
The Sleepy Farmer's Market

— Jo Dunham, David Baines,
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Live Walkthrough

Features

For buyers:

- View all markets in the local vicinity
- Compare prices across stalls
- Place orders for produce in advance

For farmers:

- See minimum demand for a product
- See total profits from online purchases
- Gain further exposure to potential buyers

Design Process

First of all ideation!

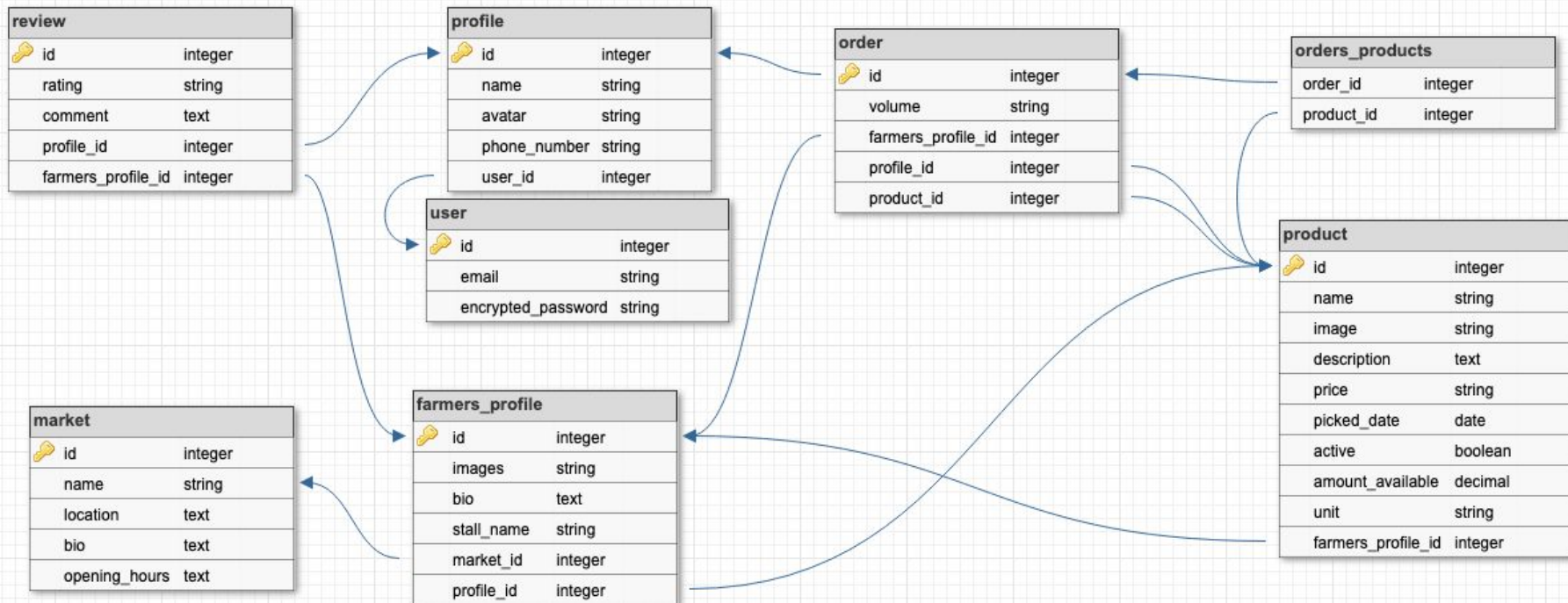
Then back-end (ERD) to front-end (Wireframing, moodboards, and style-guide)

Ideation

1. Handy Household Heroes / Gods 'n' Services
2. Dumpster Divers Deals
3. Selling people's private data
4. Niche clothes
5. Carpooling
6. Baby stuff

