STEP A: envision

A1. Creating a list of the system's direct stakeholders. For each stakeholder role, note at least one concern specific to that role.

- Shop employee
    - Is the application easy to learn?
    - I may miss some applications details at the initial working phase
- Farmer
    - my concerns as a farmer is how to transport the goods from the farm to the warehouse
    - Is it simple to add my products and confirm them?
    - Is it possible for me as a farmer to get paid in cash if I don't have a bank account?
    - I am worried about whether not all my published products are sold so that it might be difficult to store them.
- Client
    - I have a concern about memorizing the dates and deadlines
    - I have a concern about the quality of the food since I can't see the food I purchase and there are not predefined measures for food quality.
- Manager
    - How far is it easy to control my employees and finances?
    - Do the employees have the correct access to client's information?
- Delivery person
    - What if the client entered a wrong address?
- Warehouse manager
    - Can I refuse to receive the products if they are not fresh?

A2. Generate a list of 3-5 indirect stakeholders. For each indirect stakeholder role, note at least one concern specific to that role.

- City administration
    - Such a project should be coordinated with the municipality to organize the traffic during the active days.
    - The project manager should report us the purchase statistics so that we calculate the farmers' income as well as their taxes.
- External supplier
    - Cannot have a bare minimum of granted of weekly supply
- Financier
    - Does the business run smoothly?

STEP B: speculate

B1. Generate a list of as many potentially implicated values as possible in five minutes. Then briefly discuss each of the values on your list.

- Financial stability: help farmers sell their products and have a stable income
- Inclusiveness: in terms of solidarity for local farmers
- Autonomy: the farmers choose which products to sell each week
- Universal Usability: the application is designed to be easy to use
- Environmental sustainability: products are grown in local fields that sustain biodiversity
- Quality of products: supports local production focused on high quality of goods rather than quantity
- Coordination: farmers and customers can have an easy global view of the market offer, so both can better autonomously organize time by time.

B2. Investigate a value. Write a brief (1-2 sentences) definition of that value related to the system. Identify any substantive differences in team members perceptions, if any.

- Environmental sustainability: farmers supported by the application grow their products in ways that favor biodiversity, producing healthy and seasonal products. Furthermore, our goal is to also reduce food waste.

STEP C: explore

C1. Designate three primary values the system supports

- Inclusiveness
- Environmental sustainability
- Universal usability

C2. Explore/brainstorm three value tensions that your system may engage. For each value tension, identify one or more design features that favors one of the values over the others.

1. Farmers who are already familiar with technology have an advantage over those who don't and don't have anyone who can help them. This is favored by the absence of a support structure, both external and internal to the application, that helps farmers unfamiliar with technology.
2. Farmers can decrease the price of their products in order to increase the probability that a client will buy from them. This is an advantage for farmers that sell many products or that use fertilizer, and a disadvantage for farmers that produce few products. This is favored by the absence of a minimum threshold for prices.
3. Local markets can suffer from a losing portion of their customers due to the ease of use of the SPG web application.

STEP D: adapt

D1. How would you change the system to mitigate value tensions ? Describe analytically the changes.

1. Add customer care for supporting farmers for each process and a dedicated hotline for inserting new products.
2. Add, at least, a minimum threshold for product prices.
3. Include market sellers/vendors in the SPG application.rAllow local markets to become collaborators and to have their activity and products sponsored on the application.

E3. Check the assigned envisioning card (see Dropbox folder) and follow the activity

Sustained Friendships

As we integrate technologies into our lives, they may affect or be affected by our relationships with other people. How might the system influence how people make and sustain friendships and family relationships?

Our application can make neighbors and local farmers personally meet. For instance, we can enable clients to fix appointments with farmers to go in person and see their products published for the next week. Moreover, clients can meet each other when they go to shop in order to make an order or pick up it.
However, competition can potentially negatively impact friendships/relationships between farmers.

Imagine five years out from now and consider 3-5 ways the system might influence friendships and family relationships.

- The relationship between farmers and their clients can grow and get more confidential and also build a customer loyalty;
- Farmers might form friendships and decide to cooperate in order to satisfy the market demand;
- Farmers who manage farms along with their family members may have more success by using the application and possibly strengthen family bonds.
- If there is a lot of work, a farmer can open job positions or ask friends, family or local people for help;
- Competition can ruin friendships between farmers in the long term.

E4. Look back at
- the list of values provided in B1
- the definition of value in B2

How would you change them after considering the long-term view? Explain briefly why

We could promote cooperation between farmers as a value, to favor the creation of friendships and collaborations among them and to avoid tensions due to excessive competition.
It would be better to remove the 'Financial Stability' value for the following reasons:
1. SPG has a no-profit goal. It could be a source of additional income but not the principal one.
2. Having Financial Stability means giving less weight to values like 'Inclusiveness', 'Quality of products' and 'Environmental Sustainability'.