

Project 3-B

Project # 3: A Mobile Application for Farmer Market Online

Taraneh Khaleghi and Majid Tooranisama

7725062 - 7725070

User Experience/Info12650

Course Instructor: David Hamilton

April 19, 2018

Table of Content

Introduction.....	3
Module A	
Description	4
Research	5
Technical Issues.....	8
Module B	
Personas Part I.....	9
Personas Part II.....	12
Use Cases	13
Use Case Diagram.....	14
Use Cases Description	15
Entities	19
Content Plans	20
Conclusions.....	39

Introduction:

There are a lot of farms that are interested to sell their products to people directly. That's why they hold farmer markets at some places. In Canada because of the cold weather, the farmers have difficulties to hold these markets. On the other hand, some people are interested to eat organic food and do shopping directly from farmers, but sometimes it is not possible for everybody to go to the farms or even farmer markets. We have worked on developing the app for delivery the products from the farmers to people directly.

Module A

Description:

- We have developed an idea for farmer market online app with a name of “Farm in Your Hand”. This app provides opportunities for farmers in our area to sell their products through online marketing. Also, this app facilitates the ways that customers can order and receive their needs through online ordering. Furthermore, this could establish careers for people who can deliver the farm’s products.
- The various purposes are included proposing the products of local farmer companies in order to sell their products, making communication between customers and farmers, decreasing the cost of transportation for customers, and increasing the sales of farmer products. Business purposes are selling the app in app stores, getting a percentage of sales or commission from farmers and food companies, and making money from Ads.
- The future goals for the app are publishing it in the App Store and Google Play, making some facilities for delivery the products, making cheaper Ads available for small local farmers, and adding more features according to the needs of customers and farmers that it comes from feedbacks and surveys such as movies and live camera for watching the farms online.

Project 3-B

- Preliminary list of features for the app:
 - Chat
 - Category
 - Delivery options
 - Schedule the time of preparation the order
 - Share with friends
 - Movies
 - Live camera on farms
 - Payment option

Research:

Text for email

Hello,

You are invited to participate in our survey. In this survey, 10 questions will be asked to complete a survey about our app. It will take around 3-5 minutes to complete the questionnaire.

Your participation in this study is completely voluntary. There are no risks associated with this project. However, if you feel uncomfortable answering any questions, you can withdraw from the survey at any point. It is very important for us to learn your opinions.

Thank you very much for your time and support. Please start with the survey now by answering the questions below:

Project 3-B

Survey questions

1. Which category below includes your age?

- 17 or younger
- 18-20
- 21-29
- 30-39
- 40-49
- 50-59
- 60 or older

2. Which of the following devices do you own?

- iPhone
- iPad
- Android Phone

3. Have you ever downloaded apps for your device?

- Yes - Always Free
- Yes - Always Paid
- Yes - Free & Paid
- No

4. If fresh product delivery is available, how often do you think you would use the service?

- Three or more times a week
- Once or twice a week
- Once a week or less

5. Which kind of product you prefer buy Organic?

- Meat
- Vegetables
- Fruits
- All of them

Project 3-B

6. How easy is it to find the information you are looking for in our app?

- Extremely easy
- Very easy
- Moderately easy
- Slightly easy
- Not at all easy

7. Are you interested to watch video of the farms?

- Yes
- No

8. How likely are you to recommend our app to others?

- I don't have your app
- Extremely likely
- Very likely
- Moderately likely
- Slightly likely
- Not at all likely

9. Do you prefer to pick up your order or receive by delivery from companies?

- I prefer to pick up by myself
- I prefer to receive by delivery
- Some product by delivery, some product by myself

10. What changes would most improve our app?



Project 3-B

Technical Issues:

- What special device hardware features would the app require?
 - GPS, Keyboard, Calendar
- What special input controls or display features would the app need?
 - Text, Email, Call, Number, Password
- What constraints or advantages to do with context are involved in this app?
 - The constraints for this app are: finding nearest farm for user if access to the Internet has problem, finding an item that is not in a special category.
 - On the other hand, advantages are: access to the organic and healthy food in different time of day, saving time to go to the farms where are usually are outside of a city, having access to the products' information for each farm and compare the price and quality.

Project 3-B
Module B

Personas – Part I:

Name	John
Age	43
Occupation (if applicable)	Factory's owner (farm products)
Location:	Elmira, Ontario
Interest Level in the App's Field	Casual, Neophyte, Entertainment, Professional, Amateur, Connoisseur
Demographics	professional, management, craftsperson, stay-at-home parent, student, income level: 100k-150k annually
Computer Skills	<ul style="list-style-type: none"> • Casual (browser, email, texting, etc.) • Expert business software user • IT Professional • Software professional
Motivations and goals with respect to the field (of the app)	Motivations: sell more Farm's products to people without intermediaries Goals: To expand business and finding more customers
Frustrations with respect to the field	Cost of indoor delivery
Projected interest in the app	Increasing annual sales

Project 3-B

Name	Steve
Age	35
Occupation (if applicable)	Farmer
Location:	St.Jacobs, Ontario
Interest Level in the App's Field	Casual, Neophyte, Entertainment, Professional, Amateur, Connoisseur
Demographics	professional, management, craftsperson, stay-at-home parent, student, income level: 50k-80k annually
Computer Skills	<ul style="list-style-type: none"> • Casual (browser, email, texting, etc.) • Expert business software user • IT Professional • Software professional
Motivations and goals with respect to the field (of the app)	Motivations: sell the farmer's products to people directly Goals: gain more income by selling more farmer's products
Frustrations with respect to the field	Cost of indoor delivery, working with app included upload the information of products
Projected interest in the app	Introduce the products

Project 3-B

Name	Rose
Age	48
Occupation (if applicable)	nurse
Location:	Kitchener, Ontario
Interest Level in the App's Field	Casual, Neophyte, Entertainment, Professional, Amateur, Connoisseur
Demographics	professional, management, craftsperson, stay-at-home parent, student, income level: 60k-80k annually
Computer Skills	<ul style="list-style-type: none"> • Casual (browser, email, texting, etc.) • Expert business software user • IT Professional • Software professional
Motivations and goals with respect to the field (of the app)	Motivations: shopping healthy and organic products with spending less time Goals: To have organic food in daily meal
Frustrations with respect to the field	Finding products through category section or search box
Projected interest in the app	Information section about each product

Project 3-B

Personas – Part II:

	Persona 1 (John)	Persona 2 (Steve)	Persona 3 (Rose)	Weighted Sum
Weight (%)	50	20	30	
Weight (0 to 1)	0.5	0.2	0.3	
Feature 1 (Schedule the time of preparation the order)	4	4	3	3.7
Feature 2 (Delivery options)	4	3	3	3.5
Feature 3 (Food categories)	4	5	4	4.2
Feature 4 (Share with friends)	3	2	3	2.8
Feature 5 (Movies)	3	2	2	2.5
Feature 6 (Chat)	3	3	3	3
Feature 7 (Payment options)	5	2	3	3.8
Feature 8 (Live camera on farms)	3	1	1	2

Project 3-B

Notes:

We assign levels of priority to our personas. In this case, Persona1 has the highest weighting.

The Weighted sum for Features is same as the formula as below. For example, Feature 1 is calculated as follows:

$$4 \times 0.5 + 4 \times 0.2 + 3 \times 0.3 = 2 + 0.8 + 0.9 = 3.7$$

Based on this data, we may be inclined to drop Feature 8 as it scores low.

Based on this data, we may not be sure about Feature 4 and Feature 5, but we may include those as these features are important to our most important Persona.

Alternatively, if Persona 1 is most likely to want to use a professional version of the app, we may wish to include Feature 4 and Feature 5 in a Premium version of the app.

