What is the behavior(s) you are trying to capture? What are your users physically doing?

- Chatting with the vendors
- Carrying and modifying lists
- Making direct purchases
- Customers share what they did with the produce
- Customers chat with other customers: community engagement
Research

Challenges

The are apps already selling Farmer’s Market type of produce

It is difficult to keep a community engagement around grocery shopping through a limited size interface

Grocery apps are location based limiting customers from getting unique produce

Cost to purchase groceries through an app will exceed a visit to the store

Possible Solutions

My project will allow users to select their produce without a location limitation

My project will have a forum dedicated to community engagement while shopping online or at the store

My project will provide benefits of buying produce online and having/promoting ridesharing services deliver to lower carbon footprint
1. News feed like feature will be incorporated to emphasize social aspect

2. Shopping history will be provided such that shoppers are aware of their purchases and act as reminders

3. Benchmarks on ordering and payment transaction apps will be made
Who will use this? How will they use it? How if at all, will it change their behavior or the behavior of whomever is around them? What is the need for this? What do they currently do?

Individuals who are in their mid 20s and up, stable source of income, and who grocery shop for local, organic produce.

The community aspect will allow for them to learn through their network of different meals to make and provide recommendations.

The community will also provide insight on recommendations of type of produce and vendors to purchase from.

This addresses ambiguity customers feel when they see unique produce and unsure of what to do with it. Currently, customers chat directly with the vendors in which this can be implemented in the design as well.
Where will you find this UI?

- The app store. (iTunes and Google Play)
- Online desktop
- Endorsed by Farmer’s Market organizations (Online and at Events)
Screen size will be dedicated to an iPhone 6.

The pixels and size will be 667 by 375.
Milly the Millenial just graduated with her MBA at Stanford, coming from a CS background and now doing product marketing. She loves to eat local and organic food and makes a trip to the SF Farmer’s Market at the Ferry Building every Saturday. There she likes to buy the “weird” looking produce just because and then realizes she doesn’t know what to do with it. She takes a picture of the “weird” produce she buys to share with her community and sometimes gets feedback that way.

She is always curious to ask the vendors but the line is always long at the market. If only there was a way for her to outreach at a convenient time to learn about the produce so she doesn’t let it go to waste.
Name Rob the Real Estatepreneur

<table>
<thead>
<tr>
<th>AGE</th>
<th>Hobby</th>
<th>Familiarity with Technology</th>
</tr>
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<tbody>
<tr>
<td>45</td>
<td>Fishing</td>
<td>High</td>
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</tbody>
</table>

Current Job: Real Estate  
City: Marin  
Favorite Brand: Dockers

Rob the Real Estatepreneur is a father of 2 teenage girls that he takes care of. When he’s not selling or buying real estate, he is trying to spend as much quality time with his daughters.

He wants to teach them to eat healthy and shops mainly at the Farmer’s Market or has premade meals delivered by Blue Apron if he can’t make it to the market. He wants his kids to also know the experience of how to make food and explore the beauty food has to offer by having his kids experience various produce.
Name: Holly the Hipster

AGE
30

Hobby
Knitting

Current Job
Account Executive

City
Los Angeles

Familiarity with Technology
High

Favorite Brand
Birkenstocks

Although Holly works in the corporate world as an account executive, she’s super free spirited and loves to go camping when she can. She likes making her own type of trail mix and dried fruits as go to snack. She wants to learn about new produce that she can put as part of her mix, but doesn’t have time to try out the different Farmer’s Markets and traffic in LA doesn’t help either. So she is limited the market by her house where she has been going for 2 years now. She wants change but doesn’t want to put in a lot of effort to deal with traffic.
Write a scenario that describes what a user would do with the app. This scenario will then be used to create user flow and app screens. Use simple directions.

Milly wants to know more about what she can do with Romanesco broccoli.
1. She launches her GoFresh app.
2. She sees that Romanesco broccoli is featured as the hippest produce coincentally.
3. She taps on it to learn more.
4. She sees how people have used it for soups and salads. The posts are even by members of her social network.
5. She sees the vendor/farmer is online and inquires about it.
6. The farmer provides her a story about it and ships it to her with a recipe she selects.
Create a user flow for one of your personas.
Experience

What type of experience do you want to provide for your user?

This app will provide users with confidence on what to buy, especially for produce they have never been exposed for.

The app will provide a learning experience about becoming a “foodie” and how to appreciate the making of food.

The app will support those who have questions about produce.

The app will build trust between the vendors and customers.
Formal Collage