

VSD-OCSE activity team P10

STEP A ***Envision***

System's Direct Stakeholders, A1 :

Stakeholder (concerns)

- Farmer (fresh products to engage clients)
- Shop Employee (easy to use the application)
- Manager (client satisfaction and sales process completed without errors)
- Client (save money and ensure sustainability)
- Warehouse Manager (know the products expected in the warehouse)
- Delivery guy (be punctual in deliveries and have goods ready when he goes to collect them)

Indirect Stakeholders, A2 :

Stakeholders (concerns)

- Bank (ensure security when payments are made)
- owner of supermarket (client lost due to SPG)
- Farmer not in the SPG (waste of products due to competition)

STEP B ***Speculate***

List of potentially implicated value, B1 :

1. Social sustainability
2. Universal usability
3. Client satisfaction
4. Informed consent

5. Transparency
6. Products and system trust
7. No waste of food
8. Saving money
9. Privacy
10. Physical safety

Definition of a value, B.2 :

No waste of food :

“ Refers to the minimization of the difference between the quantity of food produced and food effectively consumed, in order to not have waste ”

STEP C *Explore*

Three primary values, C1 :

- Social sustainability
- Transparency
- No waste of food

Three value tension, C2 :

Tension (design features)

1. Privacy vs Transparency (minimal farmer info related to product seller, only its name)
2. Physical safety vs Client Satisfaction (Client can choose several days to receive the products)
3. Saving money vs social sustainability (farmer indicates own price)

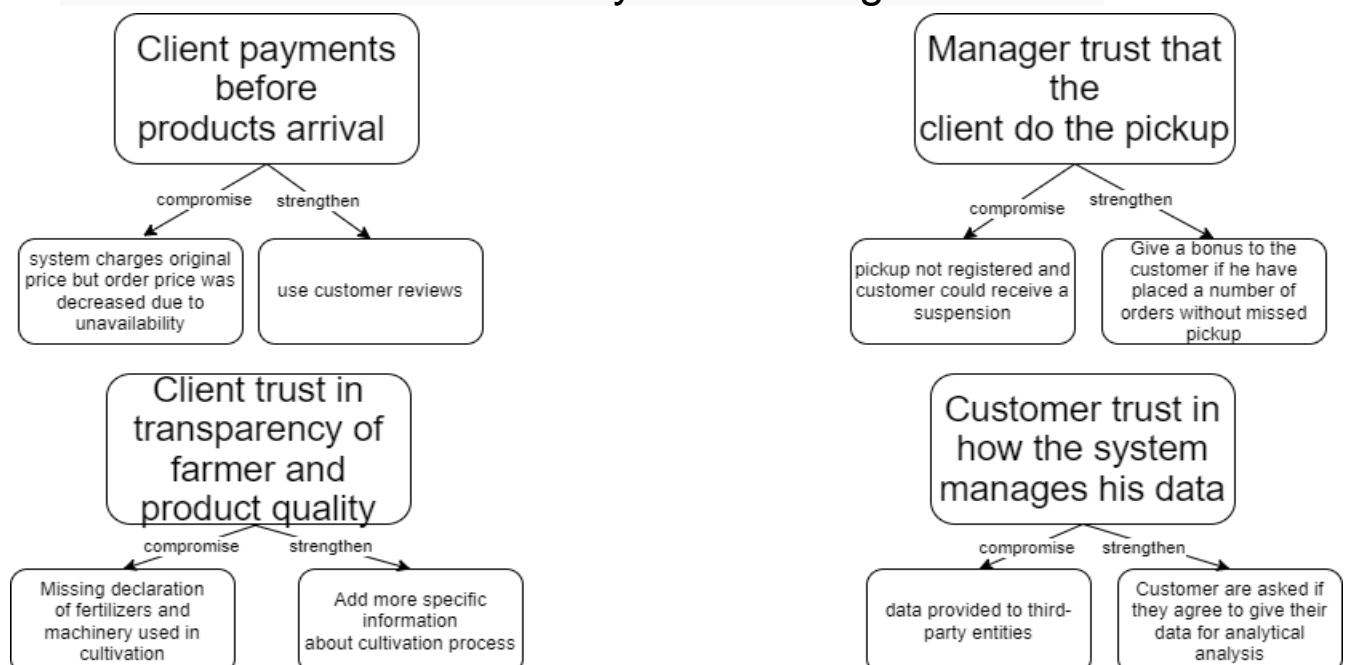
STEP D **Adapt**

- 1) Add more information about the farmer (e.g. add certifications).
“As a farmer , I want to add cultivation information and certifications“
- 2) Cumulative delivery delays give the client a discount on the next order, relaxing delivery time.
“As a manager, I want that a client receive a discount of 20% on the next order if he has accumulated 30 minutes of delivery delays of orders”
- 3) Farmer , for each type of product , has a base price.
“As a manager , I want that farmers sell each type of product starting at a fixed base price”

STEP E **A look into the future**

Cultivating Trust, E.1 :

1. Client payments before products arrival
2. Client trust in transparency of farmer and product quality
3. Manager trust that the client do the pickup
4. Customer trust in how the system manages his data



Change value considering long-term view, E.1 :

We can substitute the 'product and system trust' value with a more generic value "trust", taking into account all the points surfaced in the previous step. We can also redefine the 'no waste of food' value , indicating that over time we do not want to exceed a certain critical threshold of wasted products

No waste of food :

"Refers to the minimization of the difference between the quantity of food produced and food effectively consumed, in order to not have waste *and never exceed a critical wasted food threshold*"