Hal9 Helps **SmallTownMove** Launch AI-Powered Town Finder

- **Developed an AI-driven MVP for town selection in two months using Hal9 Platform**
- **Enabled SmallTownMove to process thousands of towns with a polished, SEO-friendly website**
- **Delivered high-quality UX and data integration, enhancing user engagement and market entry**

> **"From data processing and design to AI recommendations, Hal9 delivered my product in two months."**
> Rocco Seyboth, Founder @ SmallTownMove

Customer

SmallTownMove is a visionary startup dedicated to simplifying relocation to small towns across the USA. By leveraging advanced technology, SmallTownMove aims to guide individuals and families toward ideal destinations based on lifestyle, housing, and job opportunities, offering a personalized and inspiring moving experience tailored to modern needs.

Challenge

SmallTownMove sought to create a website that uses data science, AI, and large language models to analyze thousands of small towns, categorizing them by key factors like jobs, lifestyle, and housing. The challenge was to build an MVP in approximately two months that integrates diverse data sources, generates consistent, SEO-optimized content, and provides a polished user experience with AI-enhanced images, all while laying the foundation for future features like climate-based filtering.

Solution

Hal9 partnered with SmallTownMove to develop a custom AI solution using the Hal9 Platform, designed for rapid generative AI and web development. In about 2.5 months,

Hal9's team of data scientists, engineers, and designers delivered an MVP that transformed town data into a compelling user experience.

The development process included:

- Building a web platform with filters for jobs, lifestyle (shops, events, services), and housing, powered by data extracted from sources like real-estate APIs, location services, and government statistics.
- Generating SEO-friendly, statically produced content using AI to highlight town benefits (e.g., "SmallTownMove believes Duvall is great for X, Y, Z"), optimized for AI-driven search trends.
- Creating AI-enhanced images with a consistent, inspirational style based on real-world data (e.g., Google Maps), avoiding low-quality visuals to evoke a dream-like yet realistic moving vision.
- Designing a high-quality UX with an intuitive interface, ensuring the site felt polished and ready for customer use and search engine leverage.

Hal9 collaborated closely with SmallTownMove, iterating based on feedback to refine data integration and content generation. The Hal9 Platform's flexibility enabled rapid customization, while its deployment tools ensured scalability and a seamless user experience.

Results

In approximately two months, Hal9 delivered an MVP that empowered SmallTownMove to process data for thousands of small towns, offering a polished website with robust filters and AI-generated content. The high-quality UX design enhanced user engagement, while SEO-optimized text and consistent imagery positioned the site as a strong entry point for search engines. This rapid launch clarified SmallTownMove's product vision, enabling them to attract early users and plan future expansions like climate-based filtering, solidifying their leadership in relocation technology.

About Hal9

Hal9's mission is to make "Artificial Intelligence Accessible to Everyone", as we believe AI desperately needs to become more accessible for people worldwide to benefit from this new technology. We have a skilled team of engineers, data scientists, and designers working on this effort. Hal9 partnered with the Allen Institute for Artificial Intelligence incubator in 2022.