Go Farming – Case Study

Title: Go Farming – A Community Veggie Sharing App

Subtitle: UI/UX Case Study

Role: UI/UX Designer

Tools: Figma

Timeline: 3 Weeks

Type: Self-initiated Project

Problem Statement

User Validation Quote:

> "I had 2 kg of tomatoes last month, and half of it spoiled. I wished there was a way to share or sell it to my neighbors."

❌ **Problem:**	💡 **Opportunity:**
• Home growers often waste surplus produce. • Buyers want fresh, chemical-free vegetables but usually only find bulk market options.	Create a hyper-local community app to connect growers and buyers for **small-quantity, fresh trades**.

Research & Insights

| **Observation:** Neighbors already exchange veggies informally, but there is no structured system. | **Competitor Scan:** Grocery apps cater to bulk buying; no focus on home-grown, small quantities. | **Gap Identified:** No dedicated space for community-based, small-quantity trades. |

User Interviews

- **Participants:** 5 balcony/home growers + 3 frequent veggie buyers.

- **Key Questions:**

  1. What do you usually do with extra produce?

  2. What challenges do you face when buying small portions of veggies?

  3. How do you prefer to connect with your neighbors for such exchanges?

- **Key Insights:**

  - Growers often give away extras informally but wish for a simple selling option.

  - Buyers prefer small, fresh portions instead of bulk and want to see *nearby availability first*.

  - Trust and simplicity are critical for adoption.

📌 **Example Quote:**

> "I usually give away my extra spinach, but I'd love to sell it for a small price if the process was easy."

Personas

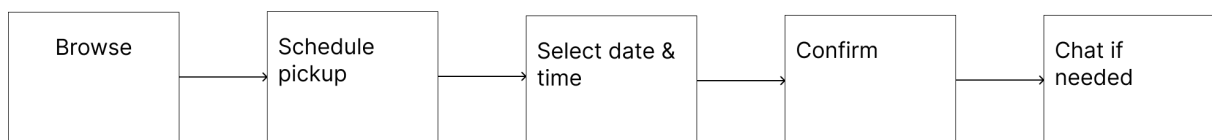**Persona 1 – Sumita (The Grower)**

- Age: 42, Housewife, Guwahati
- Tech comfort: WhatsApp/OLX user
- **Goals:** Share/sell surplus produce, connect with neighbors, avoid waste.
- **Frustrations:** No platform for small sales, complex posting processes.
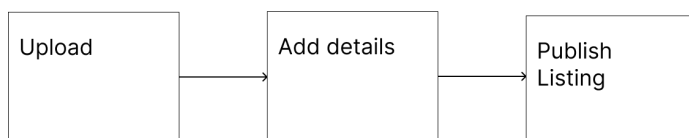
Persona 2 – Arnab (The Busy Buyer)

- Age: 29, Corporate Associate, Bangalore
- Tech comfort: Regular app user
- **Goals:** Quick access to fresh, organic veggies in small amounts.
- **Frustrations:** Market veggies lack freshness, doesn't have time to shop around, wants trusted sources.
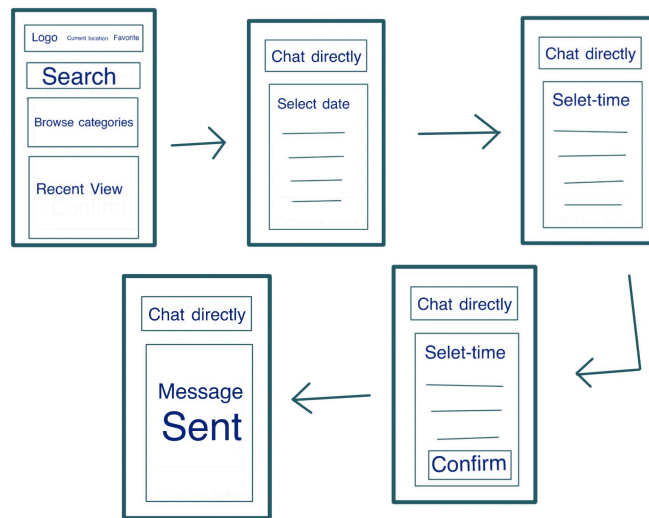
User Flow & Ideation