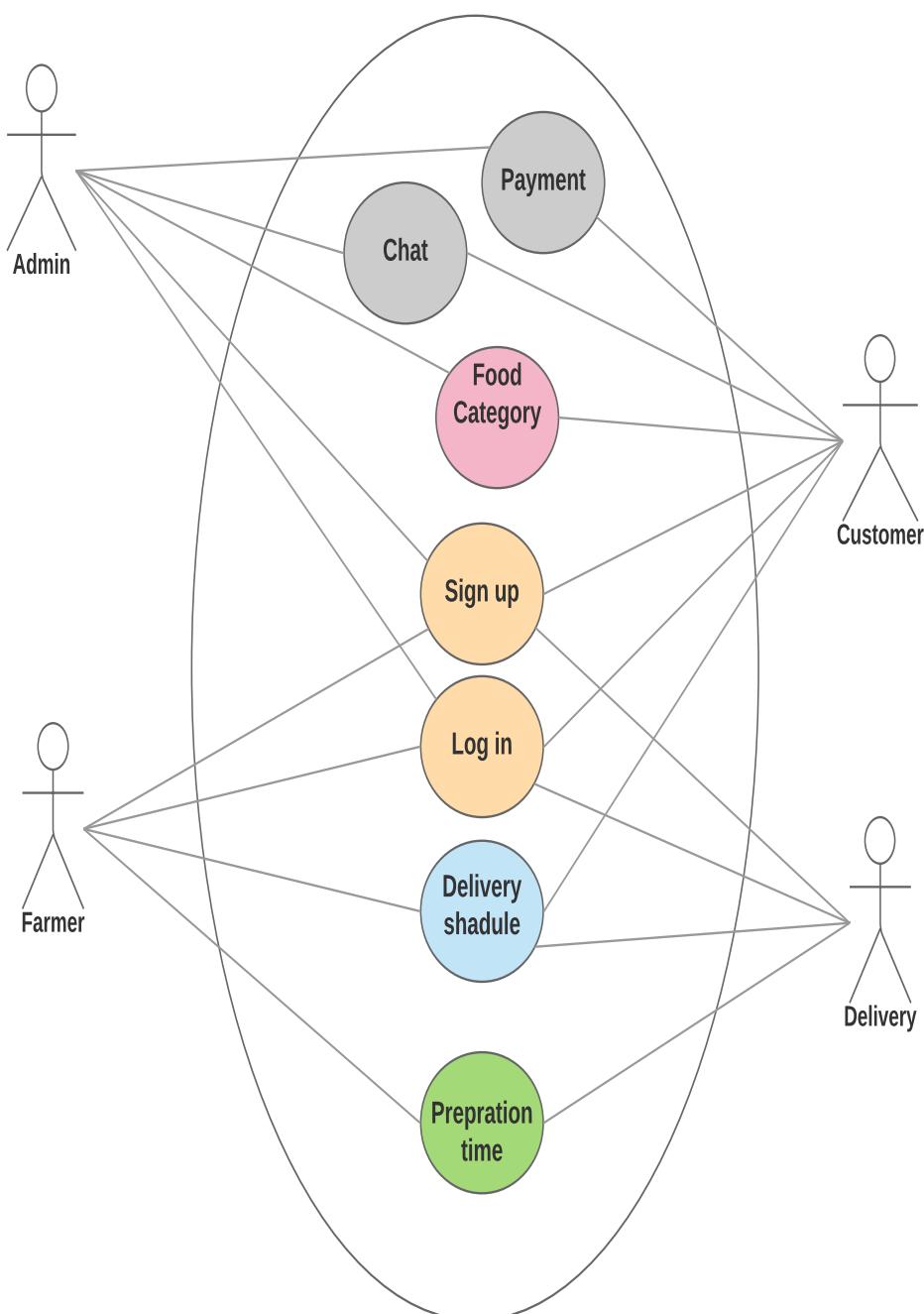
Based on this data, we may be fairly sure about Feature 1, Feature 2, Feature 3, Feature 6, Feature 7.

Use Cases:

Login – Sign up – Categories – Delivery Options – Payment Options – Share with friends - Chat

USE CASE DIAGRAM

Majid & Taraneh | April 18, 2018



Project 3-B

Use Case Description:

UC Name	Sign up account	
Brief description	A customer can create account for do shopping	
Actors	Customer	
Normal Flow of Events	User	System
	1. Customer clicks "Log in" button	2. System shows "log in" page that has sign up button
	3. Customer click "sign up" button	4. System asks for entering email, password, and confirm password
	5. Customer writes email and password and click "sign up" button	6. System shows Log In page
	7. Customer enters email and password and clicks on "log in" button	8. System displays home page of app

Project 3-B

UC Name	Categories	
Brief description	A customer can select one category from menu	
Actors	Customer	
Normal Flow of Events	User	System
	1. Customer clicks “menu” button	2. System shows “menu”
	3. Customer can choose one of the categories by clicking on that	4. System displays the page that is included the different kind of that category

Project 3-B

UC Name	Delivery option	
Brief description	Customer can select date and time of the delivery	
Actors	Customer	
Normal Flow of Events	User	System
	1. Customer clicks “delivery” button	2. System shows the day on the top
	3. Customer pick a day from top of the page,	4. System displays the availability hours with the costs of the delivery for each specific hour
	5. Customer selects the hour and clicks on check out	6. System goes to the payment page

