Farmly – Fresh from the Local Farms

UI/UX Case Study

A premium, elegant shopping experience connecting consumers directly with local farmers and fresh produce.

Explore Case Stud
View Prototyp

Farmly – Fresh from the Local Farms

UI/UX Case Study

Team

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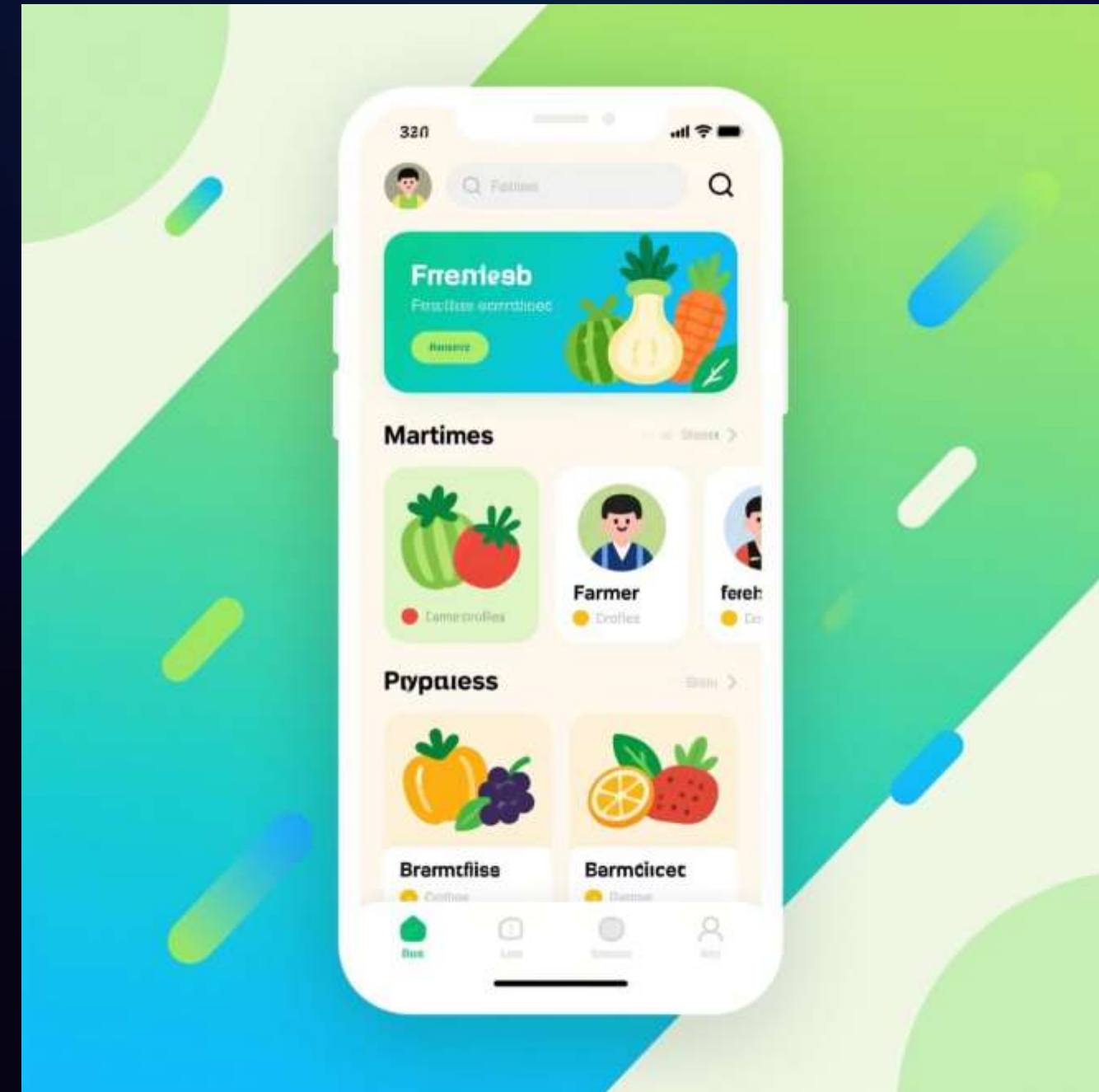- Jayaprakash
- Raghva Suriya

What is Farmly?

Farmly is a fresh and local produce shopping app that connects consumers directly with local farmers and farms. The platform enables users to browse, purchase, and receive fresh, farm-to-table produce with transparency about sourcing, quality, and sustainability. Farmly bridges the gap between urban consumers seeking authentic, locally-grown products and farmers looking to reach conscious consumers who value freshness and community support.

Mission: To make fresh, local produce accessible to everyone while supporting local farming communities.

Home Screen

Problem Statement

Limited Access

Consumers struggle to find fresh, locally-sourced produce in their area.

Lack of Transparency

Unclear sourcing information and farming practices make it difficult to make informed choices.

Farmer Challenges

Local farmers lack direct channels to reach conscious consumers and build sustainable businesses.

Inefficient Discovery

Current platforms don't effectively connect quality produce with quality-conscious buyers.

User Pain Point Graphic

Our Solution

Direct Farm Connection

Connect users directly with local farmers and farms for authentic, fresh produce.

Transparency First

Display detailed sourcing information, farming practices, and farmer profiles for every product.
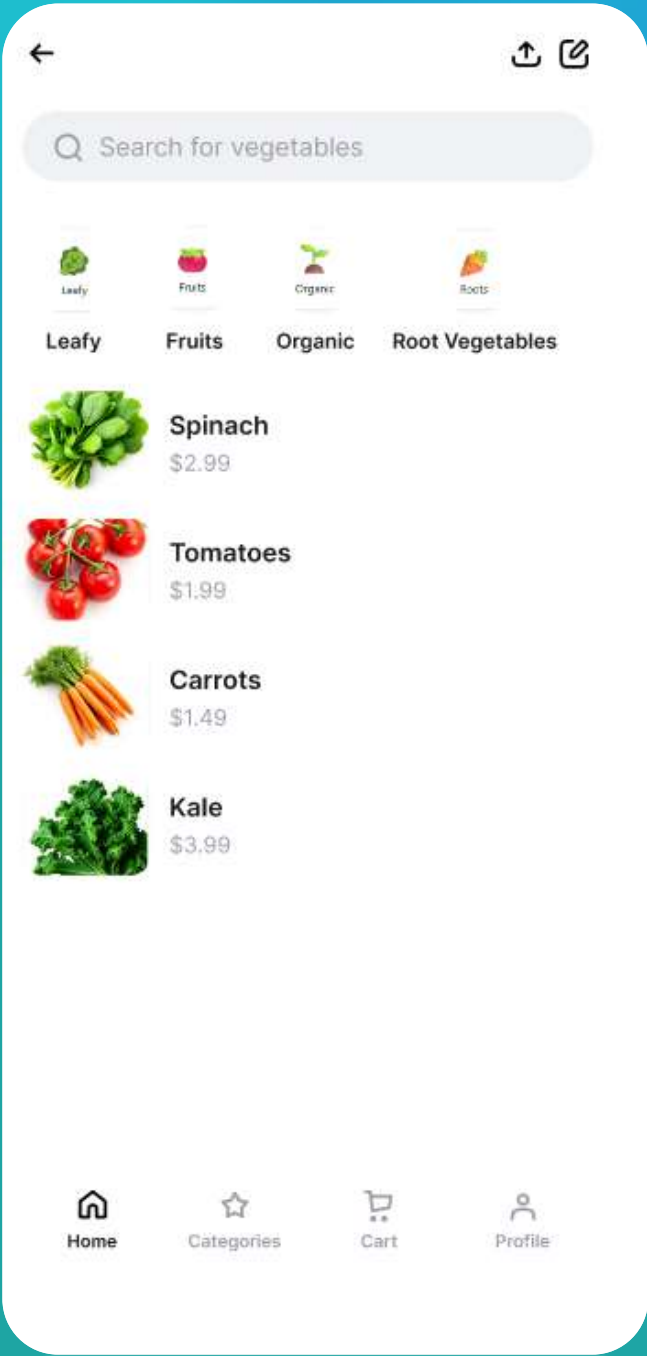
Seamless Shopping

Intuitive browsing, easy ordering, and convenient delivery or pickup options.

