with this function. Interaction with this function would be similar to 'Current Members' function.

#### Mobile - Admin



**Mobile Admin**  
Functions same as in laptop except that the quick accesses of the functions are stacked horizontally.

#### LAPTOP - Dedicated 'Awaiting Approval' Admin



#### Mobile - Dedicated Awaiting Approval Admin

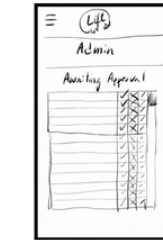


Image links to fullpage version

# Storyboard Scenarios

## Miro board of Storyboards

### LIFT Circle Team 1 Storyboards

Team Members: Jeff Lu, Benjamin Varghese, Kyle Buchart, Lucas Markovic

#### Storyboards:

##### 1) Potential Shopper

Jason, is looking for a cycling helmet and other cycle gear for the summer. Since he's recently been reading quite a few online articles concerning indigenous reconciliations his google search for his gear brings up the 'LIFT Circle Collective Business Directory' as one of the results.

##### 2) Member Registering

Audrey, has a local bakery, sandwich and catering business that's doing well, that she's thinking of expanding, but would like to get a higher profile. She's always thought that as an indigenous woman working together with other like minded indigenous women entrepreneurs would be a great support and possibly provide a platform for focusing on their successes and what they have to contribute to society as a whole.

##### 3) Site Administration

Sierra, is glad that the 'LIFT Circle Collective Business Directory' is getting new members for its listings and is getting used to her new admin duties maintaining the site.

#### 1) Potential Shopper

Jason's looking to get back into the summer cycling season but sees that a new bike helmet is in order.

Jason starts his bike helmet search online and having recently been reading about indigenous reconciliations the LIFT Circle Collective Business Directory comes up as one of his search results.

As part of the LIFT Circle Collective Business Directory returned search result Jason sees it is a site promoting indigenous women's businesses.

He checks it out and sees a pleasing online marketplace of businesses. He likes the quote "These issues are almost never just Native issues. Native issues are human issues." Buffy Sainte-Marie - musician, singer, songwriter, and first Nations Activist.

Under the listed thumbnails of businesses he spots "Sports R.US". A likely place to look for a bike helmet he thinks?

Jason navigates to "Sports R.US" website and within a few clicks he's at their online checkout purchasing the bike helmet he wants!

Jason's really impressed by LIFT Circle Business Directory having quickly satisfied his cycling need and bookmarks the site to return to again.

#### 2) Member Registering

Audrey, a successful local bakery owner and caterer, thinking to expand her business is looking for ways to raise her profile.

She looks online for other indigenous women entrepreneurs.

Be nice if there were other indigenous women entrepreneurs.

She finds the LIFT Circle Collective Business Directory.

Audrey likes what she sees on their website and decides to register her business with them thinking this to be a worthwhile strategy to expand her clientele.

Being on the LIFT Circle Collective's membership, Audrey has found the indigenous sisterhood a great network to quickly adjust her business model to COVID restrictions with their regular forums and meetings.

LIFT Circle has certainly boosted my clientele!

Yes, we definitely can handle a solo pizza quest list!

Expanded reach and substantial growth in clientele. Audrey's so happy that she joined her LIFT Circle sisters of entrepreneurs.

#### 3) Site Administration

Sierra, LIFT Circle Directory's Site Administrator sits down to go over today's growing list of registrants.

Registrant approvals and maintenance of their business categories are some of her regular tasks.

With a growing listing of member businesses she's considering the logistics of expanding their server resources.

Wow, more members, more business categories! Might have to expand the server size!

