

App Idea

Elevator Pitch

Goal - Create a network among farmers for consumers to stay updated and purchase goods from local farms. Develop a streamlined farmer's market compiled into one app.

Document Assumption

- Is there a demand for consumers to find organic and local ingredients
- Customers aren't always able to make it to farmers markets
- An easier way to stay updated within the local community
- Purchase goods from farms directly when markets are closed

Problem Statement

- Identify the modern convenience that this would impose
- Identify if people want news and updates from farms
- Describe how likely people would drive to a local farm

Screening Questions

- Do you buy from local farmers' markets?
- How often do you attend farmers' markets?
- Do you purchase high-quality, sustainable, and organic food?
- Would you want to stay up to date with local culinary events?
- How far would you drive to a local farm?
- Do you find it difficult to connect with farms and vendors?
- How many farms do you know of in your area?

https://docs.google.com/forms/d/1v2U61nQEAgOVICuyPdogpfD8Gdsb2peX0OKJ5_n4sHw/edit

Analysis & Reporting

Key Findings

- When it comes to attending farmers markets and purchasing organic food, the survey is almost split 50/50
- The majority of surveyors would drive between 1 and 14 miles to a farm, the other participants wouldn't drive at all
- More than half said it was difficult to connect with farms and vendors
- 3/4th of the survey says they want to stay updated with culinary events

Conclusion to Document Statements

- There is a majority of people who want to connect with more farms
- The majority of people stated that they do attend farmers markets but only go about once a year
- There is a want to be updated with culinary events