Community Impact

Support local farmers while enjoying the freshest produce available.
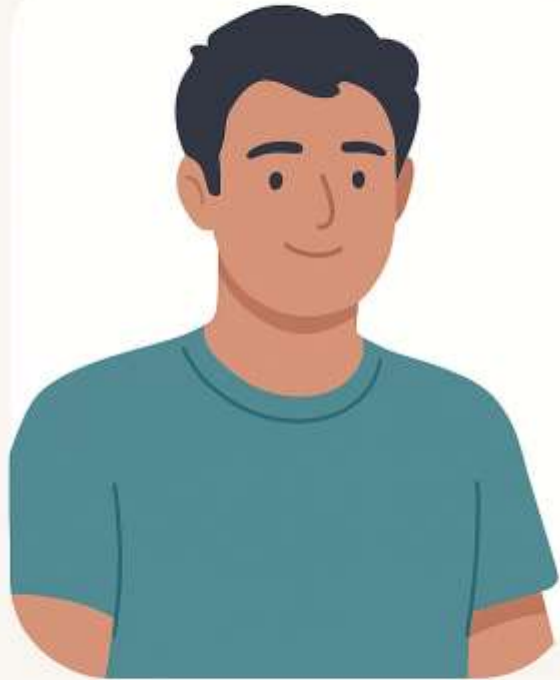
User Research

Key Insights

- 78% of users prefer locally-sourced produce when available
- Transparency about farming practices is a primary purchase driver
- Users value direct connection with farmers and farm stories
- Convenience and freshness are equally important factors
- Community support motivates purchasing decisions
- Mobile-first experience is essential for discovery and purchasing

Research Method: User interviews, surveys, and behavioral analysis with 150+ target users across urban and suburban areas.

Persona Research Screen

Ask Questions And Answers

User Interview 1 – MR. Arjun

What do you think about Farmly after using it?
"Farmly is super easy to use and the vegetables were really fresh."

How often do you order vegetables online?
"2–3 times a week."

What did you like most?
"Freshness, packaging, and fa t divery."

Any improvements?
"More organic options."

User Interview 2 – MR. Naveen

What is your first impression of Farmly?
"It's clean, simple, and easy to use."

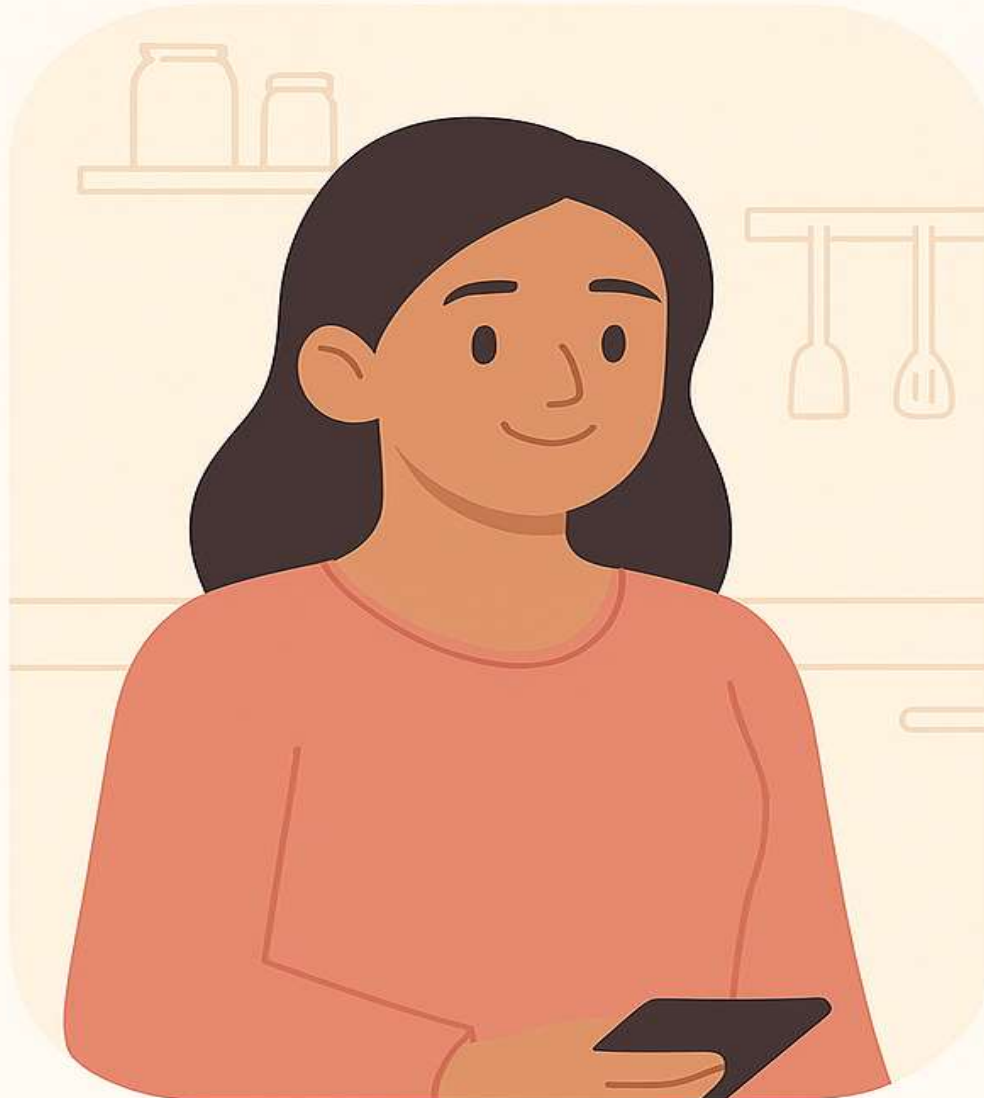**Why choose Farmly over shop?**
"Saves time, no crowds, better quality."

What problem did it solve?
"No more waiting in lines or bad vegetables."

Useful features?
"Quick reorder and real-time tracking."

User Interview 3 – MRS. Priya

How helpful is Farmly for daily cooking?
"Very useful. Fresh vegetables delivered at home."

Why choose Farmly over shop?
"Saves time, no crowds, better quality.

What did you like most?
"Clean vegetables, neat packaging, easy app."

Would you recommend?
"Yes, especially for families."

Target Users

Health-Conscious Consumers

Prioritize organic, pesticide-free produce and nutritional value. Willing to pay premium for quality and transparency.