Image links to fullpage version

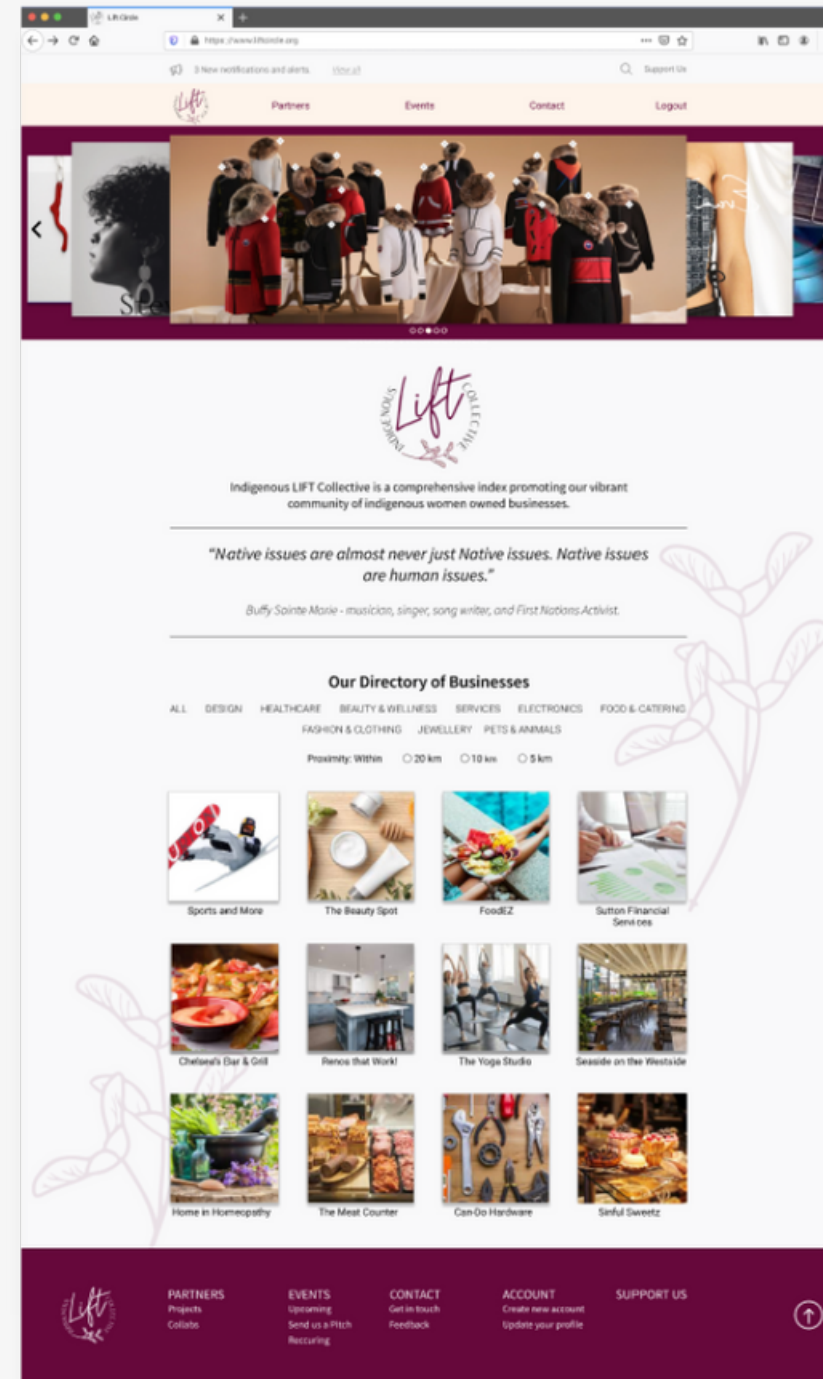
# Prototype Overview



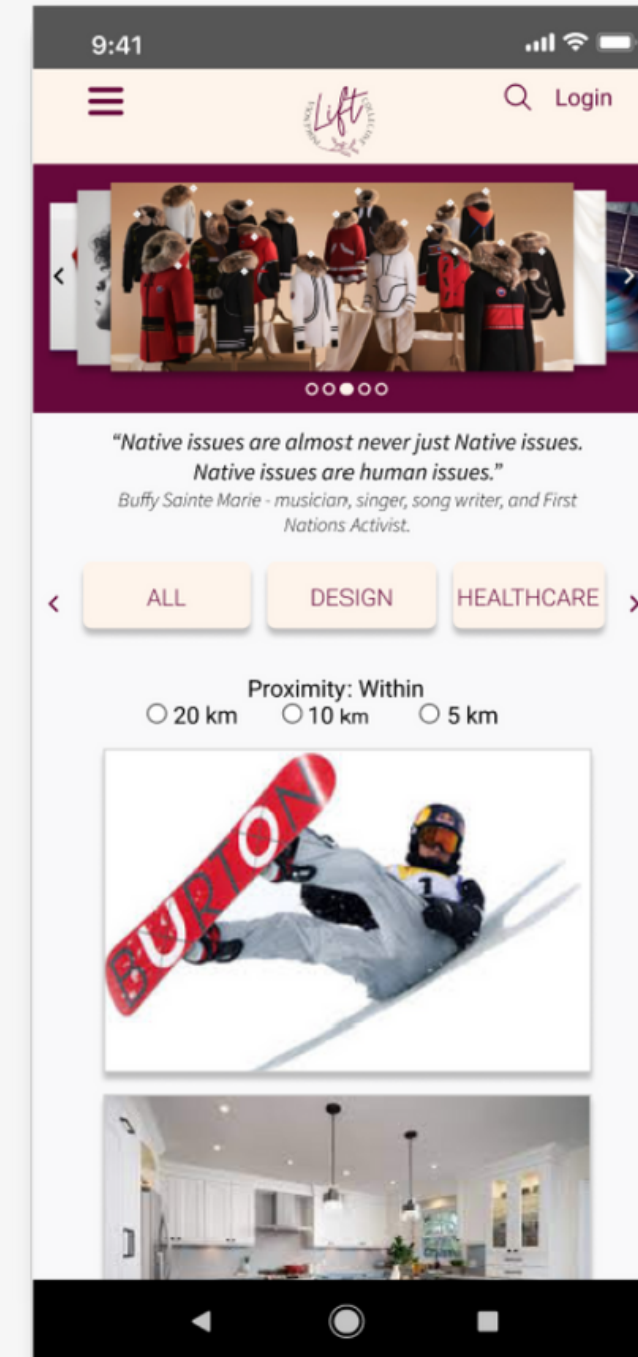
# Prototype - Overview

## Homepage

For the potential customer who would navigate to the member business website from the LIFTdirectory