ERD

dbdesigner.net



Moodboard



Ewelina Loo



Ewelina Loo



Ewelina Loo



Ewelina Loo



Ewelina Loo



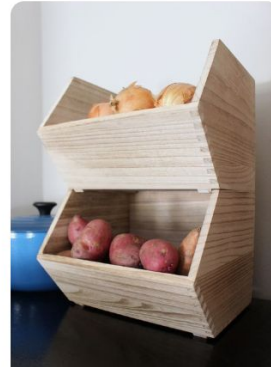
Ewelina Loo



Ewelina Loo



Ewelina Loo



Ewelina Loo



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Style Guide

Heading

30pt, bold, #519900



Sub Heading

23pt, bold, #519900



Text block

14pt, #519900



Background Colour

#FFFCED

Theme Colour

#A9D127



Typography

Farro

BUTTON

14pt, #4F3518



Flat Link

14pt, #603712



Development / Build process

- Agile methodology
- First, we prioritised our user stories using planning poker
- Then we created sprints based on those user stories

Sprint 1 - Ideation

App ideation

[Design] As Greg, I want a professiona...

DB



Style guide

✓ 2/2

[Design] As Greg, I want a professiona...

DB



Design wireframes - lo-fi and hi-fi versions



[Design] As Greg, I want a professiona...



Create ERD - lo-fi and hi-fi versions

[Design] As Greg, I want a professiona...

DB



Generate basis of app (models.

+ Add another card

Sprint 2 - Farmer Interface

Add Devise: User / profile login

[Selling] As Rachel, I want a no-nonse...

DB

Feature for farmers to add produce to their stalls

[Selling] As Rachel, I want a no-nonse...



Setup storage bucket

[Selling] As Rachel, I want a no-nonse...



Installed Active Storage

[Selling] As Rachel, I want a no-nonse...



Permissions

[Selling] As Rachel, I want a no-nonse...



+ Add another card

Sprint 3 - Customer Orders

Seed data for markets, farmers and profiles

[Buying] As Jo, I want to order produc...



Order forms

✓ 4/4

[Buying] As Jo, I want to order produc...

DB



Integrated SimpleForm

[Buying] As Jo, I want to order produc...

DB

Geocoder maps

✓ 2/2

[Buying] As Jo, I want to order produc...

DB



Add Stripe

+ Add another card



[Design] As Greg, I want a professional, intuitive and approachable website associated with my goods so that customers feel confidence in my business.

in list [User Stories](#)

LABELS

Farmers

High priority



Description

Add a more detailed description...



Epic status: 88% done

[Remove...](#)

Open (1)

Done (7)

[Complete epic...](#)



App ideation



Style guide



Design wireframes - lo-fi and hi-fi versions



Create ERD - lo-fi and hi-fi versions



Generate basis of app (models, scaffolding, etc)



Create mood board



Create user stories

ADD TO CARD

Members

Labels

Checklist

Due Date

Attachment

POWER-UPS

Add to Epic

Get More Power-Ups

Upgrade to get unlimited Power-Ups per board.

[Upgrade Team](#)

ACTIONS

Move

Copy



Add Comment

Challenges

Creating the cart

- Original intent was dynamic lists and multiple items in cart however can only add one

Maps

- Working with JS and Ruby at the same time is a nightmare.

Everything

Ethical Issues

We do not force the customer to pay in the app. The option to pay on pick up is offered. This could potentially cause problems for farmers if customers do not come to pick up their produce.

An option to combat this, that will be in the future build would be to add reviews (they are added in the ERD, but we lacked time to implement them) This would allow farmers to see which customers are a potential problem.

Favourite parts

Writing back-end

Watching front-end styling develop

Using Trello to organise things

Everything

Future add-ons:

- A reviewing system for customers and farmers
- Allowing customers to buy several items at once from one farmer
- Allowing customers to buy several items at once from multiple farmers and being able to pay just once and the back end working out how much is owed to each farmer
- When choosing which market you would like to visit, upon clicking on it, a list of farmers who have signed up to be at that market will be shown that you can order from
- When choosing by farmer an alphabetised dropdown list of farmers will be available to search through to make finding them easier

Questions?