Sustainability Advocates

Committed to reducing carbon footprint through local sourcing. Support environmentally responsible farming practices.

Community Supporters

Motivated by supporting local farmers and sustainable agriculture. Value the story behind their food.

Food Enthusiasts

Seek fresh, seasonal, high-quality ingredients for cooking. Appreciate variety and unique local produce.

Busy Families

Need convenient access to fresh produce with reliable delivery. Concerned about food safety and quality for their families.

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Design Process

Research & Discovery

Conducted user interviews, competitive analysis, and market research to understand user needs and pain points.

Ideation & Wireframing

Created user flows, wireframes, and information architecture to map the optimal user journey.

Visual Design

Developed premium, elegant design system with soft greens, cream, and gold accents reflecting farm-to-table aesthetic.
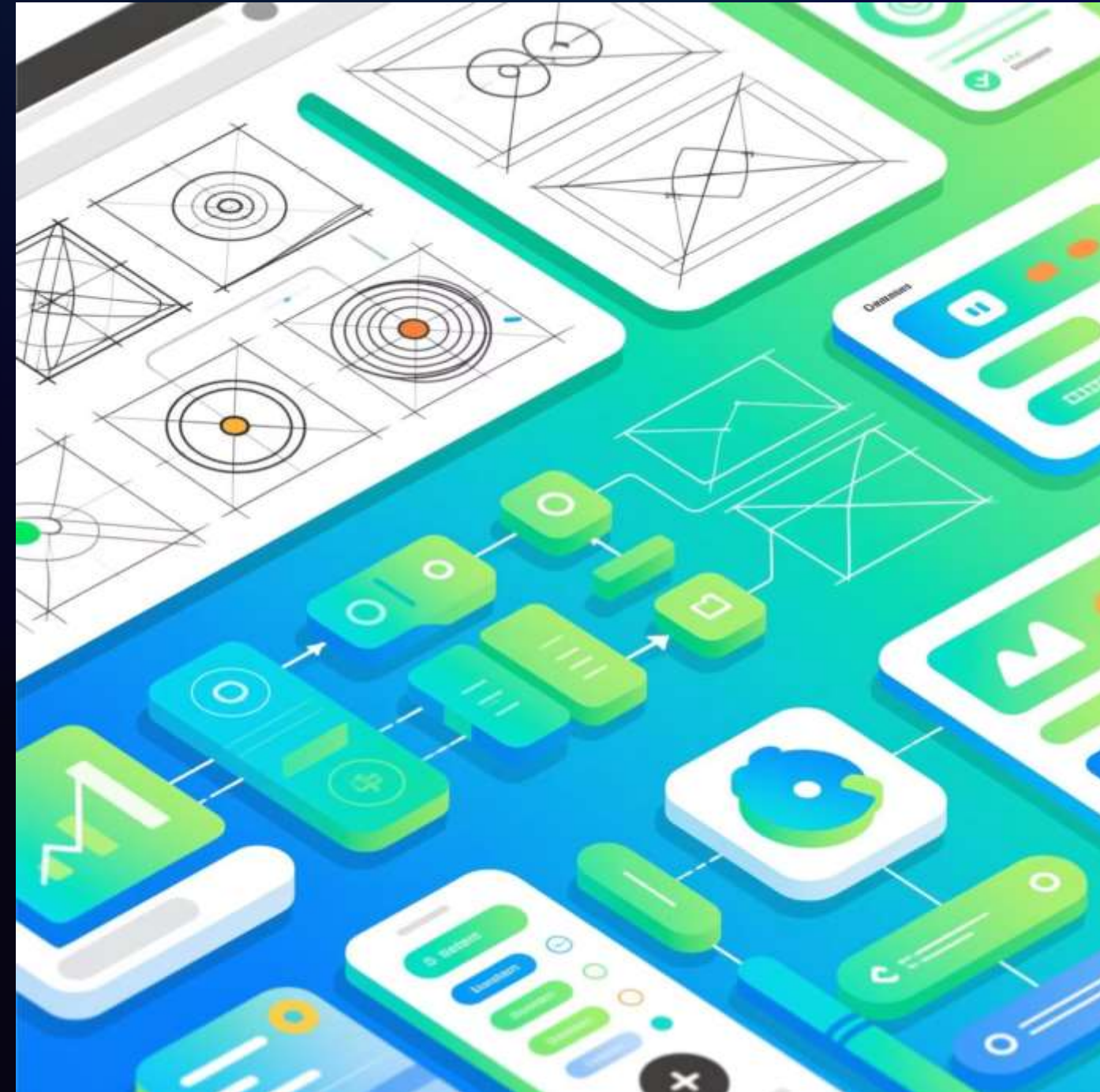
Prototyping & Testing

Built interactive prototypes and conducted user testing to validate design decisions and refine the experience.

Refinement & Handoff

Iterated based on feedback and prepared comprehensive design specifications for development.

Design Process Illustration

Competitive Analysis

Platform	Strengths	Gaps
FreshDirect	Wide selection, reliable delivery	Limited local sourcing transparency, impersonal experience
Instacart	Convenient, fast delivery	No direct farmer connection, generic sourcing
Local CSA Programs	Direct farmer connection, community focus	Limited selection, inflexible ordering, poor UX
Farmers Markets	Fresh produce, personal interaction	Inconvenient timing, limited accessibility, no digital experience
Farmly	Direct farm connection, transparency, premium UX, flexibility, community impact	N/A – Our competitive advantage

Farmly's Advantage: We combine the best of all worlds – direct farmer connection with premium digital experience, transparency, and community impact.

Competitive Analysis Table

Information Architecture

The Farmly app is structured around four primary user flows designed to create an intuitive, seamless experience:

Browse & Discover

Users explore products by category, farm, or seasonal availability with detailed sourcing information.

Connect with Farmers

View farmer profiles, stories, and farming practices to build trust and community connection.

Order & Checkout

Streamlined purchasing with flexible delivery and pickup options tailored to user preferences.

Track & Engage

Monitor orders, receive farm updates, and build loyalty through community features and rewards.

