

Google Experience

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Abstract- This document will discuss one way businesses can survive during times like pandemics or just hard times in general.

I. Introduction

My project is a way to allow for other people to feel what other people are feeling during times of hardship. The original concept of the app was based on helping people and animals through natural disasters that destroyed their homes. The second part of the app is to help those whose businesses are near bankruptcy. So a small Business such as Alex's Toy Store can come to this site and use it to maybe stay a float for a bit longer. Obviously it is more complicated than this but the gist of it is, if a business is near bankruptcy, they can ask their fans for a bit of help.

II. How It Works

They can ask for help in three ways, one way is through donation. People who really love a store might donate to them simply out of kindness. Another way of supporting small businesses is by lending money with zero return. In other words, the lenders are giving money to the business that the business will one day return in one of two ways. Either the business gives the money back or the business gives credit back the lenders can use in their store. The third way and most effective way this app can help is by investing. This way, the lenders can give money to the business and the lenders will have some sort of extra. The reason why I decided to keep this is because this seems to be a win win situation for both

parties. The business attracts more people than they would have if they didn't have a returns option but also, the lenders can make sure their favorite business isn't going to go bankrupt.

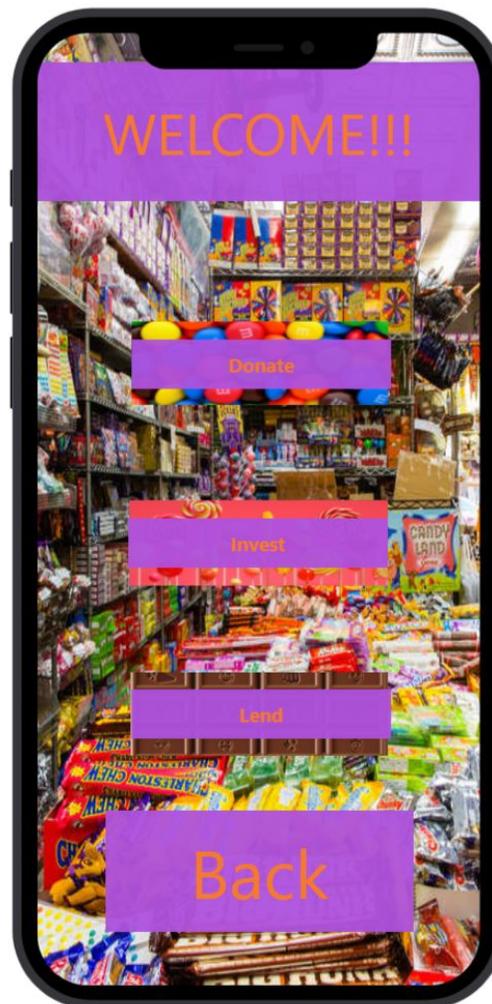


Figure1: A page a user will find if they want to help the store. There is an invest, donate and lend button but also a back button.

III. Further Breakdown

When opening the app, one is greeted with the title of the app 'Google Experience'. Upon pressing 'Begin', it will take you to a homepage- a place that holds one's feeds. Also on the homepage, there will be ads as a way to stay afloat. Here, one is able to see what a store is up to, what a store is selling, discounts etc. One can also select who they want to see on their feeds. If one really likes the mom and pop shop on the corner of their block, if the store has a Google Experience account, one can follow them and see their menus and discounts. Once one is inside their home page store, they can buy and have candy shipped to them, they can donate, lend and invest. If you choose one of the four transactions, a page will show up where you can put in your credit card information, address, what you want to buy, etc and confirm the order. Note, if someone were to press the invest button, if the store does go bankrupt, all the money donated will be forfeit and no profit will be made by the investor.

IV. Users

The people who will use this are everyday people, because it is for everyone. We all go to some type of small business if we know it is a small business or not. So in quarantine, one can search up if their favorite comic book store is going to shut down or not. It can also be used by people who want to make sure their favorite cake store is going to survive. The only people that I think of who will fall through the cracks are very new businesses. They're the unfortunate losers of the situation because they don't have any recognition. If I randomly saw a Chipotle store asking for help, I'm gonna think it's a scam and I wouldn't want to help. This is despite the fact that it might actually be a new store, it is just hurt by the pandemic.