Laptop

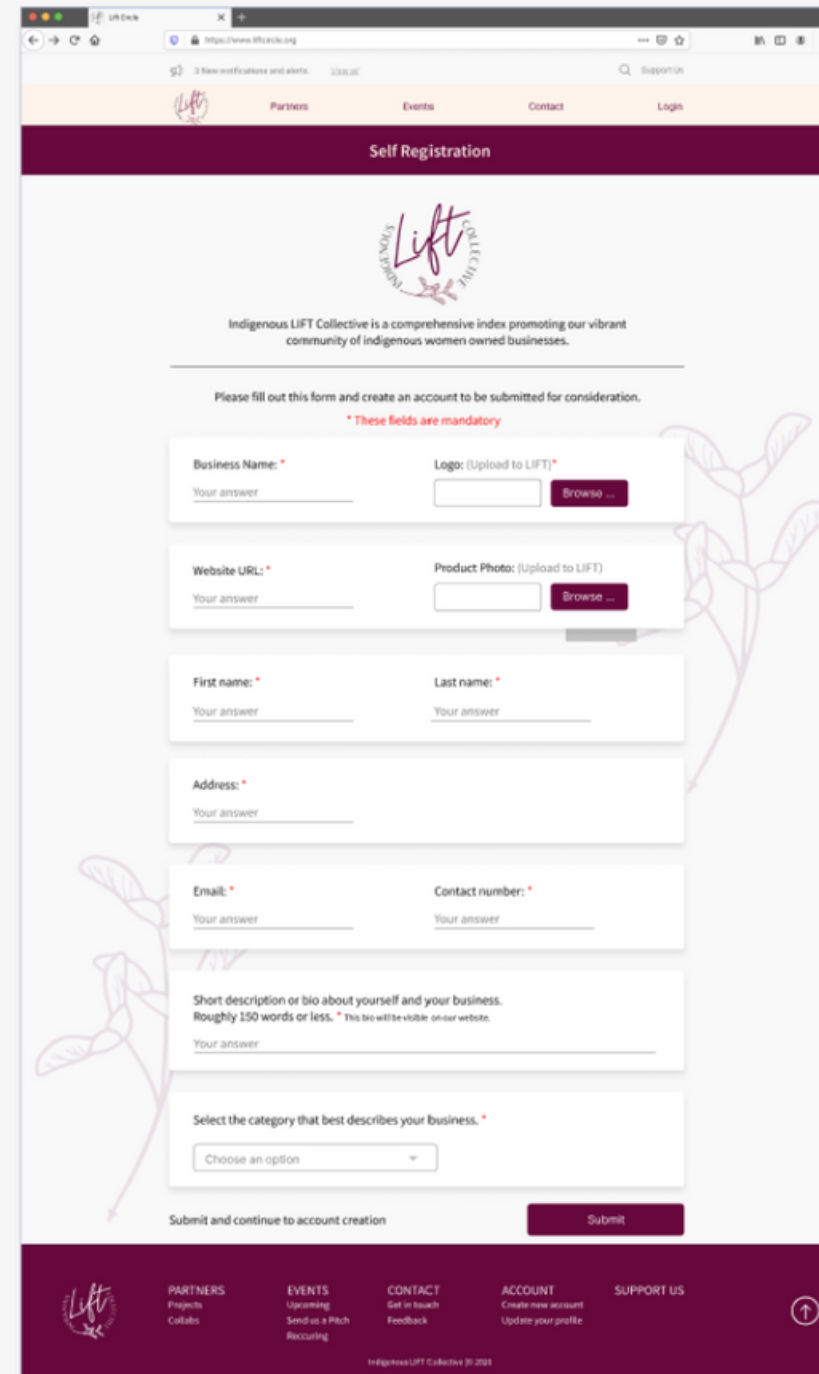


Mobile

# Prototype - Overview

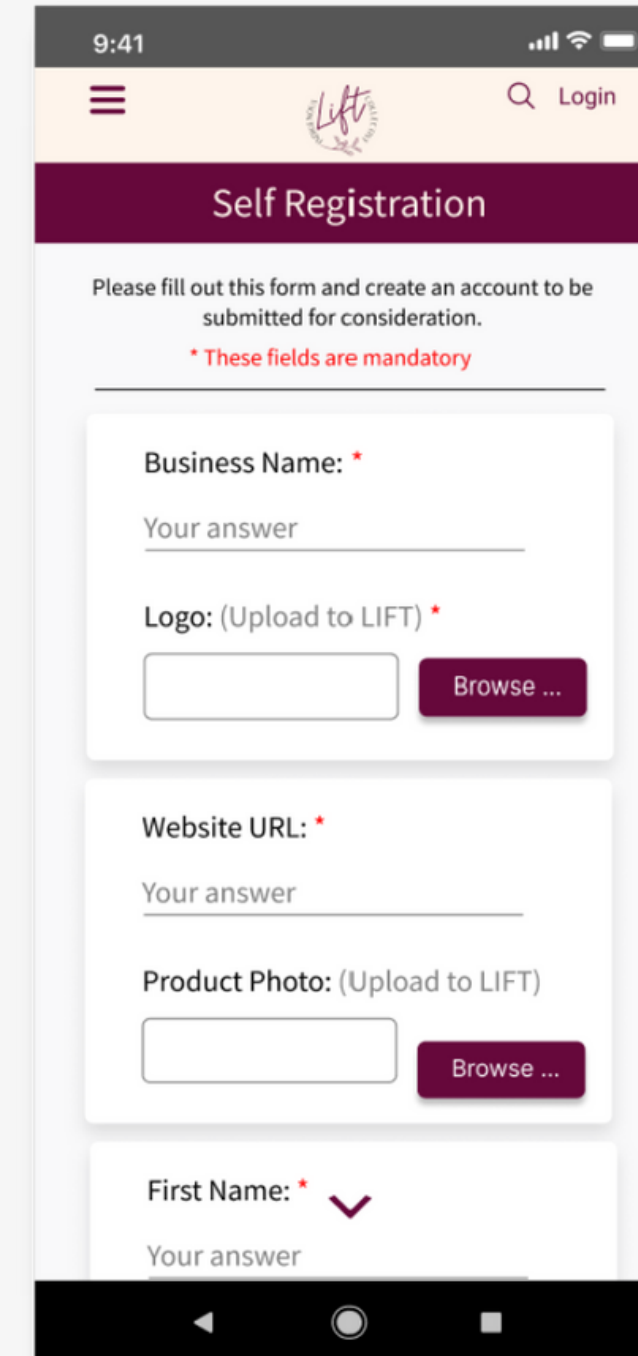
## Registration page

For potential indigenous women business owner what wants to list her business on the directory



The laptop view of the registration page features a dark purple header with the LIFT logo and navigation links for Partners, Events, Contact, and Login. Below the header is a white form area with a purple bar containing the text 'Self Registration'. The form includes a LIFT logo, a brief description of the organization, and a series of input fields: Business Name, Website URL, First name, Last name, Address, Email, and Contact number. There are also upload buttons for 'Logo: (Upload to LIFT)' and 'Product Photo: (Upload to LIFT)'. A text area for a 'Short description or bio about yourself and your business' is followed by a category selection dropdown. A 'Submit' button is at the bottom of the form. A footer contains navigation links for Partners, Events, Contact, Account, and Support Us, along with a copyright notice for Indigenous LIFT Collective © 2021.

Laptop



The mobile view of the registration page shows a dark purple header with the LIFT logo, a search icon, and a 'Login' link. The main content area has a white background with a purple bar for 'Self Registration'. It includes a message to fill out the form, a note that certain fields are mandatory, and a series of input fields: Business Name, Logo: (Upload to LIFT), Website URL, Product Photo: (Upload to LIFT), and First Name. Each field has a 'Browse ...' button for uploads. The page ends with a 'Submit' button and a footer with navigation links and a copyright notice.

