**No Doubt - Farmers Market Web Application**

**Goal:**

Develop a website for the Bay Area community, where users can browse a list of nearby farmers’ markets as well as give them a glimpse of what they can expect to buy at those markets.

1. **Sub-goal**: Create a weekly mailing list that would send details to the customers of their favorite farmers markets along with products similar to the ones they reviewed in the past.

***Objective 1***: Increase retention of the website by y % in 3 months.

***Objective 2***: Increase subscribers to mailing list by z % in 6 months.

1. **Sub-goal**: Monetize the website by showing non-intrusive ads and by allowing farmers markets to be featured at the top for a fee.

***Objective 1***: Make the website break even in 12 months.

***Objective 2***: Increase revenue from featured listings by w% in 9 months.

1. **Sub-goal**: Search functionality that allows users to look up farmers market and products of their choice conveniently.

***Objective 1***: Increase search engine speed by x%.

***Objective 2***: Y% of users should be able to get the required result in the top 3 search results.

1. **Sub-goal**: Create a platform for users to review different farmers’ markets to enable users make a better decision as well as ensuring farmers maintain their quality.

***Objective 1***: Increase numbers of total reviews on the website by x % by 6 months.

***Objective 2***: Increase unique reviewers on the website by y% in 3 months.

1. **Sub-goal**: Help the local farmers by increasing the foot traffic at the market

***Objective 1***: Increase the foot traffic at the newer farmers’ market to x% within 3 months.

***Objective 2***: Track low performing farmers’ market, hold seasonal events at those markets to increase the foot traffic by y%.

1. **Sub-goal**: Create awareness of organic farming among farmers as well as educate users the benefits of consuming organic food.

***Objective 1***: Increase the number of farmers who produce only organic food by x%.

***Objective 2***: Increase the number of users who purchase organic food by y%.

1. **Sub-goal**: Create a seasonal directory of crops that would show users the products that are in season at the time of their visit.

***Objective 1***: Increase users by x% to buy fresh products farmers’ market than the canned produce from the grocery store.

***Objective2***: Increase the engagement of users to buy fresh produce by y% by doing monthly seminars.

1. **Sub-goal:** Increase engagement by posting details of farmers’ markets to social media channels like Facebook, YouTube and Instagram in addition to the website.

***Objective 1***: Measure performance, in terms of site visits, on different channels and increase engagement on low performing channels by x %.

***Objective 2:*** Increase the time spent by customers on website by y% by adding some interactive features on website.