This architecture ensures users can easily discover fresh produce, connect with local farmers, complete purchases, and engage with the community – all within an elegant, intuitive interface.
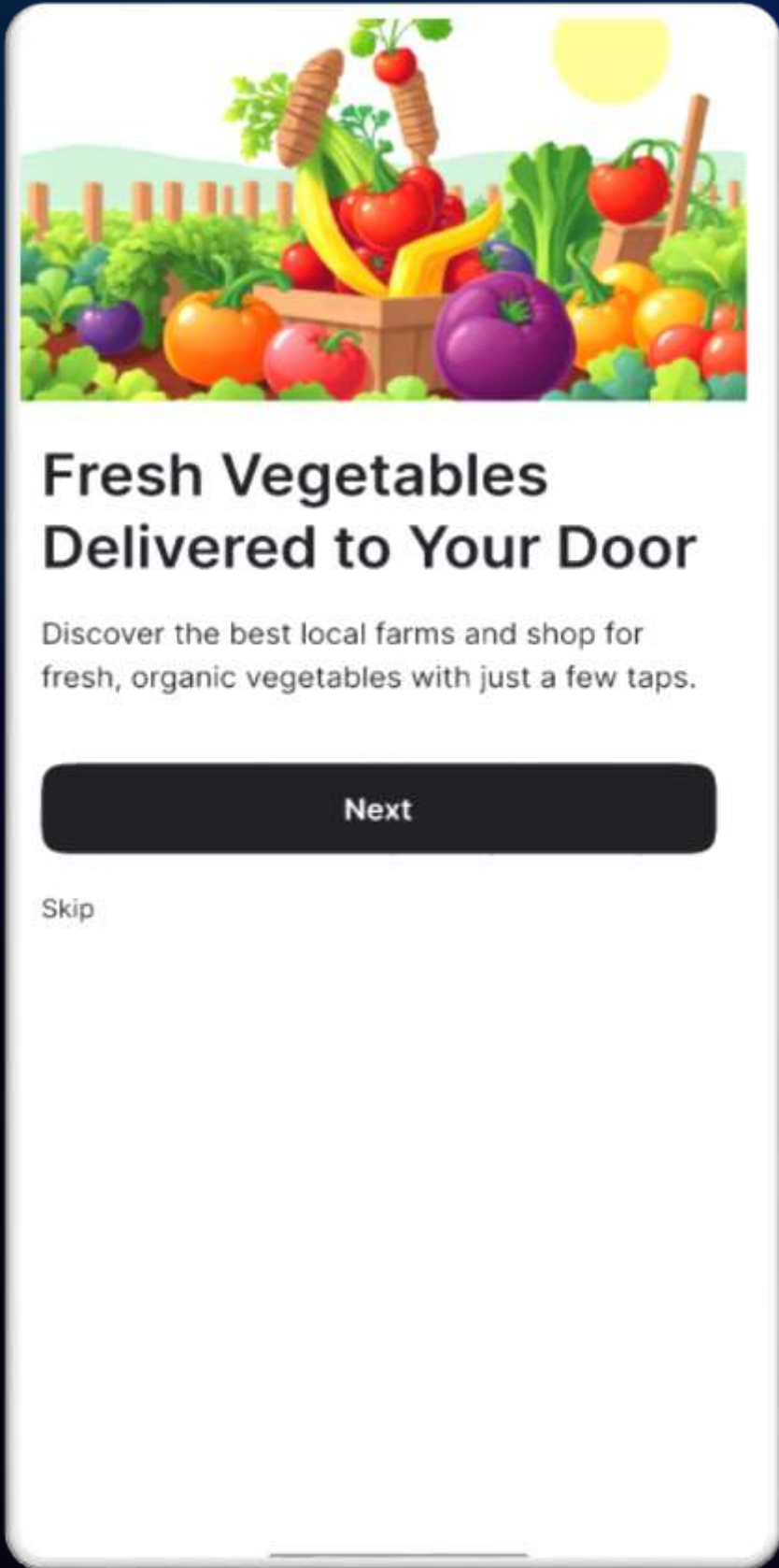

IA Flowchart

Prototype

Onboarding Screens

Welcome to Farmly, your direct connection to fresh, local produce. Our onboarding experience is meticulously crafted to introduce new users to the app's core value proposition: discovering high-quality, transparently sourced ingredients, and fostering meaningful connections with local farming communities. We emphasize ease of use and clear communication from the very first interaction.
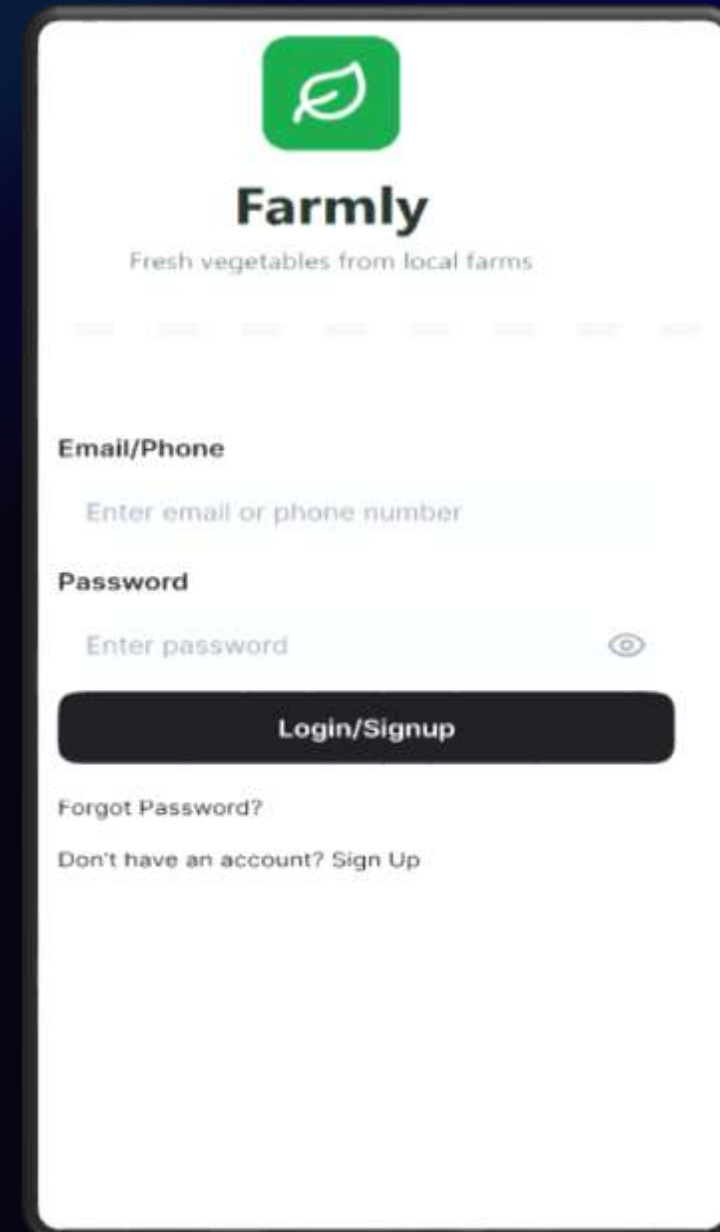

Intuitive Onboarding Journey

Fresh Vegetables Delivered to Your Door

Discover the best local farms and shop for fresh, organic vegetables with just a few taps.

Next

Skip

Login & Signup

Our streamlined login and signup process ensures new users can quickly access the Farmly experience. We've prioritized ease of use, robust security, and options for social login to create a welcoming and frictionless entry point. Personalization starts here, guiding users to discover their favorite local produce efficiently.

Secure and Intuitive Access

Farmly
Fresh vegetables from local farms

Email/Phone

Enter email or phone number

Password

Enter password

Login/Signup

Forgot Password?

Don't have an account? Sign Up

Prototype
Home Screen

The Farmly home screen is designed for instant access to fresh local produce. It prioritizes personalized recommendations, seamless navigation, and engaging content to foster a vibrant connection between users and their local farms.

Personalized Picks

Tailored product suggestions based on past purchases and preferences.