Mobile

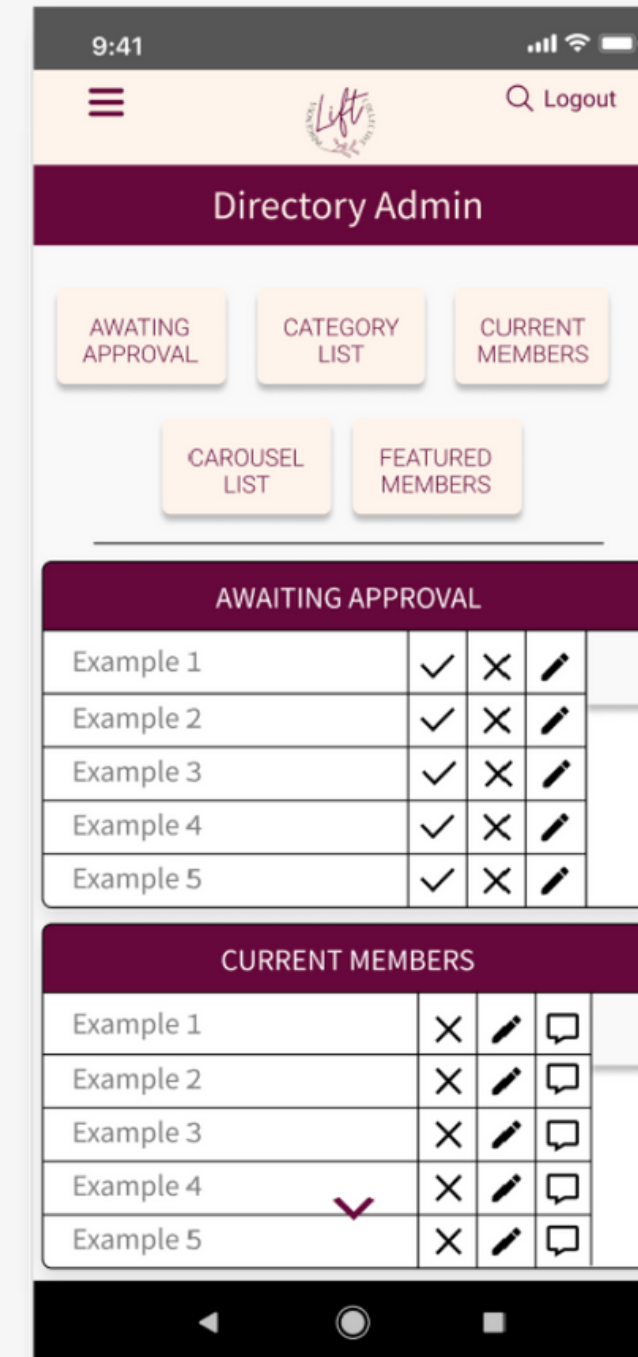
# Prototype - Overview

## Admin page General

LIFT Administrator approve registrants, maintains categories, carousel, member and featured member list



