

## Case Study: Designing a Mobile App for a Community Farmer's Market

### **Background:**

A local farmer's market operates every weekend, attracting a diverse group of visitors ranging from families, individuals who prioritize organic and local produce, and community enthusiasts who support small businesses. The market vendors include farmers, food truck operators, and artisans selling handmade goods. Recently, the market organizers have noticed an increase in interest but a lack of digital presence and efficient communication between vendors and customers. They want to create a mobile app to enhance the customer experience and improve vendor management.

### **Objectives:**

The goal is to design an intuitive mobile app that serves the needs of both market visitors and vendors. The app should:

- Provide an easy way for customers to explore vendor offerings.
- Allow customers to pre order items for pickup at the market.
- Notify users of special events or promotions.
- Help vendors manage inventory and communicate with customers.

### **Task:**

Your task is to act as a user experience (UX) designer hired by the farmer's market organizers to build an app that meets the following requirements:

Step 1: Identify Users

Step 2: Determine User and UX/UI Requirements

Step 3: Paper Prototype Sketches