Seasonal Highlights

Showcase of fresh, in-season produce from nearby farms.
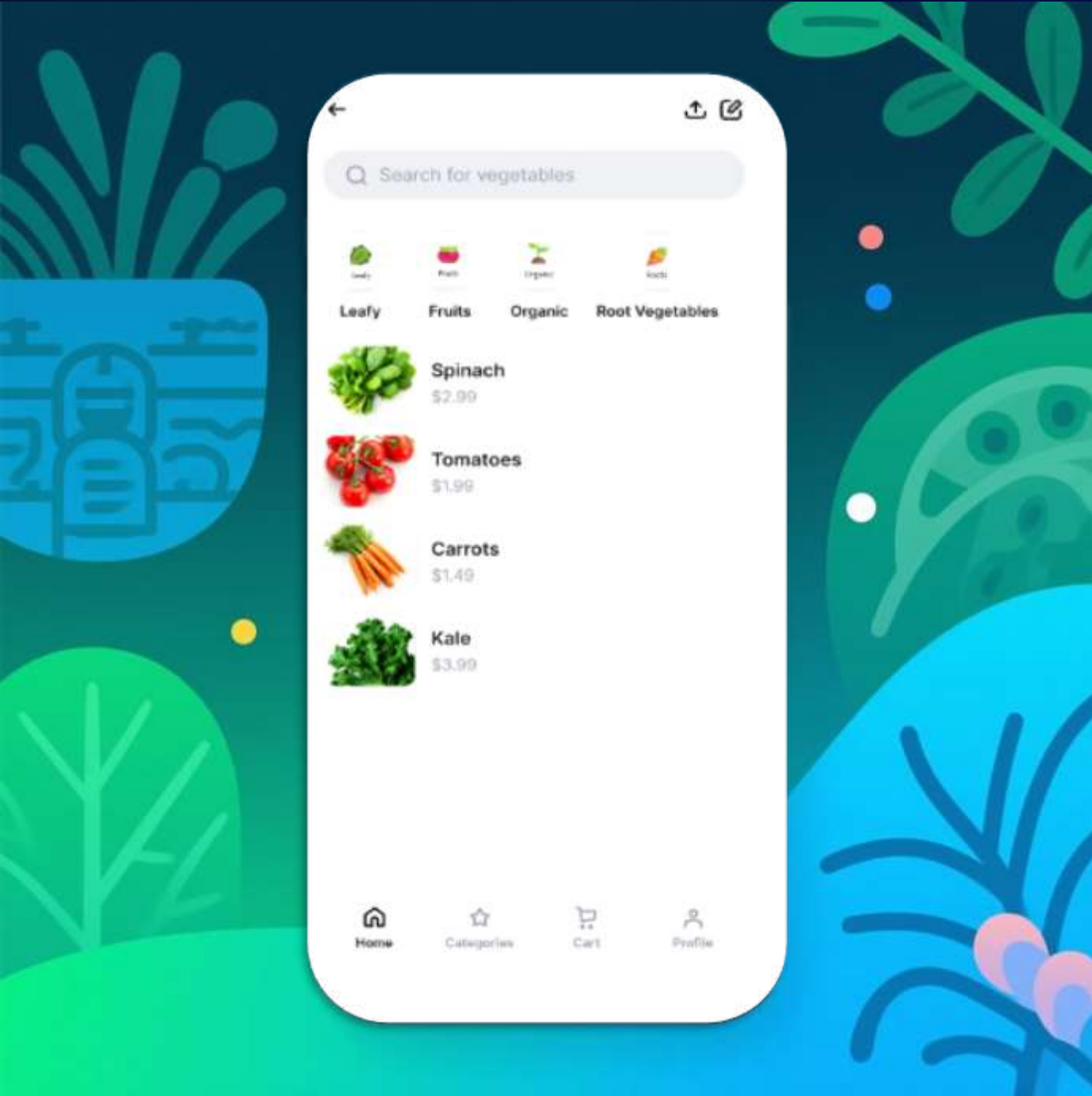
Quick Farm Access

Easily browse and connect with favorite local farmers directly.

Intuitive Navigation

Clear pathways to orders, profile, and community features.

Farmly Home Screen Interface

Prototype
Categories Screen

The Farmly Categories screen offers an intuitive way for users to explore our diverse range of fresh, local produce. Designed for effortless navigation, it allows users to quickly find exactly what they're looking for while also encouraging discovery of new, seasonal offerings.

- ## Organized Browsing

  Clearly defined categories like Fruits, Vegetables, Dairy, and Meats.

- ## Seasonal Highlights

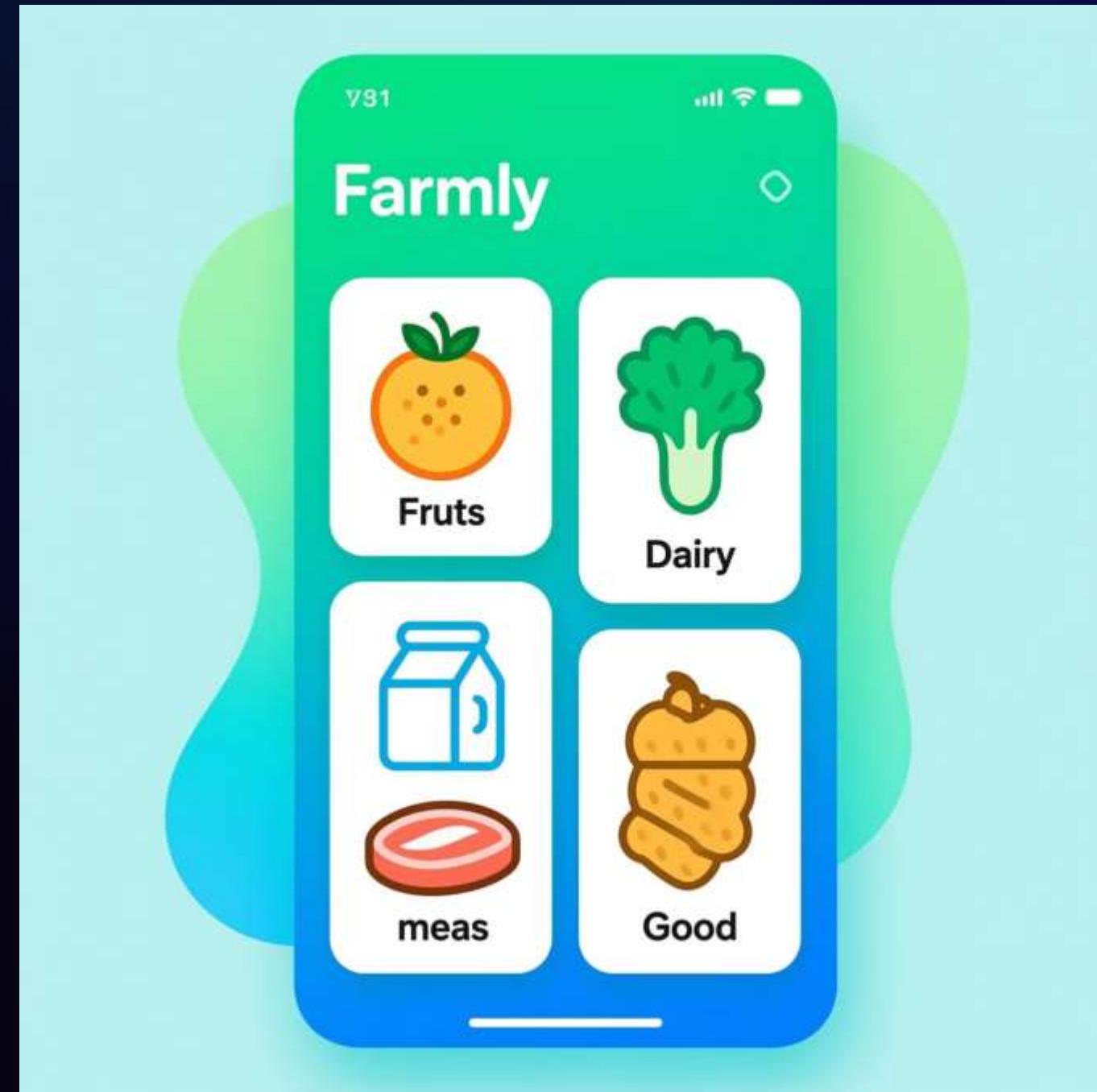 Spotlights on in-season produce, making it easy to eat fresh.