Laptop

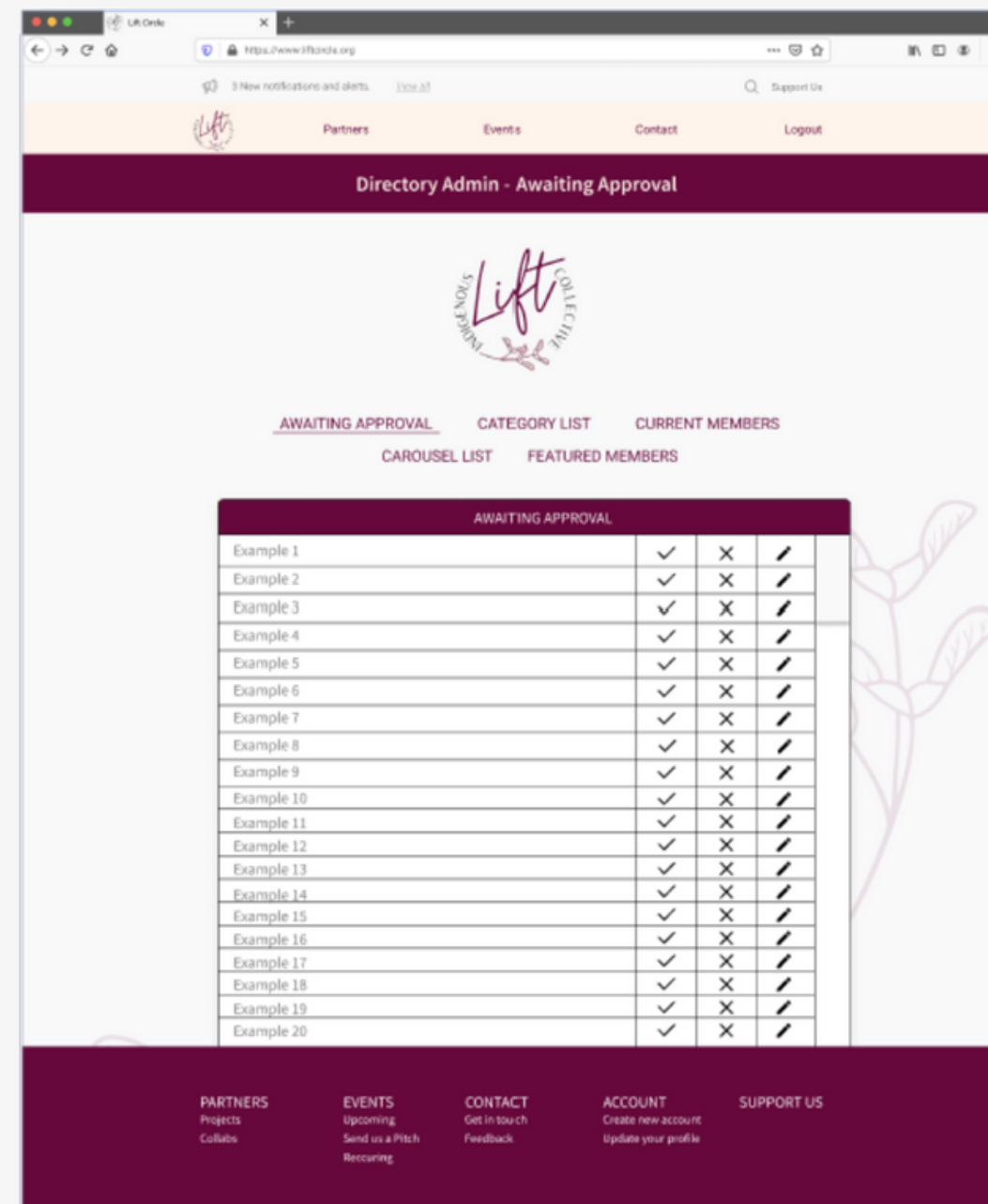


Mobile

# Prototype - Overview

## Admin Dedicated

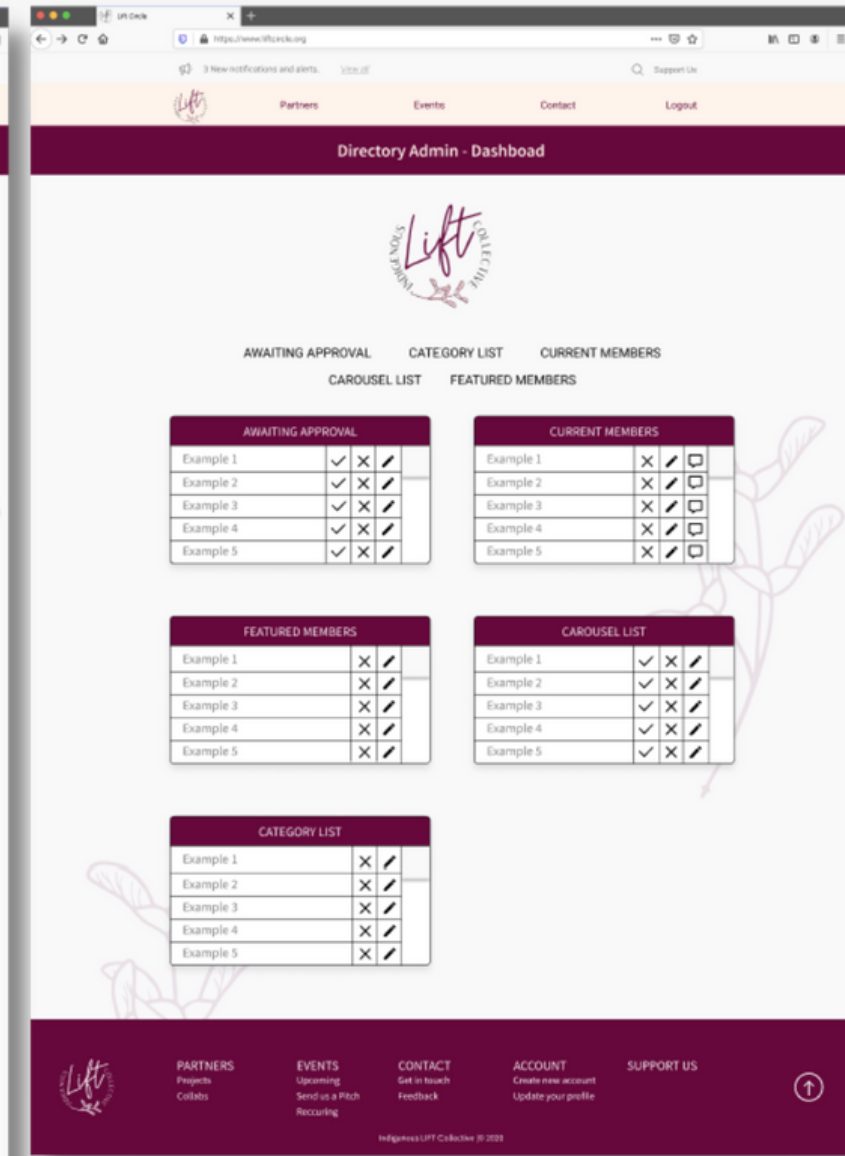
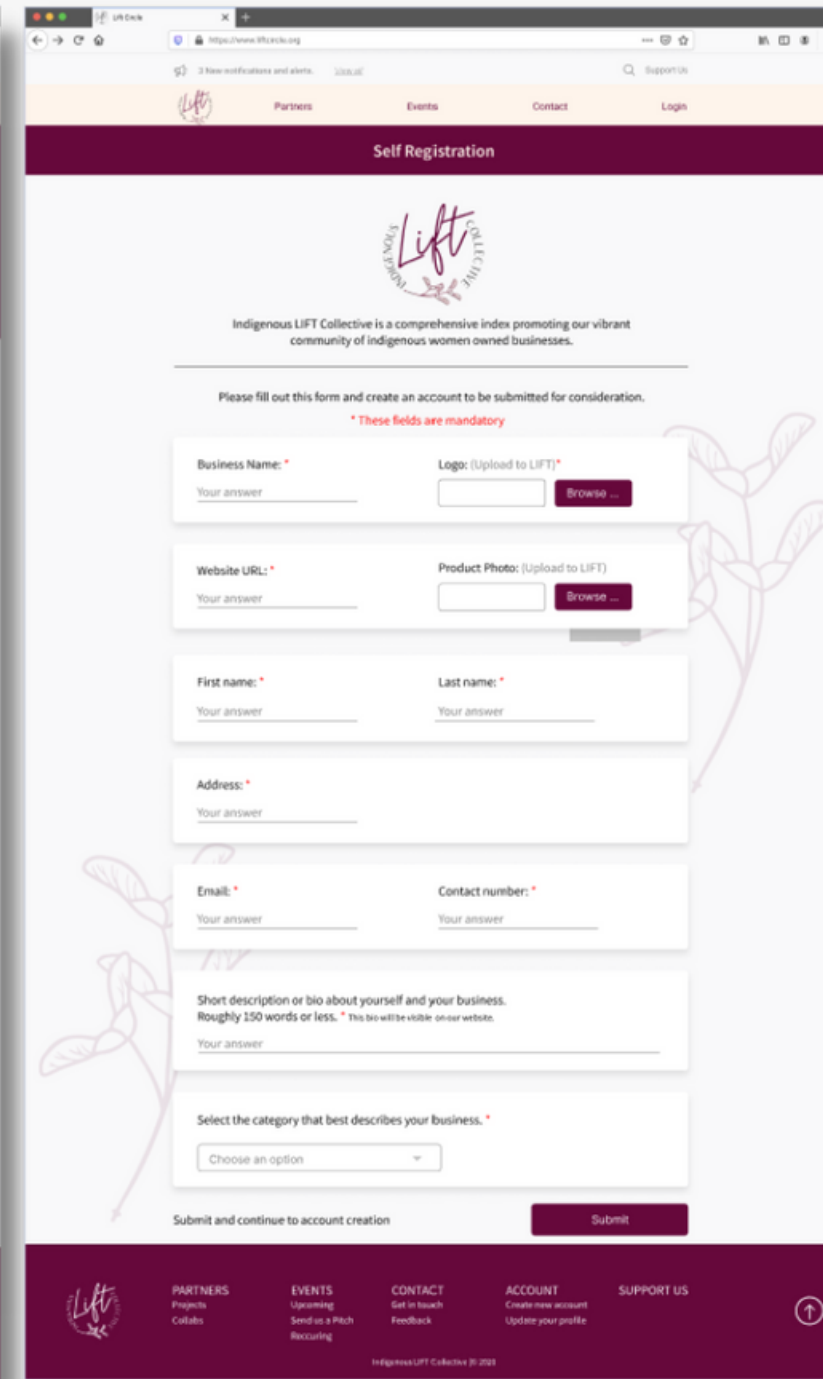
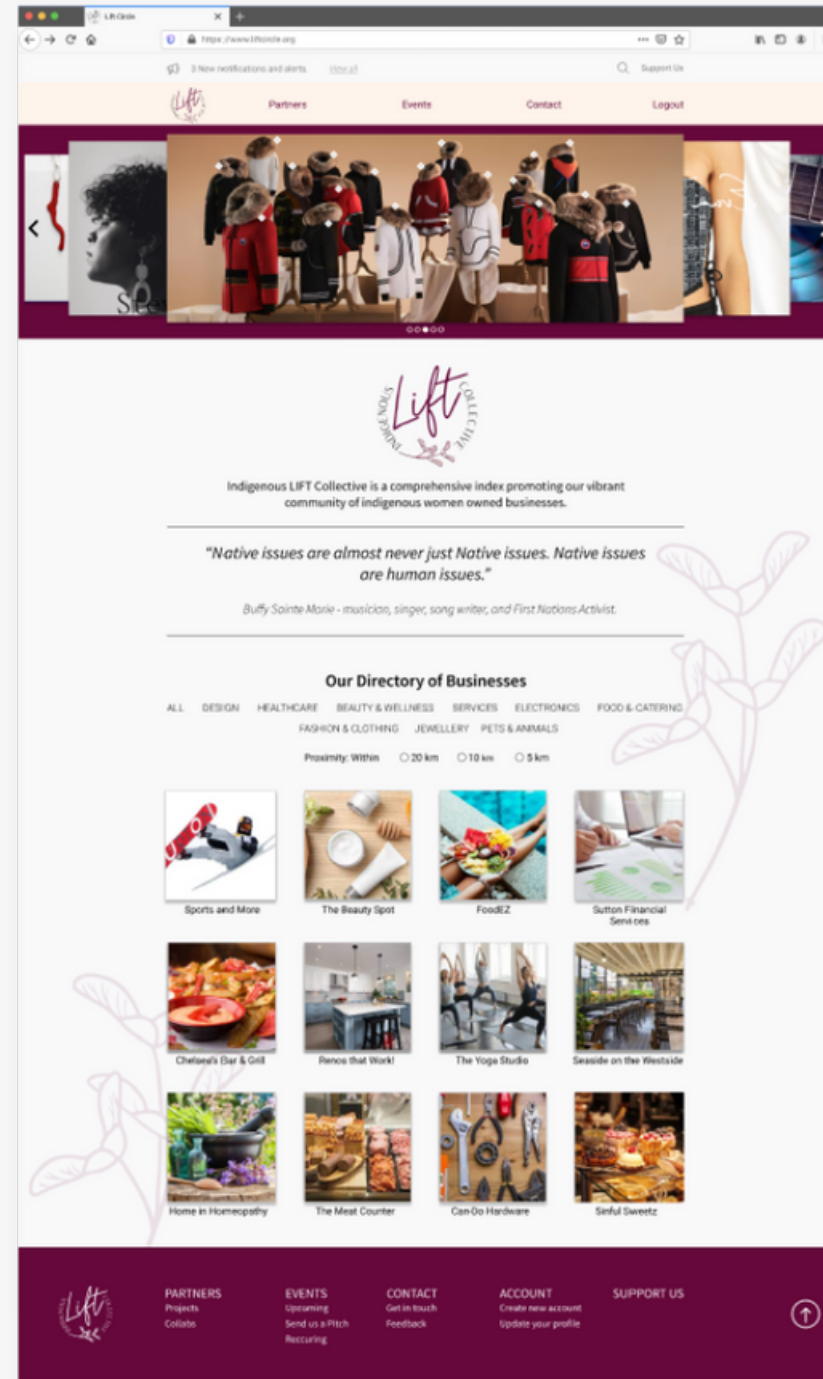
For more involved tasks in member profile maintenance to update thumbnail or carousel image for instance.