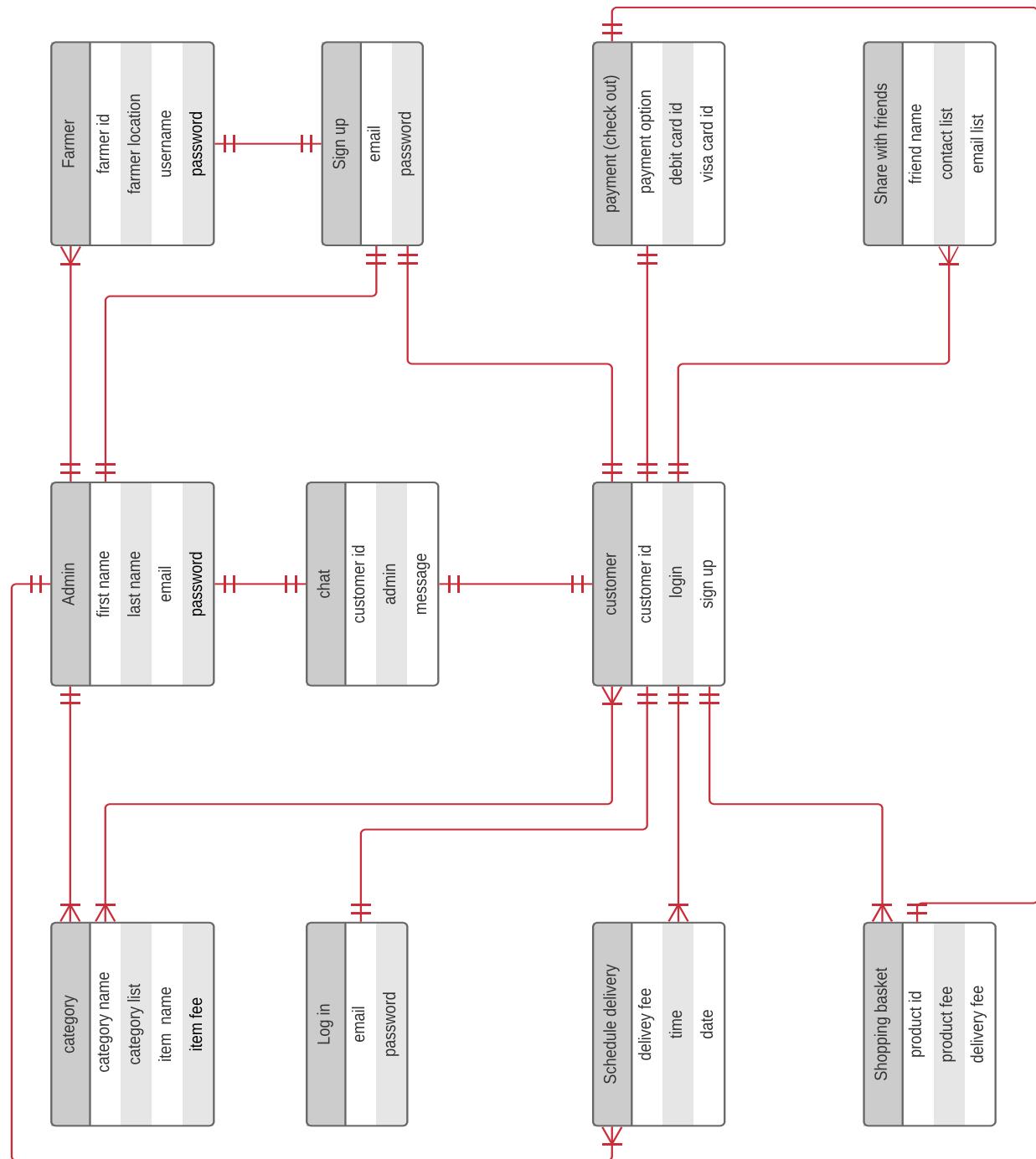
Project 3-B

UC Name	Share with friends	
Brief description	A customer can share the app with their friends	
Actors	Customer	
Normal Flow of Events	Customer	System
	1. Customer clicks “share with friends” button	2. System asks “by email or by phone ”
	3. Customer select by email or by phone	4. System displays the page that has “contacts, email, and link” options.
	5. Customer selects one of the options like contacts	6. System go to contact list
	7. Customer selects a friend/friends and click on “ok” button	8. System displays confirmation page

Project 3-B

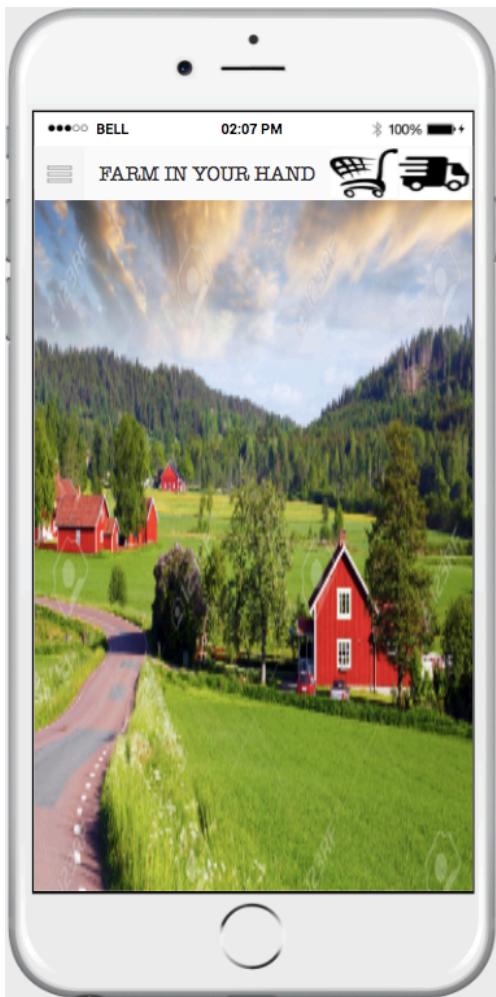
Entities:

Majid & Taraneh Module B



Project 3-B

Content Plans:

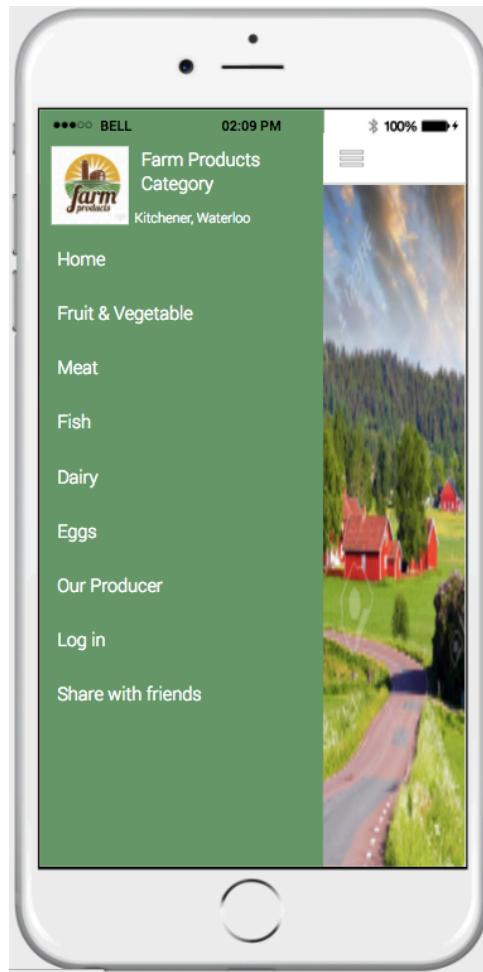


Menu: by clicking on menu, the categories will appear.

Basket: by clicking on basket icon, the app shows the items that the customer bought

Delivery: by clicking on delivery icon, system displays the page that customer should select a way to pay

Project 3-B



Fruit& Vegetable: The app displays all kinds of fruits and vegetable by click on that

Meat: The app displays all kinds of meat by click on that

Fish: The app displays all kinds of fish by click on that

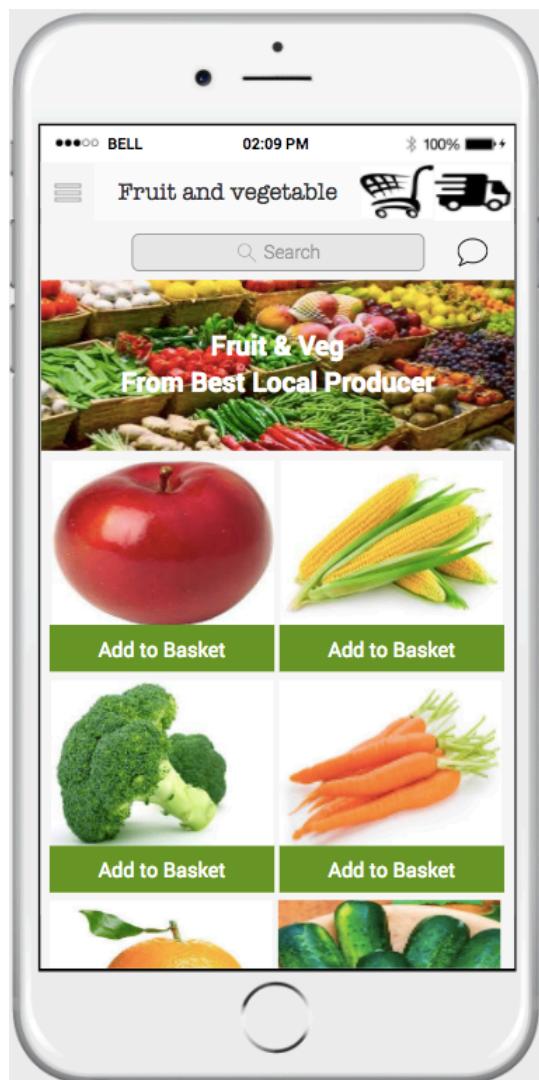
Dairy: The app displays all kinds of dairy by click on that

Eggs: The app displays all kinds of meat by click on that

Our producer: by clicking on this button, the app shows the list of farmers that customer can see the details of the farmers