- ## Filter & Sort

  Advanced options to refine searches by farm, price, or dietary needs.

- ## Product Discovery

  Engaging visuals encourage users to explore beyond their usual purchases.

Farmly Categories Interface

Prototype

Category Listing Page

The Category Listing Page empowers users to browse and select fresh produce with precision and ease. Designed for intuitive navigation, it features robust filtering and sorting options, allowing users to discover items based on their preferences, from specific farms to organic certifications.

- **Intuitive Filtering**

  Easily refine your search by farm, price, organic status, or dietary needs.

- **Clear Product Display**

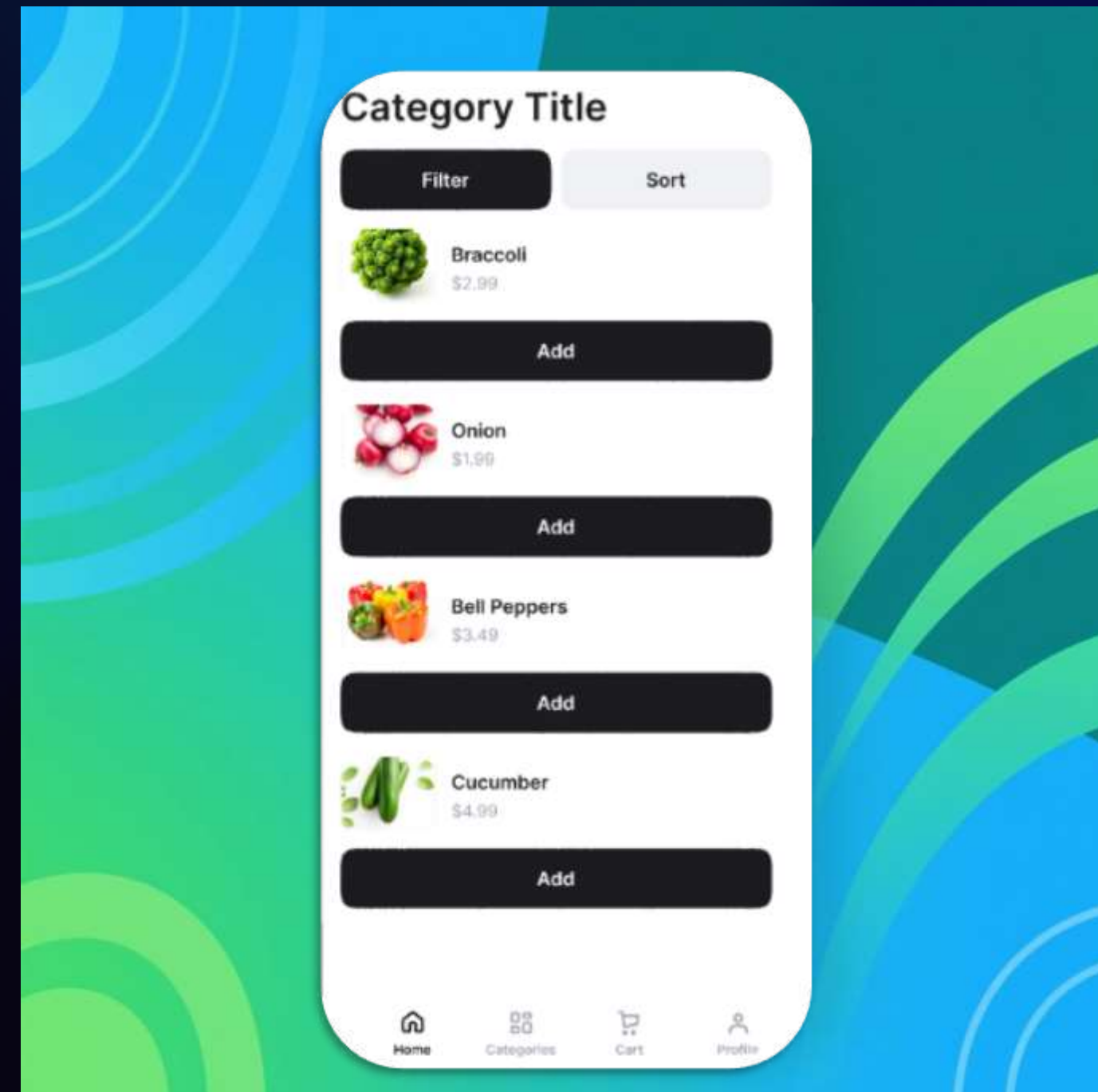 See product name, price, origin, and key attributes at a glance.

- **Quick Add-to-Cart**

  Seamlessly add items to your basket with a single tap.

- **Detailed Product View**

  Tap any item for in-depth information, farmer stories, and reviews.
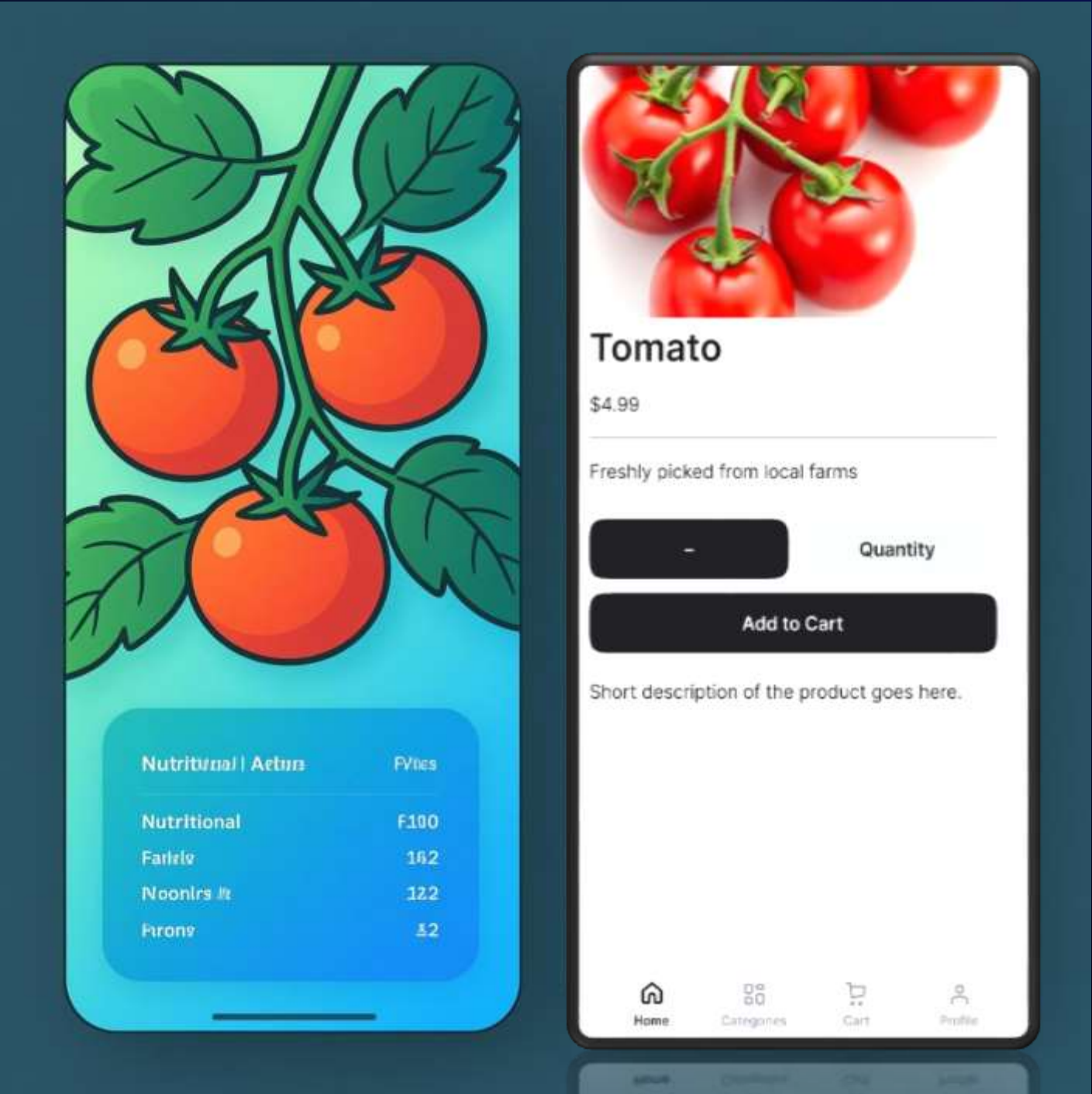
Farmly Category Listing Interface

