

# HYPERMEDIA APPLICATIONS – STAKEHOLDERS, GOALS AND CONTENT REQUIREMENTS PROJECT JUNE-JULY 2011 (“Biofood Online marketplace”)

Application domain: an online marketplace for a consortium of small-medium produces of organic food, selling (and doing home delivery) fresh organic products (vegetables, fruit, meat, dairy products, bread) and also additional products such as pasta, jam and marmalade, coffee and tea, drinks, sugar, honey, chocolate, ....)

HIGH LEVEL GOALS →	BRAND PROMOTION/FORSTERING TRUST -> INCREASING SALE				SATISFYING GENERAL INTEREST in bio food life style			PURCHASE			
GOALS REFINEMENT →	Promote organic food	Promote the overall market place and consortium	Promote the overall service	Promote individual producers and products	Getting information about bio food and bio production	Getting information about organic diet	Getting information about organic diet with special needs	Getting information about specific products	Getting information about the consortium	Getting information about specific producers	Getting information about the service
STAKEHOLDER ↓											
Organization	●	●	●	●							
Bio producer	●	●	●	●							
Customer/User					●	●		●	●	●	●
Customer/User with special needs					●	●	●	●	●	●	●

Operational goals not supported by the web site: Selling organic food and buying organic food

## STAKEHOLDERS:

### Organization:

the top level organization which manages the consortium and provides the service (responsible for selection and collection of products, management of customer orders and product delivery)

### Bio producer:

An individual member of the consortium: small-medium company, growing or producing bio products

### Customer/User

A family who is sensitive to environment, interested to organic food and its use in a healthy diet

An individual who is sensitive to environment, interested to organic food and its use in a healthy diet

### Customer/User with special need

Subjects in the above categories but with special needs (e.g., a family with children, persons with health problems)

<b>INFORMATION GOAL →</b>  <b>CONTENT REQUIREMENTS↓</b>	Promote organic food	Promote the overall market place and the consortium	Promote the overall service	Promote individual producers and products	Getting information about bio food and bio production	Getting information about organic diet	Getting information about organic diet for special needs	Getting information about specific products	Getting information about the consortium	Getting information about specific producers	Getting information about the service
General information about organic food	●				●						
General information about organic production	●				●						
General Information about the consortium		●							●		
Specific information about each producer and production methods				●						●	
Detailed information about the service			●								●
Special offers			●	●				●			
Information about each product, highlighting their health benefits	●			●		●		●			
Cooking (Recipes)	●					●					
Products for special needs, highlighting their health benefits							●				
Cooking in special case (Recipes for special needs, e.g., children)							●				

Example of contents: <http://www.bioexpress.it/index.html>