Laptop

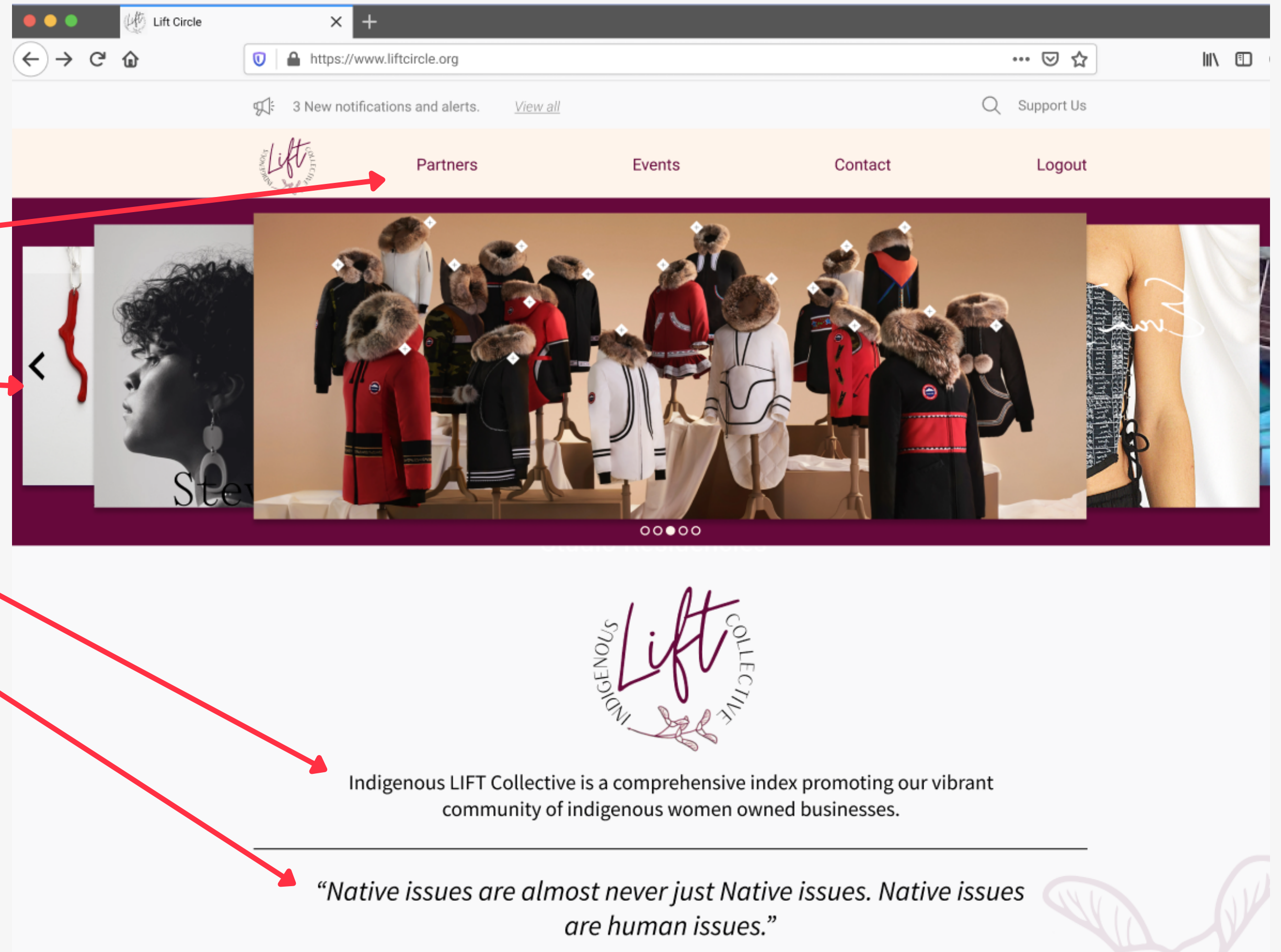
# Prototype - Deep Dive

- LIFT Circle colour palette accents
- Neutral aesthetic
- Maple Seed pod in BG type of relief as nod to LIFT logo for continued branding