Log in: A customer can create an account and can log in to his/her account

Share with friends: The customer can share the app with friends



Menu: It displays the options and shows home page

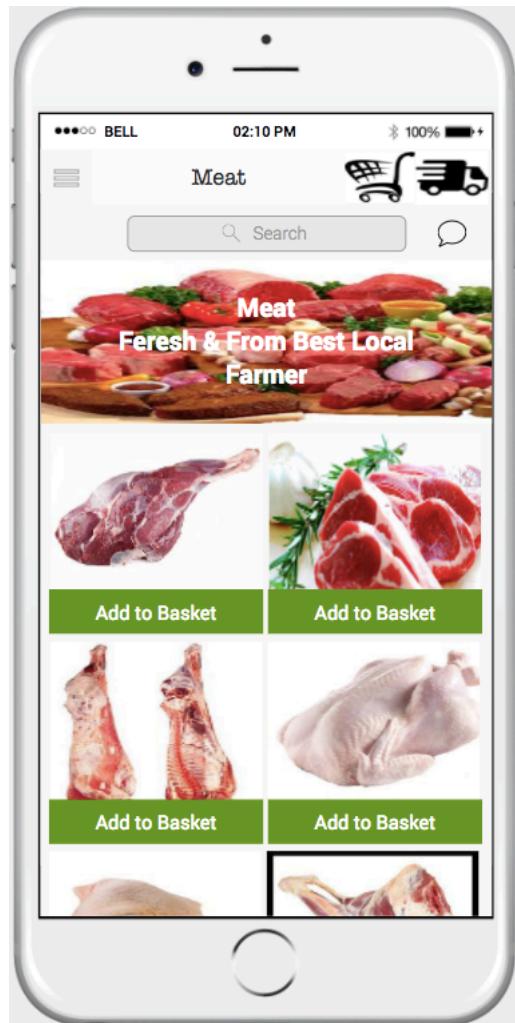
Search box: customer can search a product by typing on it

Basket: by clicking on basket icon, the app shows the items that the customer bought

Delivery: by clicking on delivery icon, system displays the page that customer should select a way to pay

Chat: customer can chat with admin

Add to Basket: by clicking on that customer add that item to the list of shopping



Menu: It displays the options and shows home page

Search box: customer can search a product by typing on it

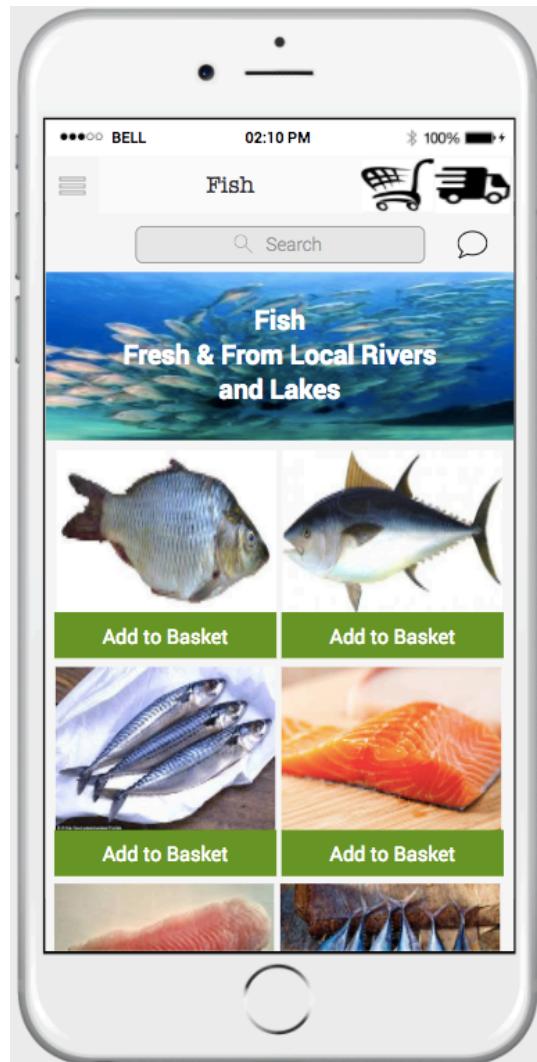
Basket: by clicking on basket icon, the app shows the items that the customer bought

Delivery: by clicking on delivery icon, system displays the page that customer should select a way to pay

Chat: customer can chat with admin

Add to Basket: by clicking on that customer add that item to the list of shopping

Project 3-B



Menu: It displays the options and shows home page

Search box: customer can search a product by typing on it

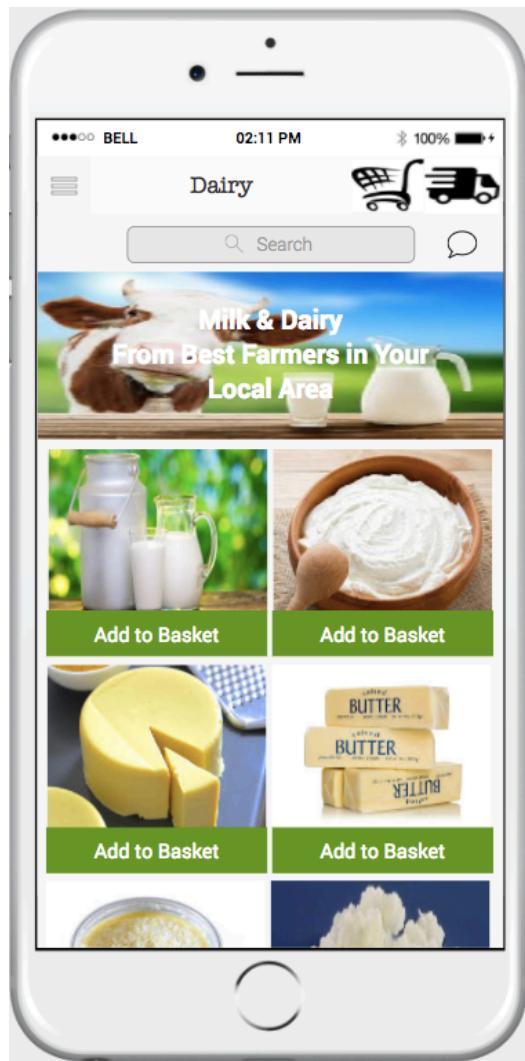
Basket: by clicking on basket icon, the app shows the items that the customer bought

Delivery: by clicking on delivery icon, system displays the page that customer should select a way to pay

Chat: customer can chat with admin

Add to Basket: by clicking on that customer add that item to the list of shopping

Project 3-B



Menu: It displays the options and shows home page

Search box: customer can search a product by typing on it

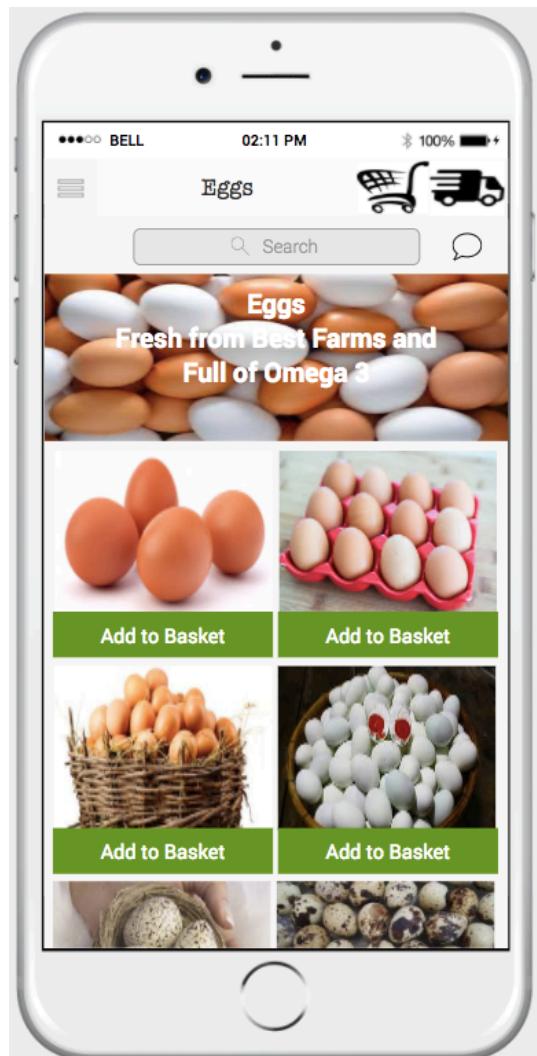
Basket: by clicking on basket icon, the app shows the items that the customer bought

