

SUMMARY OF MEETINGS FOR GARDENER'S EXCHANGE

1. PURPOSE

- a. Phase 1 –
 - i. Create community – connectedness to each other and to the food we eat
 - ii. Reduce waste by making an efficient market to buy, sell, and trade surplus backyard veggies, eggs, and gain a broader market for home-raised meats.
 - iii. Improve health of as many people as possible.
- b. Phase 2-
 - i. Get people into gardening. Save the backyards from poison and waste.
 - ii. Connect to our families by gardening together.
 - iii. Connect to our food by growing it ourselves.

2. MONETIZATION

- a. Preferred – charge per transaction and/or percentage based on amount of sale.
- b. Monthly subscription (seems too restrictive)
- c. Ads (carefully curated)– premium service could remove ads

3. DISPUTES / BUYER REPORTING ON SELLER

- a. Have area on app to report seller abuse (posting kittens, clothing, etc.) – potential removal of seller
- b. Also able to report if seller does not show up to delivery in addition to poor rating.
- c. Ability for buyer to obtain a refund on their money

4. ACCOUNT / PROFILE

- a. Seller needs to set up an account and agree to User Agreement (can browse as guest, on first post, registration information is collected)
- b. Buyer can look on app without setting up an account, but if he wants to purchase, he needs to set up an account with minimal information (same registration information as that of a seller. In other words, profile works to sell and to buy) to keep both parties safe.
- c. Email address must be validated

5. MAP / DISTANCE SEARCH / DISTANCE INCLUDED ON POST

- a. 25 miles to start with as a default. Users can increase or decrease if they choose.
- b. Prioritize proximity of seller's food to top of stream if possible, otherwise simply chronological.

6. LOOK / USERABILITY OF THE APP

- a. Simple, bright colors, enjoyable to use. There has to be some science behind color schemes. Minimum clicks
- b. Goal: Seller able to load food on app in less than one minute.
- c. Open the app, go directly to the stream

7. SEARCH FUNCTION

- a. Type of food, typing function, not drop down list. Open text "keyword"
- b. Convergence of Ebay and Craigslist – searchable but looking for impulse buy (should feel more like social media).

8. HOW SELLER ADDS ITEM

- a. Takes a picture, uploads it to app
- b. Selects Sell (only) or Sell button and Trade button if he is willing to trade.
- c. Selects from drop down Best, Better, Good for quality of the produce.
- d. Types in quantity (number) and selects from drop down (oz., lb., bottle, jar, items, dozen, etc.)
- e. Types in price (seller chooses the price)
- f. Optional – types in a description of the item to be sold. Limit: 500 characters?
- g. Nice to have – Growing v. Ripe button (if I have tomatoes growing and they will be ready in three days, seller can post now and buyer can purchase in advance). Arrangements for pickup / drop off can be made at that time. Maybe buyer can even go and pick items himself from garden if buyer and seller know each other. (increased connection to your food and to the community)
- h. Presses button to post

9. HOW BUYER BUYS

- a. Open the app
- b. Scroll similarly to a Facebook feed.
- c. Find something awesome! Press “buy” or “trade”
- d. Enter quantity desired
- e. Buyer will be redirected to PayPal or other online payment system. Enters his information (first time only hopefully, then a “one button purchase” would be best). Processes purchase.
- f. Seller receives notice that Buyer wishes to purchase. Seller is directed to a chat box where they make pickup/delivery arrangements with the Buyer.
- g. Seller has 24 hours to answer
- h. Produce must be picked up in 48 hours or less.

10. HOW TO WORK THE TRADING FUNCTION

- a. Seller lists food – marks options for both sell and trade.
- b. Buyer sees item, presses trade button.
- c. Message is sent to Seller that Buyer is interested in a trade.
- d. Seller is directed to Buyer’s page where he can see a list of the buyer’s items and the prices. If Seller accepts a trade, he will press the radio buttons next to the item(s) he wants and presses “trade” button. A message is sent to the Buyer that the Trade has been accepted. Once Seller presses “trade” button, transaction is processed through the app and purchase is processed (app automatically adjusts for the difference in prices, and this is charged to the party that owes it as if it were a regular sale).
 - i. If Seller does not accept a trade, they send a message back through the chat function in the app that they do not accept. Buyer has the choice to purchase the item anyway or let it drop.
- e. My pound of beef = \$10 / Your tomatoes = \$6. We trade beef for tomatoes, you pay me \$4 through the app.
- f. No bartering (existing prices are accepted for trade).

11. HOW LONG DOES POSTING STAY LISTED & RENEWAL (EGGS / MEAT) – RED – NOTICE
 - a. Let's start with one week
 - b. Eggs and other products that can be renewed – can press renew and edit quantity or quality and re-post without re-writing the whole post.
 - c. Seller gets red notice (or another bright color) when they need to renew a post)
12. RATINGS
 - a. Buyer rates seller after pickup 1-5 star scale
 - b. Ability to leave typed reviews
13. IN-APP MESSAGING – WHEN / HOW
 - a. For pick-up
 - b. Messages between buyer and seller after purchase has been processed (for pick up only)
 - c. Notifications (especially to seller when someone is interested in their product)
 - d. Notification to seller when their item is about to expire. Ask if want to edit (quantity or quality) or renew it.
14. RETURNS
 - a. This will be determined through online payment system requirements or limitations (ex: Paypal, etc.)
15. TAXATION – SELLER REPORTING / TAXATION ON FOOD
 - a. Need a way to keep record of purchases both buyer (how much/what have I purchased)
 - b. and seller (for their own taxes and record keeping). We do not collect sales taxes, in user agreement, users will have to agree that it is built into their sales price if applicable.
16. USER ADOPTION
 - a. Word of mouth, “organic” growth
 - b. Ability to tag a friend
 - c. Avoid advertising
17. POSSIBLE GOOD IDEAS THAT GROUPS PRESENTED (not for the initial rollout)
 - a. Incentive program to keep people coming back to the app
 - b. Connect to FB profile. **Possible issue of posting to FB and avoiding using the app.
 - c. Have a pop up when tomatoes (or whatever) are available in your area (possibly at a specific price). Takes away the surprise, and drives behavior to only go to the app when something I already specified becomes available.
 - d. Sellers with 5 star ratings float to the top of the feed
 - e. Free / Lite / Pro app versions – later – in app ads
 - f. User preferences – float to the top (ex: veggies v. eggs, etc.)
 - g. Add buttons – No Spray, Organic, etc.
 - h. Calendar function to calendar pickup/drop off times
 - i. Power user – price per transaction goes down the more they sell.
 - j. PHASE 2 – FOLLOW A FRIEND / SELLER
 - k. Phase 2 (or later) – app bumps your friends or a seller you follow to the top of your feed.
 - l. Allow “In Search Of” posts, may be confusing. Avoid for first release

- m. Phase 3 – Help people become gardeners who are interested but unknowledgeable.
Connect with resources and instruction. Will have to figure out strategy for this.