**Warm-up**

* **What are you most proud of about Michigan growers?**
  + As an organization, MFGC helps an emerging industry to support local farmers and florists
  + History of Flower production was heavily subsidized to cut the flow of drugs from South America
  + Local farmers can get much more nuanced products, to support product for member growers

**Expectations and Goals**

* **Tell us about your expectations and goals for this project.**
  + Since it’s a new emerging industry, there hasn’t been much adequate technology surrounding
  + To help iron out that
  + Going into fourth quarter, so it’s going beyond of the use of current google products
  + **How would you measure success?** 
    - As long as we are exploring new options that weren’t available
    - Finding new options to explore
  + **What are you looking for in terms of communication?**
  + **What’s the best way to communicate with you?**
* Here’s what we understand to be your project proposal: “Michigan Flower Growers Cooperative wants a better way to communicate weekly availability of product from our growers, and then collect pre-orders from our customers in advance of our market hours. Issues with the new platform.”
  + Can you elaborate a bit on this?
  + What were the issues specifically?
* Are there specific questions you’d like to have answered by this research?

**Intended Users**

* Who are the intended users?
  + What do they need to be able to do?
  + What are the consequences if they can’t do those things effectively?
* Do you believe your users can do what they need to do now? If not, what are the barriers?
* Can you put us in touch with current or potential users for interviews?
* Can you help us distribute a survey to current or potential users?
* Can you help us identify and recruit potential users for usability testing?

**Product**

* **Tell us about your current platform.**
  + It’s a Google sheet right now
  + It’s large, it’s cumbersome
  + Due to the large number of people using, can’t set restrictions
  + It’s a very vulnerable document
  + The farmers have their own tab, they update availability, market manager organizes it and pushes out to buyers where they can put down orders
  + Farmers don’t have that much time due to weekly deadlines
  + **What are the goals of the platform?**
    - Wants something more secure
    - More visual imagery - what the product looks like, what the stage it’s in
    - **Are there ways it’s not meeting those goals?**
    - **What do you imagine the platform looking like if it was meeting those goals?**
  + When was it originally implemented?
  + How has it changed over the years?
  + What issues has the current platform had?
    - How have you attempted to mitigate these issues?
* **Tell us about your previous experience of attempting to implement a new platform?**
  + Launched program called Acadiar
  + Aggregate market
  + With co-op doesn’t own inventory, sold by growers
  + The way that cash flows is a bit different
  + Arcadiar is not a well-formed platform, a lot of systematic issues
  + Would have open tickets that went unresolved for months
  + Wasn’t beta-tested sufficiently, the consultant hired didn’t test it enough, the whole duration took six weeks
  + Market season starts in April, took it off by end of May and gone back to using Google sheet
  + **What were the goals of implementing the new platform?**
    - Goal was to collect online pre-orders
    - Give buys to grower availability a week before market, allows buyers to gather ingredients to make flower pieces. Likes to reserve ahead of time
    - Also has items in short-apply, so people like to pre-order in order to reserve it
  + **How did people react to switching back to the Google sheet?**
    - Everyone was relieved to go back to the Google system
    - Arcadier wouldn’t check out all the items in the cart
  + **What is something you would like from the Google Suite?**
    - Would like pictures, photographic content
    - There is a lot of scrolling, is there a way to condense the information?
    - Hasn’t looked into anything else much
    - There isn’t a one single administrator on document
  + **What do the florists need to know?**
    - They need to know what they’re getting
    - Something it doesn’t communicate as well
    - They have a color palette or size in mind, so it’d be nice to have the ability to sort, filter colors, sizes, etc.
    - Mayesh - wholesaler, international imports. Buys from you but also competitor
    - Rooted Farmers - started outside Boston looking into consolidate trips, has 8% commission on sales. Ideal platform to use
  + Flower growers
    - Needs to be simple and straightforward
    - Farmers work a lot of hours and don’t have a lot of bandwidth to figure out complex tasks
    - Need it to be pretty for the florists
  + Everyone does it their own way, so have to manage to get into format
  + There are multiple common names for plants
  + **How were growers specifically affected by the platform change?**
  + **How were florists specifically affected by the platform change?**
  + **What were the biggest benefits of moving to a new platform?**
  + **What would you say the biggest issues were with the new platform?**
  + **Have you researched any other platforms that might work for the Michigan Flower Collective?**
  + **What would the perfect platform look like to you?**
* Do we have access to a fully functioning version of the platform? If not, can we?

**Competitors**

* **Who are your key competitors?** 
  + The farms itself, needs to offer a good enough service to sell through us
* How do you think your product stacks up against theirs?
* Have you talked to any other distributors about their method of preorders?

**Closing**

* Are there any other questions you’d like to have answered?
  + Not that they can think of
  + Would you purchase more if this process was easier?
  + Can we serve you better in higher volume if we can improve the process?
  + For rooted farmers, you can take inventory and take photo in the field
  + Mobile friendly would be huge
  + There is a usda cropbot grants
  + Used a lot of budget to try the platform, about $1000 left
  + Played around with permissions, since not everyone has GSuite. There hasn’t been a ton of change
  + Separate systems of point of sale vs. inventory/pre-order
  + Using square for point of sale, there is an ecommerce version?
  + Managing inventory piece from technology point of view has been extremely difficulty
  + All products go out on Wednesday
* Next steps
  + Get access to Google Doc
  + List of florists and interviewers
  + Tillian Farm - owned by Ann Arbor Township, set outside for beginning farmers
  + A lot of growers in Ann Arbor, Urban Detroit
* Would change a lot of backend - to go back to historical records?
* Seattle Growers Market
* First Marker - April 8th to the third week of October
* Dry product, pop-up in November
* Do you have any questions for us?