Delivery: by clicking on delivery icon, system displays the page that customer should select a way to pay

Chat: customer can chat with admin

Add to Basket: by clicking on that customer add that item to the list of shopping

Project 3-B



Menu: It displays the options and shows home page

Search box: customer can search a product by typing on it

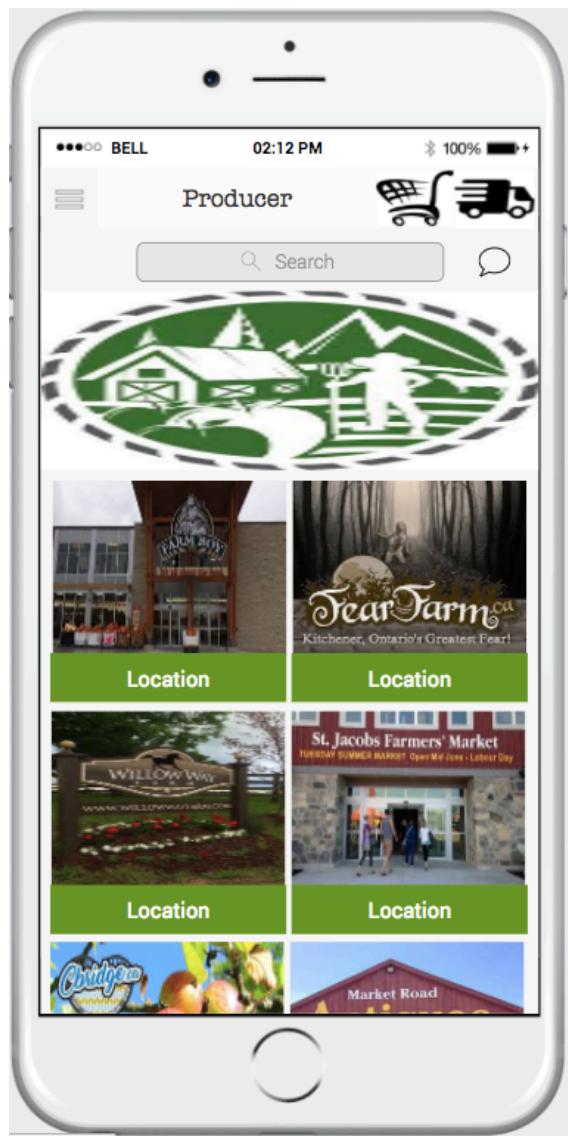
Basket: by clicking on basket icon, the app shows the items that the customer bought

Delivery: by clicking on delivery icon, system displays the page that customer should select a way to pay

Chat: customer can chat with admin

Add to Basket: by clicking on that customer add that item to the list of shopping

Project 3-B



Menu: It displays the options and shows home page

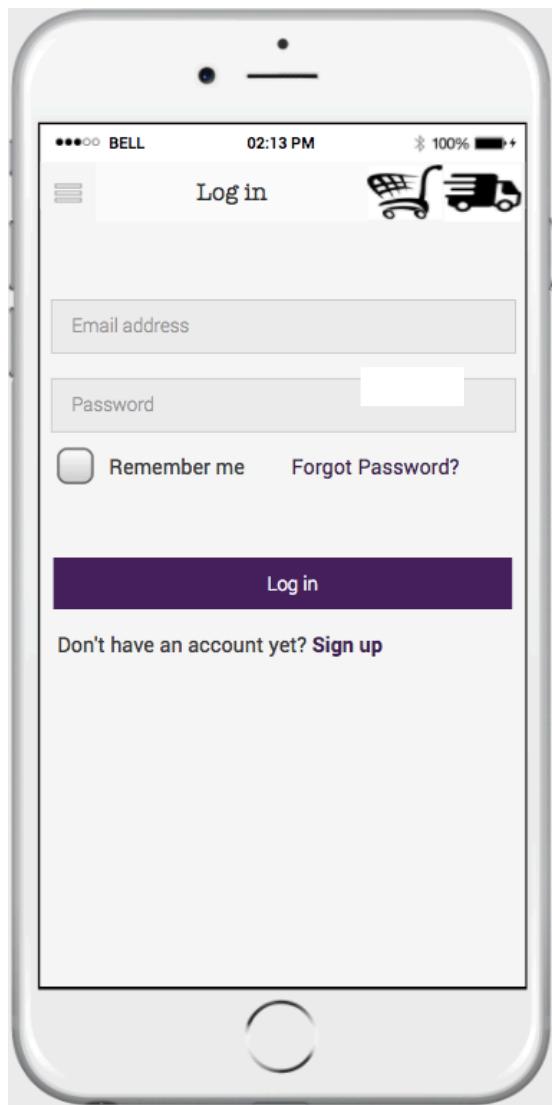
Search box: customer can search a product by typing on it

Basket: by clicking on basket icon, the app shows the items that the customer bought

Delivery: by clicking on delivery icon, system displays the page that customer should select a way to pay

Location: by clicking on that customer can see the information about the producer of the products

Project 3-B



Menu: It displays the options and shows home page

Email address: customer types email

Password: customer types password

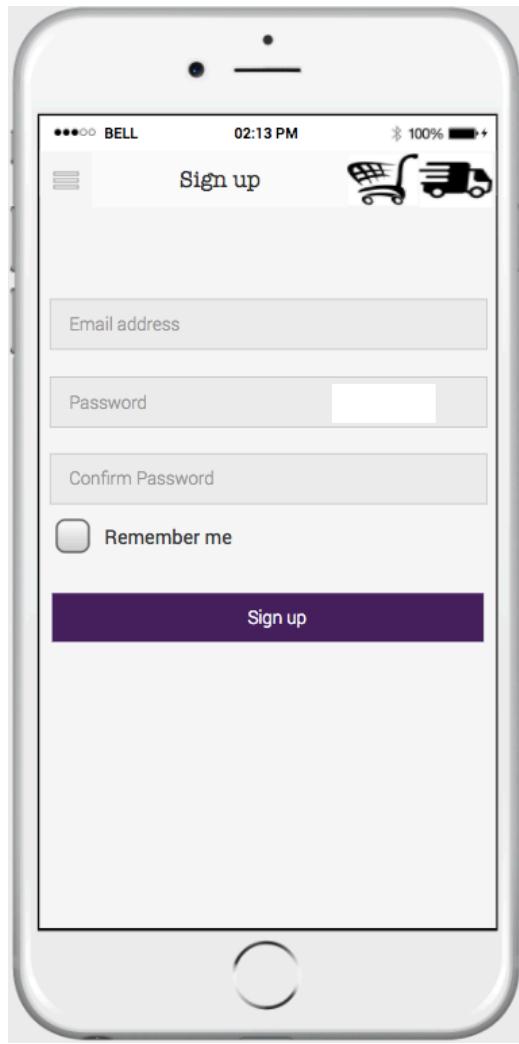
Remember me: by clicking on that system saves email and password

Forgot password: by clicking on that customer reset the password

Log in: customer enters his/her account

Sign up: by clicking on that customer who doesn't have account, can create new Account