Prototype

Product Details Page

The Product Details Page provides a comprehensive overview of each item, ensuring transparency and empowering users with all the information needed to make informed choices. From detailed descriptions to farmer profiles, every element is designed to build trust and highlight the quality of our fresh produce.

Comprehensive Information

Access in-depth product details, including origin, organic certifications, and potential allergens.

Meet Your Farmer

Explore detailed farmer profiles, stories, and sustainable farming practices.

Ratings & Reviews

View community feedback and submit your own reviews to help others.

Easy Customization

Select quantities, delivery preferences, and add to cart seamlessly.

Tomato

$4.99

Freshly picked from local farms

Quantity

Add to Cart

Short description of the product goes here.

Home   Categories   Cart   Profile

Prototype
Cart Page

The Farmly Cart Page is designed for a seamless checkout experience, allowing users to review their selections with full transparency. It provides intuitive controls for managing quantities and delivery preferences, ensuring a smooth transition from browsing to purchase.

- **Review & Adjust Order**

  Easily modify quantities or remove items before finalizing your purchase.

- **Transparent Pricing**

  View a clear breakdown of costs, including taxes and potential delivery fees.
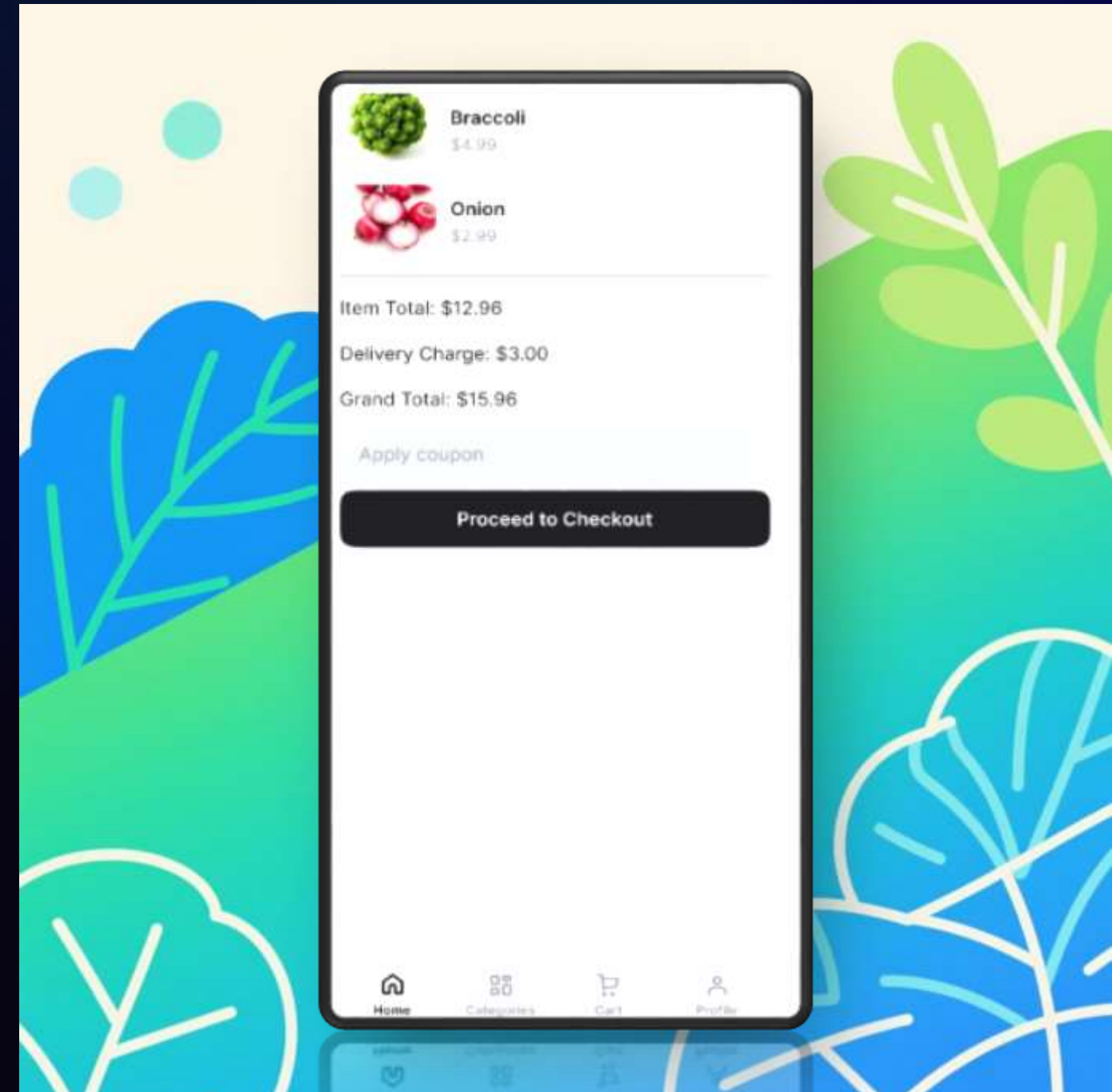
- **Flexible Options**

  Choose from various delivery slots or convenient pickup locations based on your schedule.

- **Secure Checkout**

  Proceed to payment with confidence, ensuring your personal and financial data is protected.

Farmly Cart Interface

Prototype
Checkout Page

The Farmly Checkout Page is meticulously designed for efficiency and clarity, guiding users through a secure and straightforward purchasing process. It consolidates all necessary information, from delivery details to payment, into a few intuitive steps, minimizing friction and ensuring a smooth transaction from cart to confirmation.

