

CASE STUDY



NAME: SAM BARON
AGE: MID-40S
JOB: PROFESSOR

Sammy is a new renter in the Clinton Hill neighborhood of Brooklyn. He is super into bakeries and finding new bakeries because he loves European style artisan breads and is always looking for a good scone. He likes all the different Brooklyn neighborhoods and cultures and he loves how different bakeries have unique items like the Italian bakeries with their cookies and canolli and the Jewish bakeries with hamantaschen and strudel. He only wishes there was an app that showed the neighborhoods and bakeries and what’s available.



NAME: CAITLYN COUMO
AGE: EARLY-30S
JOB: MOM OF TWINS

Caitlyn is always looking for fun activities for her 8-year-old twins. She is big into bakeries and cookies and having city-wide adventures with her kids. She uses Google maps to find places but she wishes there was an app just for local bakeries. She likes to play games with her kids and talk about what they are about to do at the park or where ever. They always get snacks afterwards and she would love it if there was an app that showed local bakeries but with a bit more information than Google maps.



Ferrar Bakery
Brooklyn, NY



Veniero’s Bakery
Brooklyn, NY



Caputo’s Bakeshop
Brooklyn, NY



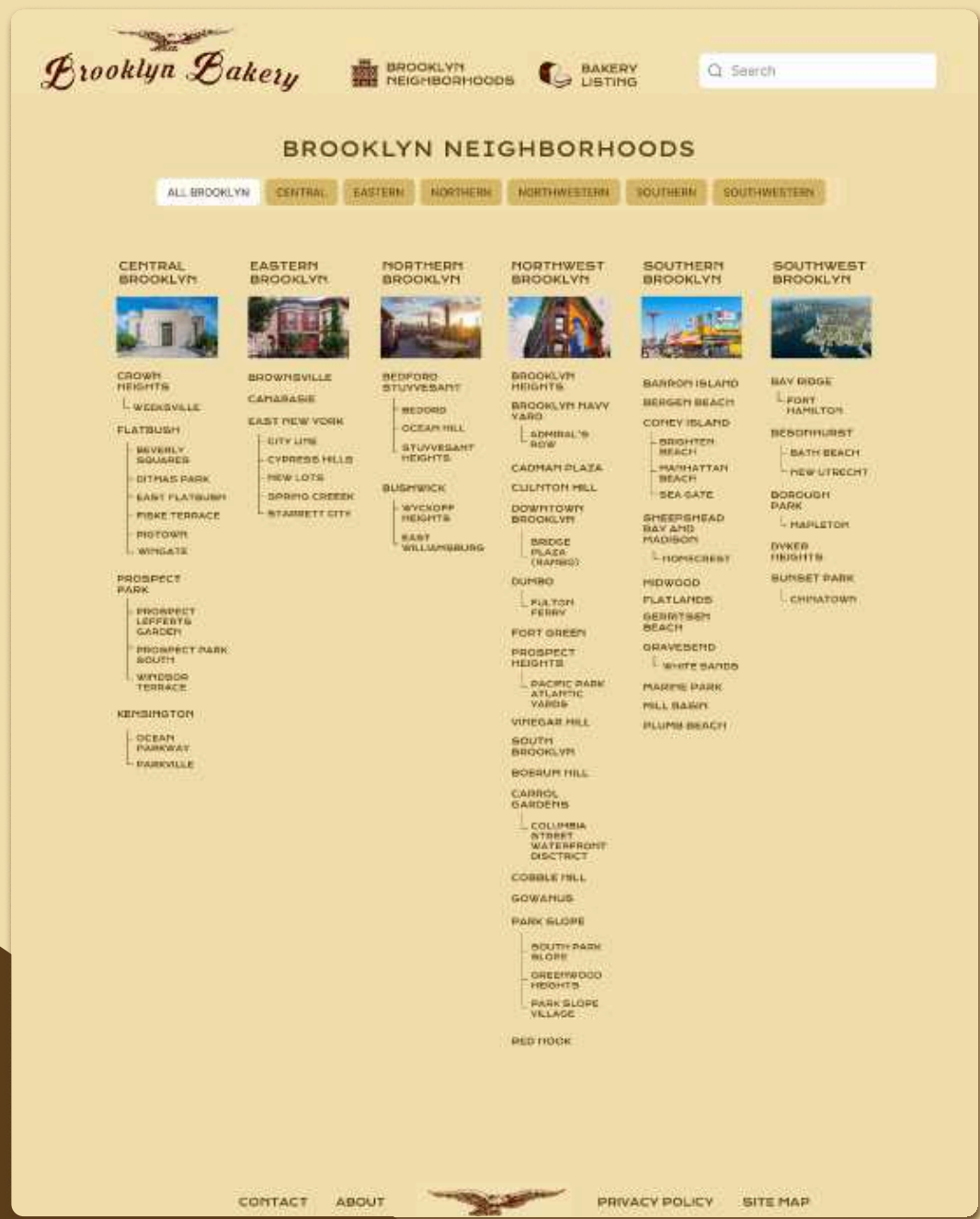
Mazzola Bakery
Brooklyn NY



Circo’s Pastry
Brooklyn, NY

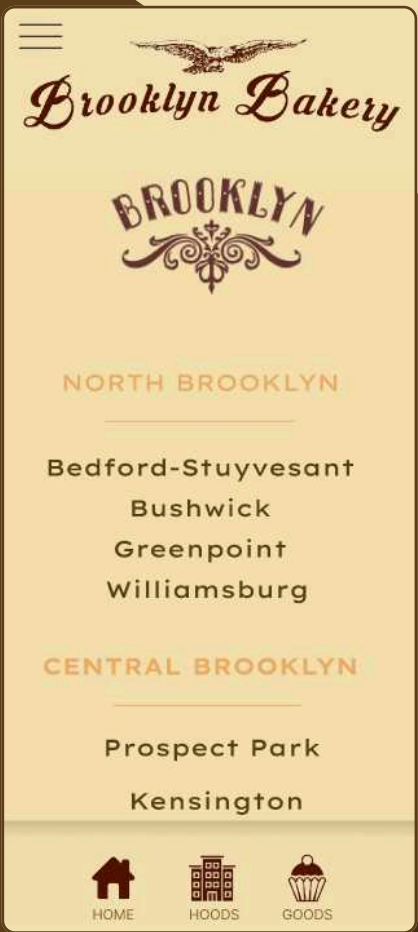


Pasticceria Bakery
Brooklyn, NY



ITS ABOUT NEIGHBORHOODS

Brooklyn Bakery is about neighborhoods and bakeries. When users try to find bakeries in Google maps they get no understanding of the neighborhoods or what is available. Brooklyn Bakery app shows location of bakeries in comparison to the user and provides a lot of information for the bakery, menu, images and history or interesting stories.



Brooklyn Bakery is a definitive listing of bakeries in the borough of Brooklyn and has over 500 entries.

Brooklyn Bakery answers the question “what bakeries are in my neighborhood?” and gives more information that Google maps.

Super easy to understand Brooklyn Bakery is better than using a search engine because it is simple and organized without ads ads or distraction

People want to know all the interesting history of their local bakeries and love to read about their travel from old Europe and other places.

It’s not easy to get an accurate menu for each bakery and that is where Brooklyn Bakery is helpful because the bakeries maintain their menus.