Project 3-B



Menu: It displays the options and shows home page

Email address: customer types email

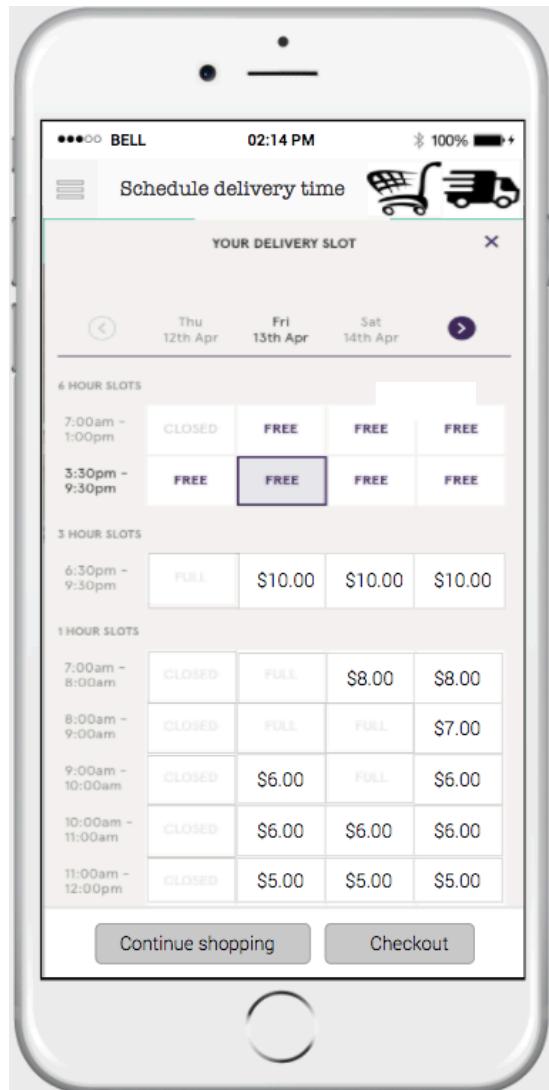
Password: customer types password

Confirm password: customer repeat the password

Remember me: by clicking on that system saves email and password

Sign up: after clicking on that app shows log in page

Project 3-B



Menu: It displays the options and shows home page

Basket: by clicking on basket icon, the app shows the items that the customer bought

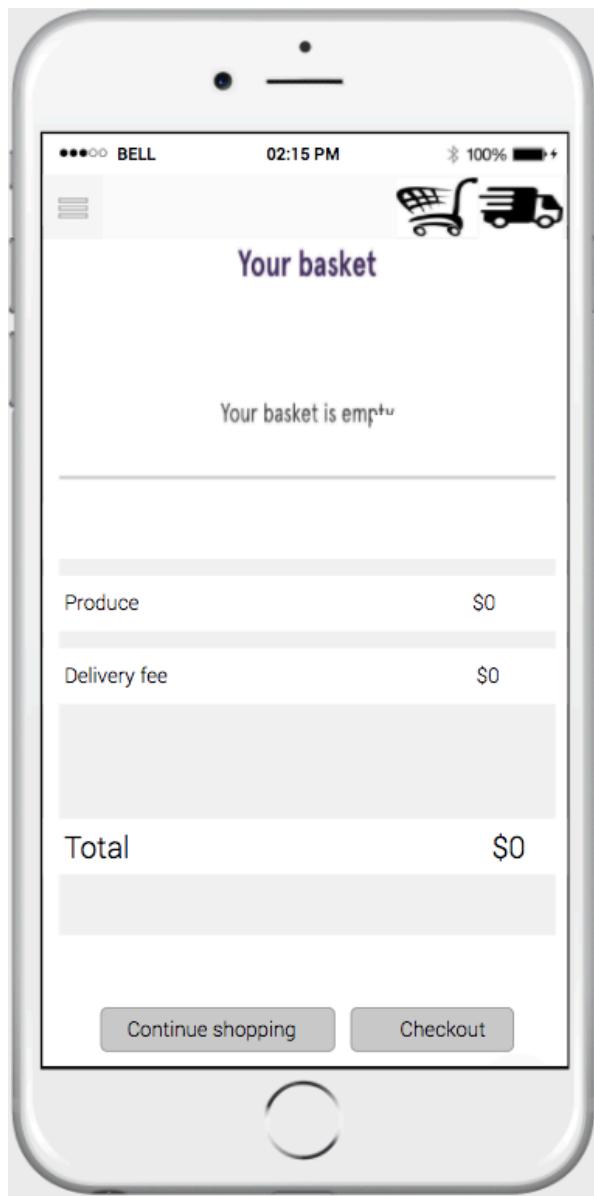
Delivery: by clicking on delivery icon, system displays the page that customer should select a way to pay

Date and time icons: by clicking on them, customer can pick the date and time for delivery

Continue shopping: by clicking on that customer come back to the menu page for adding more items

Check out: by clicking on that system displays basket page

Project 3-B

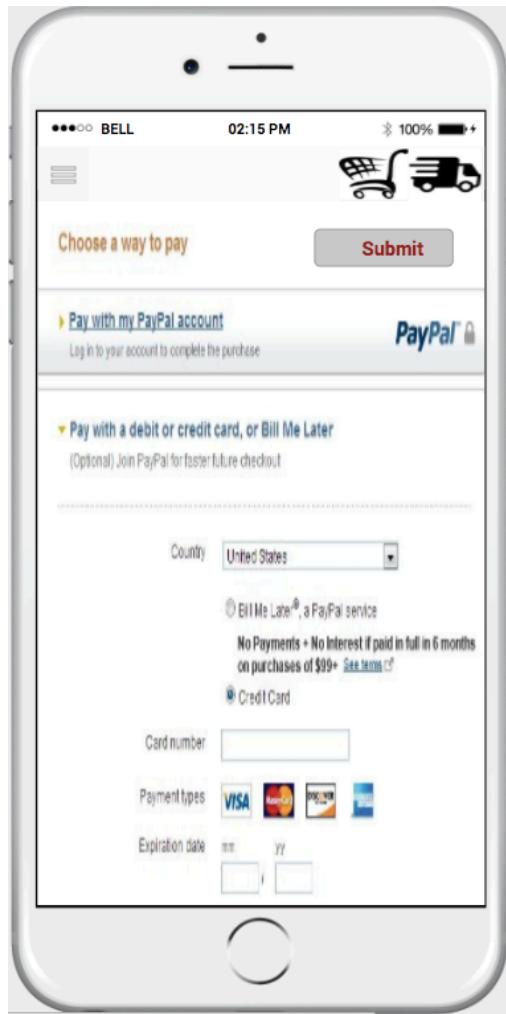


Menu: It displays the options and shows home page

Continue shopping: by clicking on that customer come back to the menu page for adding more items

Check out: by clicking on that the payment page disappears

Project 3-B



Menu: It displays the options and shows home page

Basket: by clicking on basket icon, the app shows the items that the customer bought

Delivery: by clicking on delivery icon, system displays the page that customer should select a way to pay