01

Review Order

Confirm items, quantities, and apply any discount codes before proceeding.

02

Delivery Details

Specify delivery address, preferred date, time slot, and any special instructions.
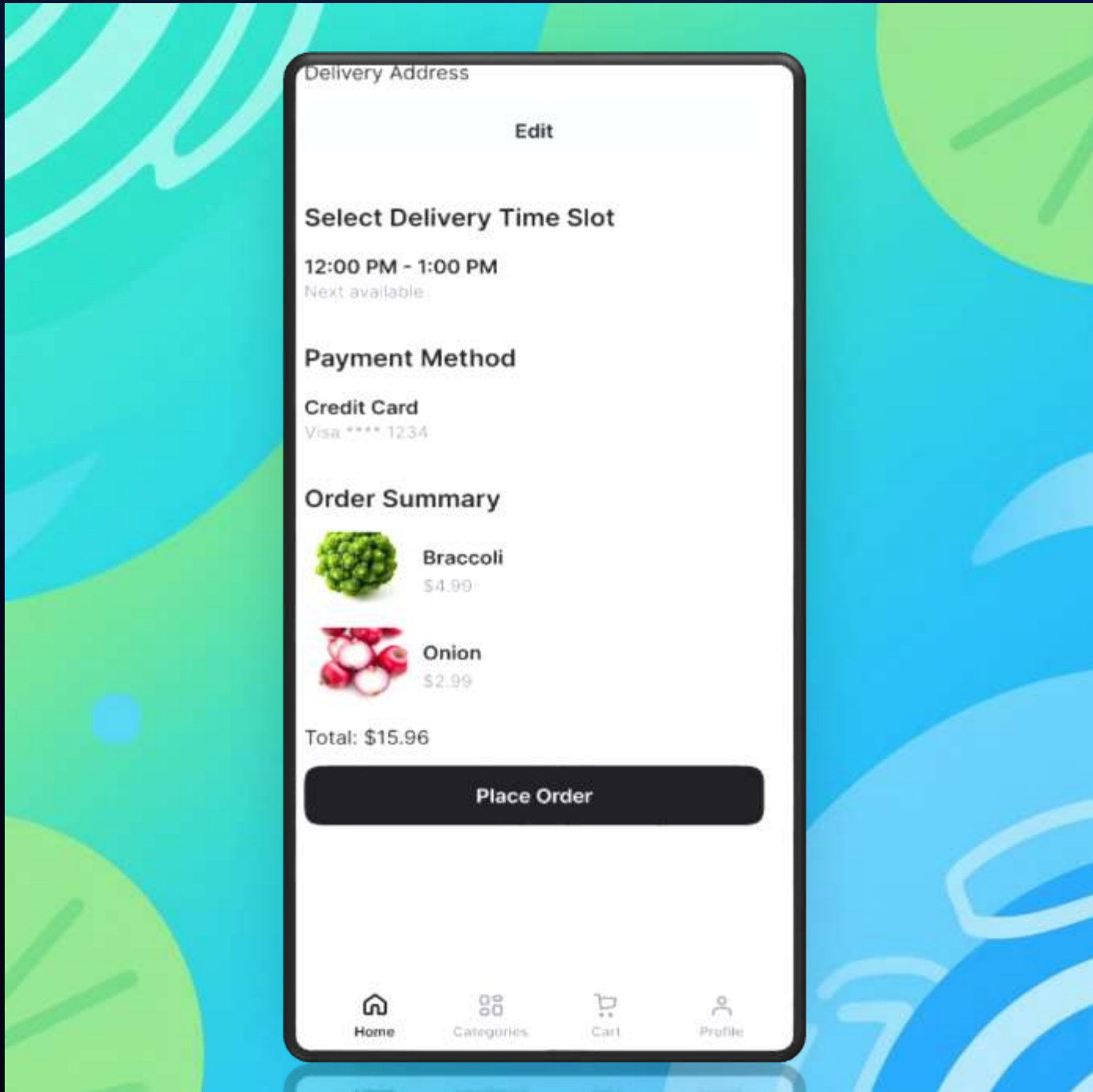
03

Payment Method

Securely select from various payment options, including saved methods and new entries.

04

Confirm & Pay

A final summary before securely processing the payment and order placement.

Secure and Streamlined Checkout Interface

Order Success & Tracking

Once an order is placed, Farmly provides immediate confirmation and seamless tracking. This ensures customers are always informed, from the moment of purchase until their fresh produce arrives at their doorstep, building trust and enhancing satisfaction.

Confirmation & Tracking Interfaces

01

Instant Confirmation

Receive a clear order ID, summary, and estimated delivery timeframe directly in the app.

02

Real-time Tracking

Follow your delivery live on a map, get status updates, and view your driver's contact details.
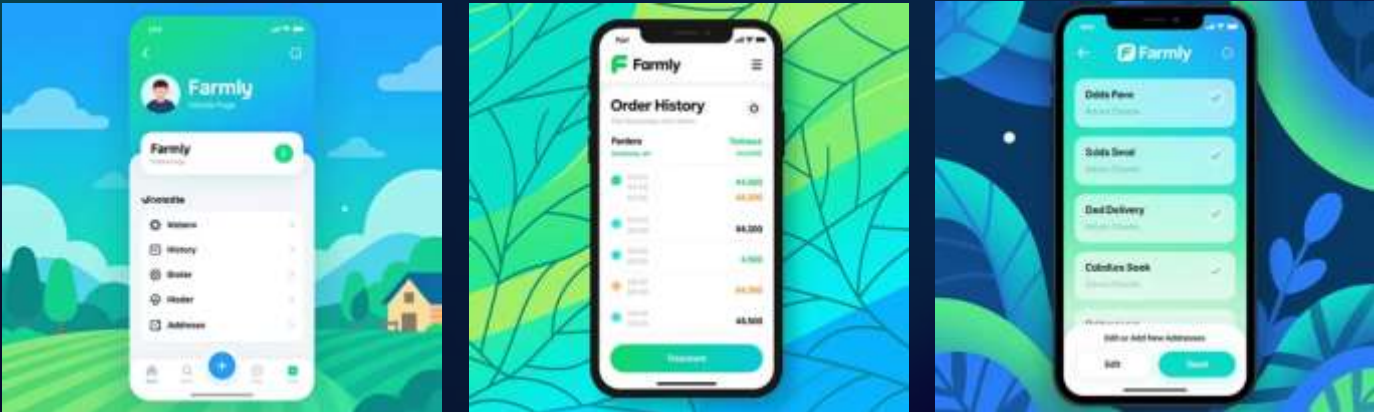
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Prototype
Profile Section

The Farmly Profile Section provides users with a centralized hub to manage their account, personalize their experience, and access essential information quickly. It's designed for effortless control over personal details, order history, addresses, and payment methods, fostering a truly tailored and convenient interaction with the app.

Personalized Account Management & Quick Access

Account Management

Easily update personal details, contact information, and security settings.

Order History

Review past purchases, reorder favorite items, and track delivery statuses.

Saved Addresses

Manage multiple delivery addresses for quick and convenient checkout.

Payment Methods

Securely add, update, or remove credit cards and other payment options.

Dharma
Profile

My Orders

Saved Addresses

Payment Methods

Help & Support

Settings

Logout

Home   Search   Saved   Profile

Thank you for viewing our Farmly case study 🌿