

Step A - Envision

A1

Client: have fresh products

Farmer: be sure that his products are sold and not wasted

Shop employee: processing orders and check products quality

Warehouse manager: have statistics in order to provide a better service and reach more clients

Rider: have an insurance and/or have a mean of transport provided by the company

A2

Farmer support worker: the product collected are not rotten

Farmer driver: follow a precise time schedule and not drive/work more than necessary

Warehouse worker: divide products in an orderly manner to facilitate their sale

Step B - Speculate

B1

- Privacy & Security
- Courtesy
- Environmental sustainability
- Informed consent
- Transparency
- Accessibility
- Solidarity

B2

Transparency

Clearly communicate hidden aspects such as data treatment, security implications and inner workings of the purchase group, products origin and treatment.

Step C - Explore

C1

Privacy & Security, Transparency, Solidarity.

C2

Transparency vs Privacy & Security: being more transparent on the inner workings of the platform may expose it to security attacks.

- **Design feature:** don't be too specific about time windows and jobs

Transparency vs Solidarity: for some users, an information overload about the origin of a product and its history might make their buying process more difficult, having an impact on the general concept of solidarity purchasing group.

- **Design feature:** just show the main information about a product and its origin, to provide a better usability flow, favoring the overall solidarity concept behind the project

Privacy & Security vs Solidarity: the peculiar way to buy goods in a supportive way (strict time constraints etc.) may require more administrative interventions over the actions of the users, thus undermining their privacy.

- **Design feature:** a pervasive administration interface allows the staff to correctly manage all aspects of orders, products, farms and users

Step D - Adapt

D1

Transparency vs Privacy & Security: according to the functionality of the application and its audience, we value more privacy and security over transparency while keeping great attention to the transparency aspects. Apply frequent controls, security measures and code quality and security tools in order to avoid fault injections that can stress the system in an unusual way and keep users' personal data safe.

Transparency vs Solidarity: we think that since the main purpose of the application is to favor solidarity purchasings, having also a lot of information about the origin of the products and how they were cultivated is extremely important. Therefore we could show more information in a clear and organized way to avoid clutter and confusion in the UI.

Privacy & Security vs Solidarity: try to make the user as autonomous as possible to avoid manual interventions by admins (ie through the use of notifications, UI alerts, guidelines and tutorials).

Step E - A look into the future

E3 - Multi-lifespan envisioning card

GENERATIONAL AMNESIA

The environmental and social conditions we remember from our childhoods can serve as the baselines we use to assess present and future conditions (e.g., what is a forest, when does a child become an adult). What we experience in childhood shapes our understanding of longer term trends, particularly trends that precede and extend beyond our personal lifespan.

→ **Sketch different baseline views relevant to your system's key functionalities. What were the norms 50, 20 or 5 years ago? What might be the norms for a person born in 5, 20, or 50 years? Reflect on how changing norms might affect your system and viceversa.**

One main baseline view of the system concerns the creation of a local place of purchase, which gathers more people and convinces them to join to form a buying group.

50 years ago many aspects of this would have been seen as a normal and daily activity, even in bigger cities, but already 20 years ago it started to no longer be with the advent of supermarkets and hypermarkets, peaking 5 years ago until today, when the idea of creating a local purchasing group comes back in vogue.

For a person born in 5 years probably this will change little, but maybe in 20 years and even more in 50, a lot can change: different ways to cultivate products and transport them, allowing to cover longer distances in less time, and the food will maybe last several days before rotting, so that if there will still exist the concept of a solidarity purchasing group, it would be more efficient.

E4

We are already living in a world where it is proven that climate change will impact the future of the Earth and so, in the future, **environmental sustainability** will have a more important value in general and in our system, also due to less availability of natural resources.

Moreover, we won't know what will be the laws and politics in the future, especially the ones regarding the Internet, and so **privacy and security** may be (or not) a more important value to our system.

Accessibility might need a renewed attention as new methods of interaction with technology (such as VR/AR) become more common.

Values that might have an increasingly important role in the future of the platform are:

- **Trust:** will need more and more attention as the platform will follow the trend of automatization and reduced interaction with human personnel
- **Inclusiveness:** the "solidarity" aspect of the platform may increasingly be valuable to other market sectors and more product categories other than food

- **Human welfare:** a fast growing population might have an increasingly hard time accessing safe, healthy and genuine food products. In this context the platform may represent a more and more valuable point of access to it