Pay with my PayPal account: customer pay with PayPal

Pay with debit or credit card: customer pay with debit or credit

Country: customer choose the country that he lives

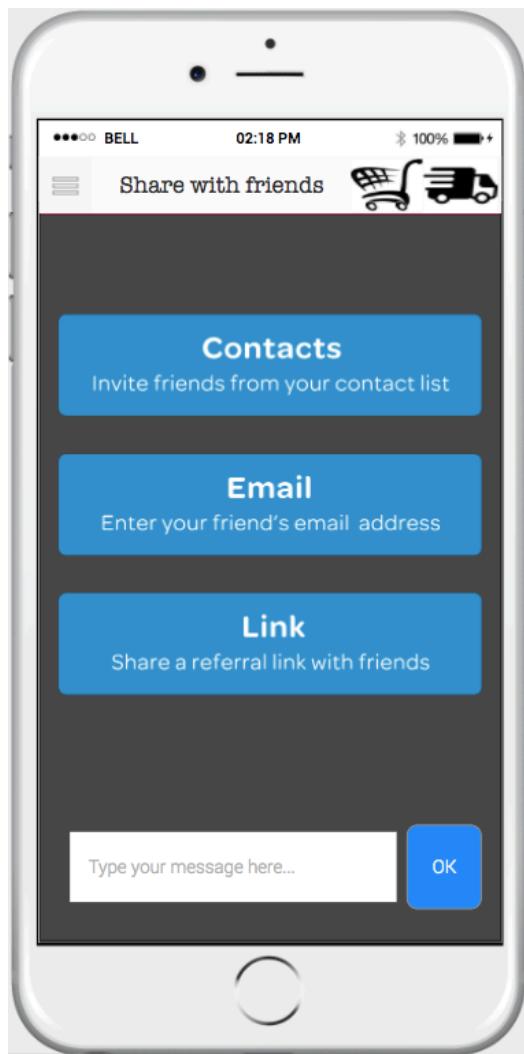
Card number: customer types the card number

Payment types: customer choose the type of card

Expiry date: customer selects the month and year of expiry date of card

Submit: the order process will finish by clicking on that and the confirmation displays.

Project 3-B



Menu: It displays the options and shows home page

Basket: by clicking on basket icon, the app shows the items that the customer bought

Delivery: by clicking on delivery icon, system displays the page that customer should select a way to pay

Contacts: it shows contact list of the customer, and customer can share the app from contact list

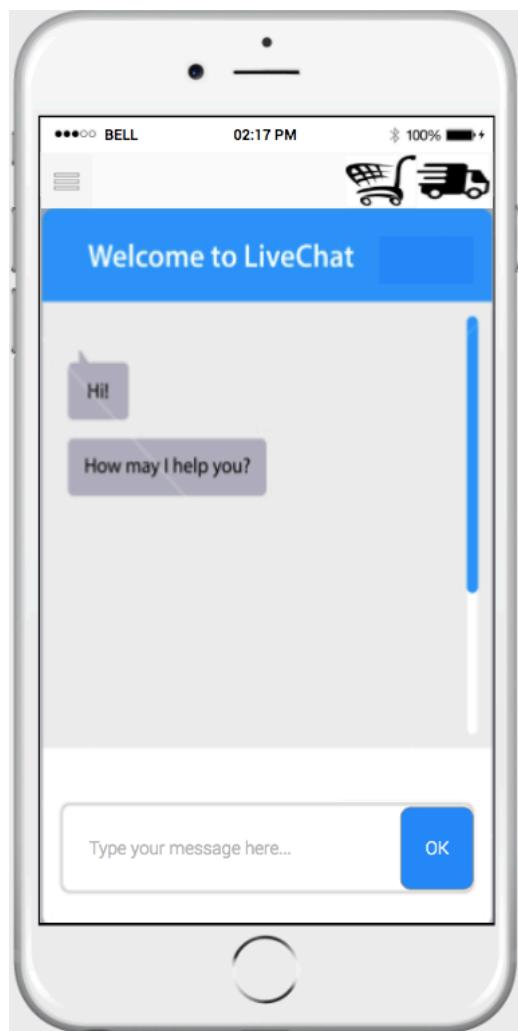
Email: it shows email page, and customer can share the app through email

Link: customer can copy the link of the app and share it with every app

Type box: customer can type the message

Ok: by clicking on that, text will send to the admin

Project 3-B



Menu: It displays the options and shows home page

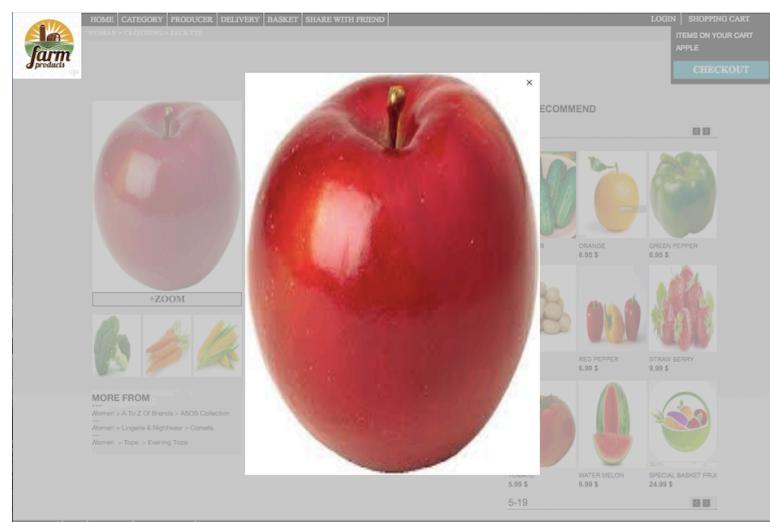
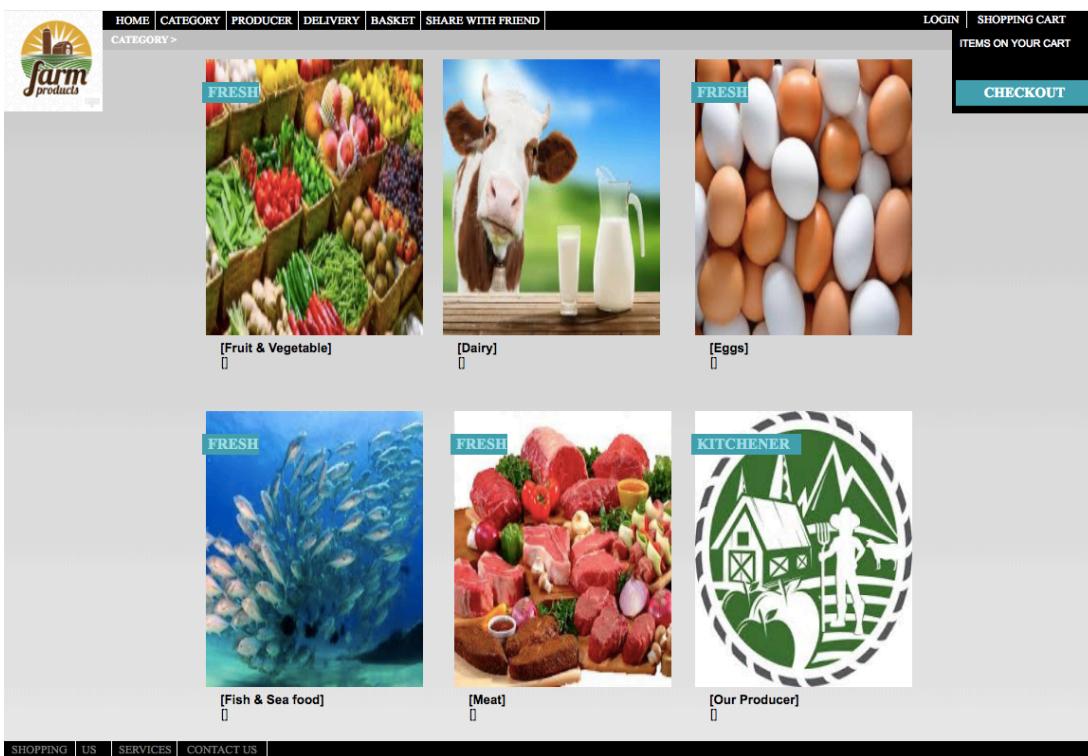
Basket: by clicking on basket icon, the app shows the items that the customer bought

Delivery: by clicking on delivery icon, system displays the page that customer should select a way to pay