# Prototype - Deep Dive

- Main Navigation at top
- Standard Footer
- Carousel of businesses
- Indigenous LIFT Collective is a comprehensive index ...
- “Native issues are almost never just Native issues ...”
- Category and Proximity filtering
- Business Preview pop-up



# Prototype - Deep Dive

- Main Navigation at top
- Standard Footer
- Carousel of businesses
- Indigenous LIFT Collective is a comprehensive index ...
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- Category and Proximity filtering
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The screenshot displays a web application interface titled "Our Directory of Businesses". At the top, there is a main navigation menu with categories: ALL, DESIGN, HEALTHCARE, BEAUTY & WELLNESS, SERVICES, ELECTRONICS, and FOOD & CATERING. Below this, there is a secondary navigation menu with categories: FASHION & CLOTHING, JEWELLERY, and PETS & ANIMALS. A proximity filter is located below the secondary navigation, showing "Proximity: Within" followed by three radio button options: 20 km, 10 km, and 5 km. The main content area features a grid of 12 business cards, each with a representative image and a title. The cards are: Sports and More (a person snowboarding), The Beauty Spot (skincare products), FoodEZ (a plate of food), Sutton Financial Services (hands on a laptop), Chelsea's Bar & Grill (a bowl of food), Renos that Work! (a modern kitchen), The Yoga Studio (people practicing yoga), Seaside on the Westside (an outdoor dining area), Home in Homeopathy (herbs and a mortar and pestle), The Meat Counter (meat on a counter), Can-Do Hardware (various tools), and Sinful Sweetz (a display of pastries). A red arrow points from the "Category and Proximity filtering" bullet point in the list to the proximity filter options. A faint, stylized leaf graphic is visible in the background of the page.

Our Directory of Businesses

ALL DESIGN HEALTHCARE BEAUTY & WELLNESS SERVICES ELECTRONICS FOOD & CATERING

FASHION & CLOTHING JEWELLERY PETS & ANIMALS

Proximity: Within  20 km  10 km  5 km

Sports and More

The Beauty Spot

FoodEZ

Sutton Financial Services

Chelsea's Bar & Grill

Renos that Work!

The Yoga Studio

Seaside on the Westside

Home in Homeopathy

The Meat Counter

Can-Do Hardware

Sinful Sweetz

PARTNERS  
Projects

EVENTS  
Upcoming

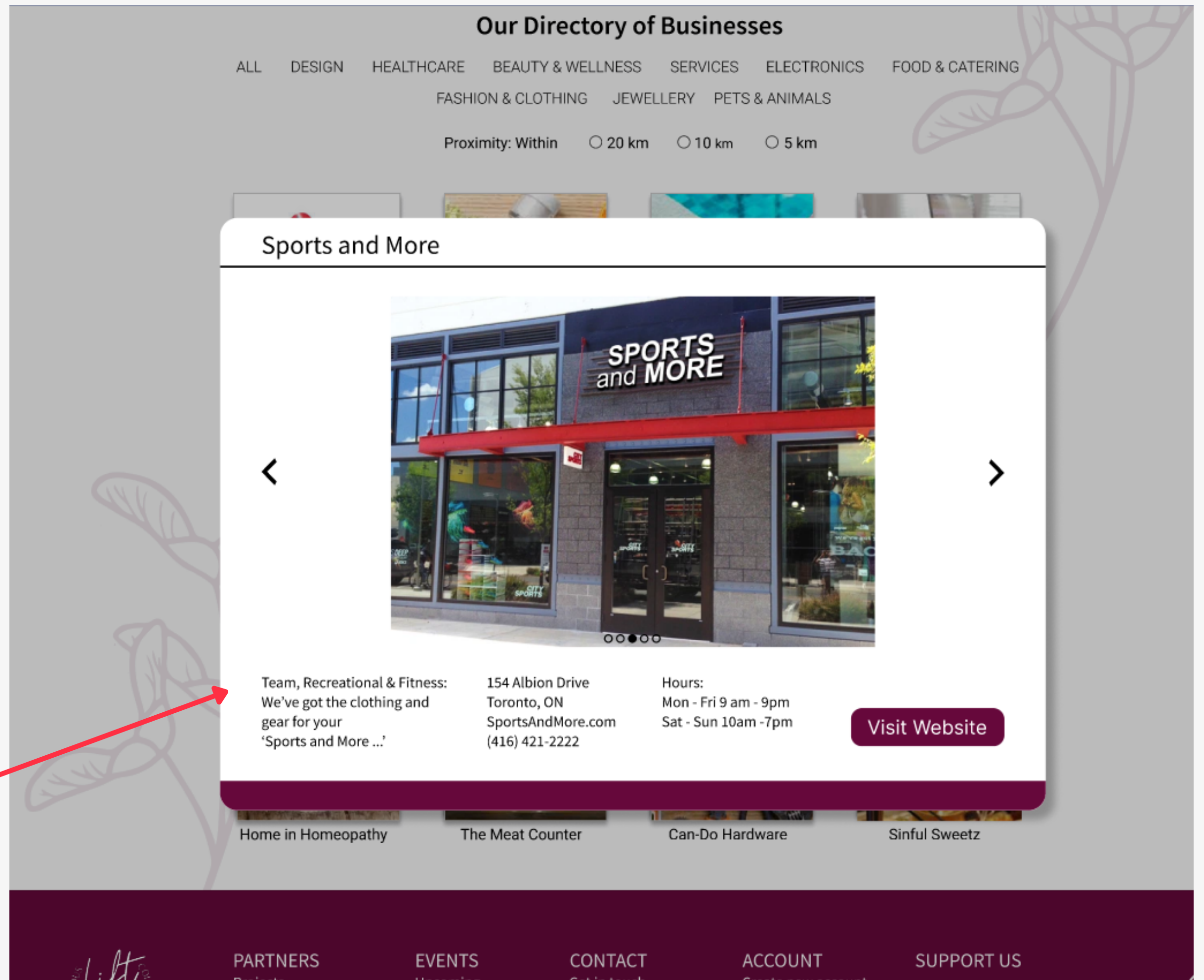
CONTACT  
Get in touch

ACCOUNT  
Create new account

SUPPORT US

# Prototype - Deep Dive

- Main Navigation at top
- Standard Footer
- Carousel of businesses
- Indigenous LIFT Collective is a comprehensive index ...
- “Native issues are almost never just Native issues ...”
- Category and Proximity filtering
- Business Preview pop-up