V. Tests

I did present this to my cousin and asked him what he thought of the project that I specifically told him to picture his favorite store almost closing and how he would feel about it. He told me that he would 100% use this app to help out the stores because it looks like something he could definitely benefit from. He really likes Cheesecake Factory and A LOT of stores closed due to CoronaVirus. This isn't a small business but it is a good example. Before the pandemic, there were a total of 295 stores, but since the pandemic started, only 187 of those stores are still open for business. My cousin told me that he really liked the idea because now he can pay 100 dollars and have that 100 dollars be worth 100 dollars plus the interest. He said that if he had the app and if it were legit, he would have been able to donate the money and more stores could potentially have been kept open. I never understood what was so great about this place.

VI. Competition

Some people might wonder why this would be successful or how this will do when competing against sites like Patreon or GoFundMe. The Biggest difference is that this app draws everything together that one is involved in. If my cousin donated to both Cheesecake Factory and Economy Candy, there is a feed that allows him to make sure his money is going to great use and to see updates on the store. But there is also the money making aspect of it, Those who invest their money can make a significant return. Places like Patreon and GoFundMe don't have this part. This app can also rely on ADs to make money and support itself. Kind of like how Youtube forces ADs on the homepage, this app will force targeted ADs based on people's searches.

VIII. Precedent and Differences

This app is like twitter where one has a home page and can see what is happening around them at any given time. This is the point of the app-it allows people to see the world in other people's eyes. In both Google Experience and Twitter, one is able to search up stores and see how they are doing. Also, one can find updates and discounts as well. It is also similar to sites like Patreon and GoFundMe in the sense that both sites are for people to show the tough times they are going through. However, this site is different in that there is an incentive to help out. Unlike Patreon and GoFundMe the stores might be more engaging as there is a chance to make money. Something the other sites can not do.

IX. Conclusion

In conclusion, Google Experience is an app that can dramatically help out a store when they are at their lowest. It can also be a way for people to connect and feel what other people are feeling during tough times. Using this app to help combat the closing of stores in this tough time would not only be less stressful for those business owners but would also give a bit of hope to them as they poured their hearts and souls into their businesses. Everyone hits hard times at least one point in their lives. How would it feel to be on the brink of closing and knowing there is nothing one can do to stop it? It would feel horrible, but with this app, one might be able to last until the pandemic is over.

References:

- (1) Driver, Saige. "How to Use Twitter for Business." *Business News Daily*, 15 Jan. 2019, www.businessnewsdaily.com/7488-twitter-for-business.html.

VII. Similarities

This app is really based off of Twitter and twitter does something unique that not many other apps are not as effective in doing- it is live connections. Like twitch, people can join the site and see what the latest games being played are, with twitter, people can log on to see what drama the Beauty Community has gotten themselves into this time. It is fresh and people can interact with the ensuing chaos. They can make their mark in time. As stated by Business News, the creation of the hashtag search made is possible for people to engage themselves in a single situation. If I search up beauty community drama, I would only be surrounded with the drama in the Beauty Community. This is similar to my app in the sense that people are able to interact in real time with other people and businesses. I think that this interaction that made twitter popular would make this app popular. Of course, I don't know if it actually will.

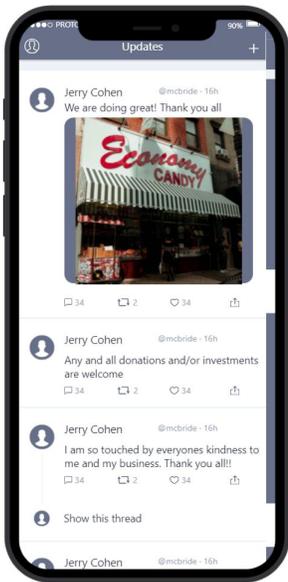


Figure2: This is the home page that draws inspiration from twitter, their homepage is similar.