Type box: customer can type the message

Ok: by clicking on that, text will send to the admin

Project 3-B



Home: it shows home page

Category: it shows the category

Producer: it shows the producers

Delivery: by clicking on delivery icon, system displays the page that customer should select a way to pay

Basket: by clicking on basket icon, the app shows the items that the customer bought

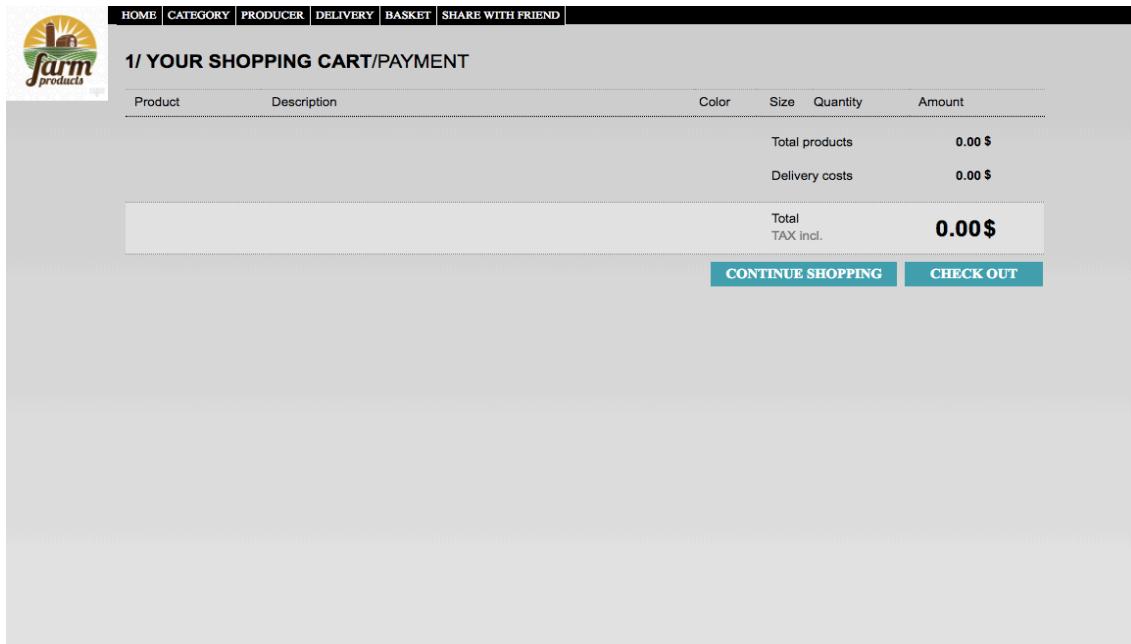
Share with friends: The customer can share the app with friends

Log in: customer enters his/her account

Check out: by clicking on that the payment page disappears

By clicking on each icon of the products, the new page that is for that product will open.

Project 3-B



Home: it shows home page

Category: it shows the category

Producer: it shows the producers

Delivery: by clicking on delivery icon, system displays the page that customer should select a way to pay

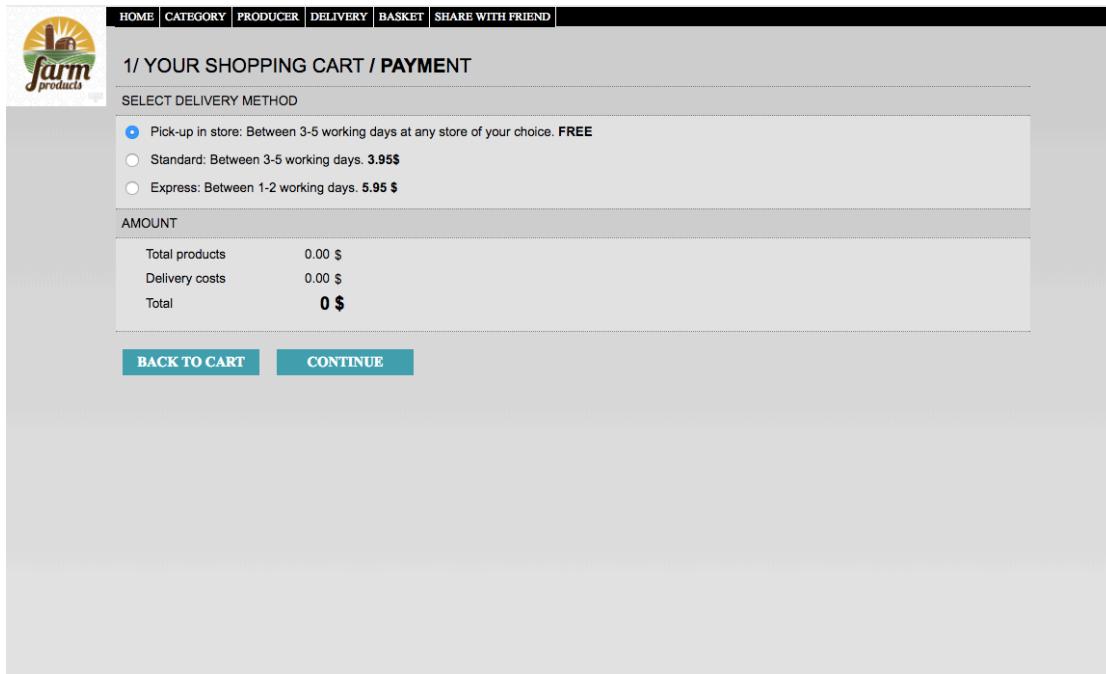
Basket: by clicking on basket icon, the app shows the items that the customer bought

Share with friends: The customer can share the app with friends

Continue shopping: by clicking on that customer come back to the menu page for adding more items

Check out: by clicking on that the payment page disappears

Project 3-B



Home: it shows home page

Category: it shows the category

Producer: it shows the producers

Delivery: by clicking on delivery icon, system displays the page that customer should select a way to pay

Basket: by clicking on basket icon, the app shows the items that the customer bought

Share with friends: The customer can share the app with friends

Select delivery method: by clicking radio buttons, customers can choose delivery method

Back to cart: by clicking on that customer comes back to the payment option page

Continue: by clicking on that website goes to the confirmation page

Project 3-B

The screenshot shows a web page titled "1/ YOUR SHOPPING CART / PAYMENT". At the top, there is a navigation bar with links: HOME, CATEGORY, PRODUCER, DELIVERY, BASKET, and SHARE WITH FRIEND. Below the navigation bar is a logo for "farm products" featuring a stylized sun and farm elements. The main content area is titled "SELECT PAYMENT METHOD" and includes icons for VISA, MasterCard, American Express, Discover, and PayPal. There are fields for "Card number*", "Expiry date*", and "Cardholder*". A checkbox labeled "I agree to the purchase terms and conditions" is present. Below this is a section titled "AMOUNT" showing the breakdown of costs: Total products (0.00 \$), Shipping costs (0.00 \$), and Total (0.00 \$). At the bottom are two buttons: "BACK TO CART" and "SUBMIT".

Home: it shows home page

Category: it shows the category

Producer: it shows the producers

Delivery: by clicking on delivery icon, system displays the page that customer should select a way to pay

Basket: by clicking on basket icon, the app shows the items that the customer bought

Share with friends: The customer can share the app with friends

Payment types: customer choose the type of card

Card number: customer types the card number

Expiry date: customer selects the month and year of expiry date of card

Cardholder: type the name the owner of the card

Submit: the order process will finish by clicking on that and the confirmation displays

Project 3-B

Conclusion:

The project shows that it is useful for farmers and people who are interested in consume healthy food. Also, it is free for customers, so it can be popular for people. The app has the possibility to add more farmers and more products, and because of the type of app, it could be usable in another countries.