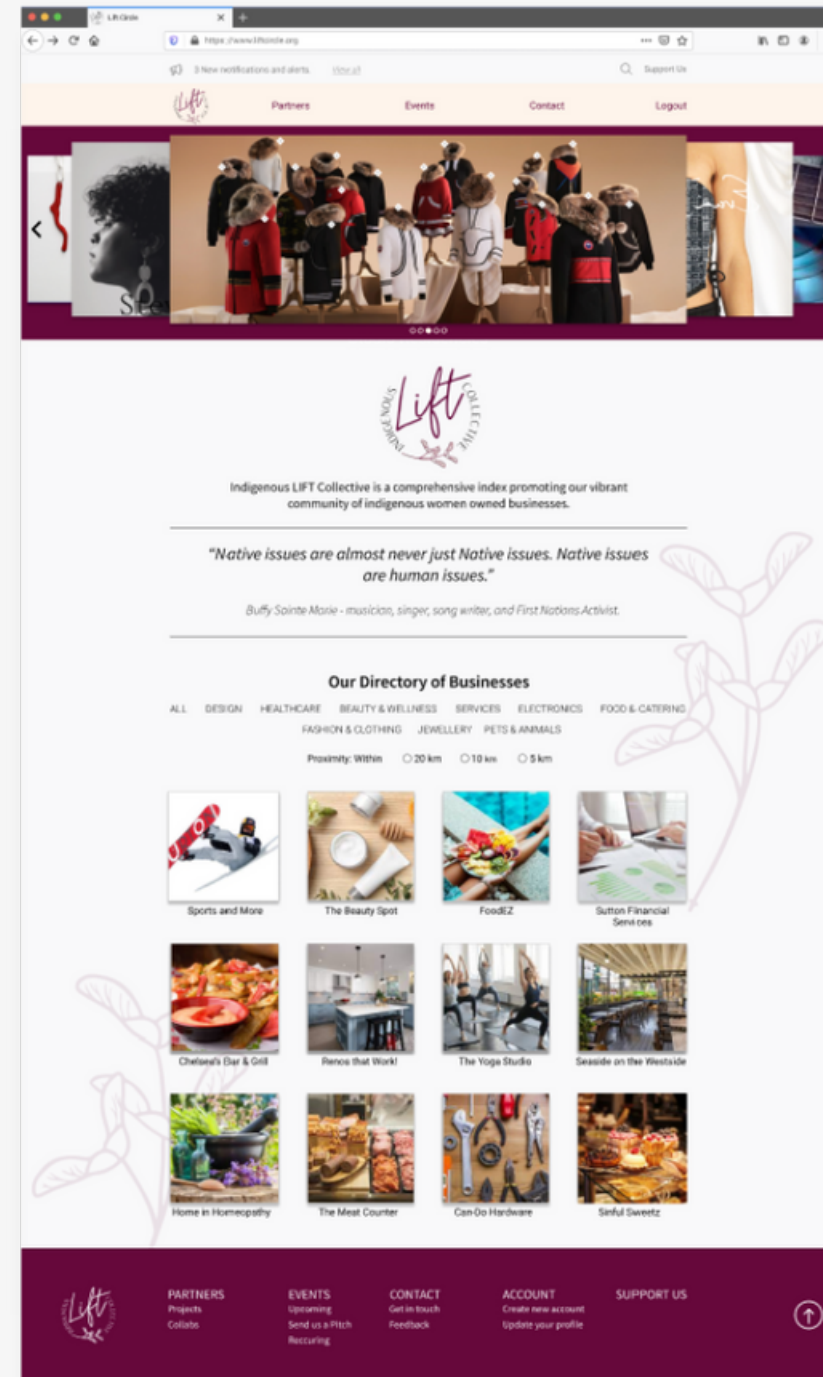


# Prototype Demo

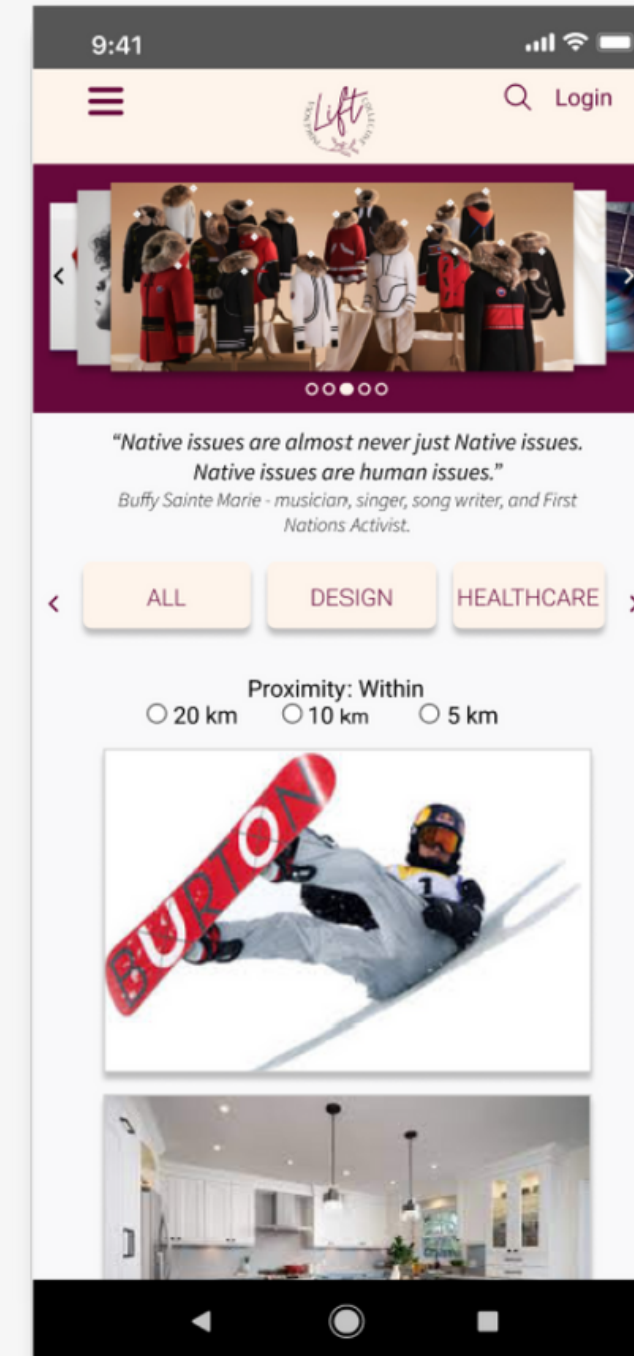
# Prototype - Demos

## Homepage

For the potential customer who would navigate to the member business website from the LIFT directory



Laptop Walkthru



Mobile Walkthru

# Prototype Next Steps



Growth

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Support

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Customization

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Fault Tolerance

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Disaster Recovery Planning

We look forward to working with you,

**Thank you!**