Buyer Flow

| Browse | → | Schedule pickup | → | Select date & time | → | Confirm | → | Chat if needed |

Seller Flow

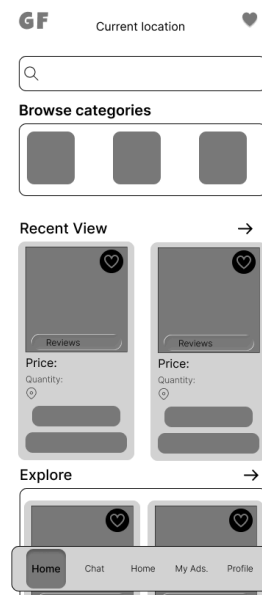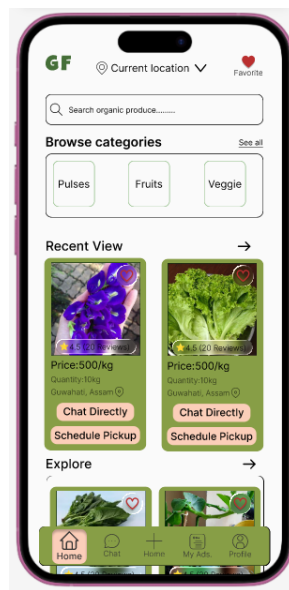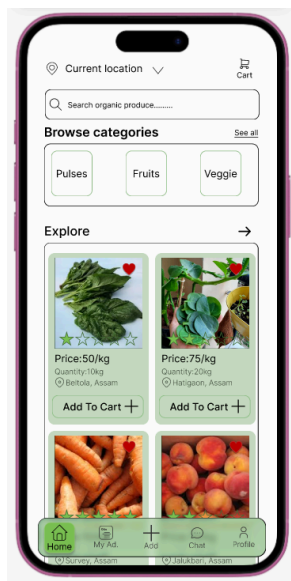| Upload | → | Add details | → | Publish Listing |

Design Process

- **Low-fidelity sketches:** Defined seller and buyer journeys.

- **Wireframes:** Focused on map view & explore tab.

- **Iterations:**

- **Added Logo**

  → Strengthens identity and branding, making the app feel more polished and real.

Cart → Favorite button

→ Clever replaceme Since users aren't "buying" in bulk, a cart isn't relevant. Favorites feel more natural (users can bookmark items they like).

- **Intercha "My Ads" & "Chat"**

  → Improve navigatic priority. Buyers/s will use chat often, so moving it forward makes sense.
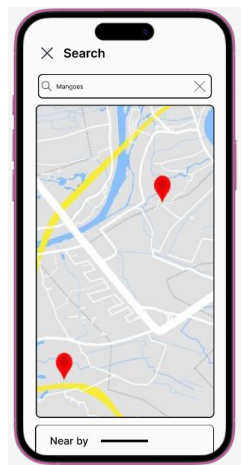
- **Changed "Add to Cart" → "Chat Directly" & "Schedule Pickup"**

  → Matches the app's core need: no centralized checkout, just local coordination. This is a *user-driven iteration*, not just a UI tweak.
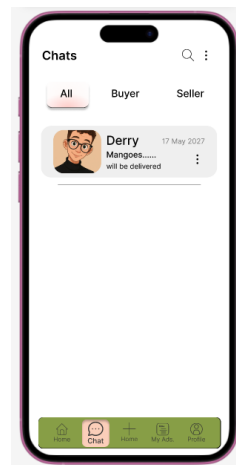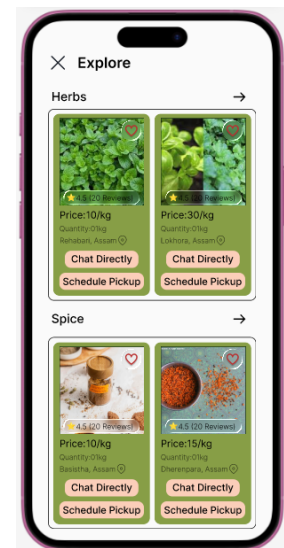
Final Solution

Key Features:
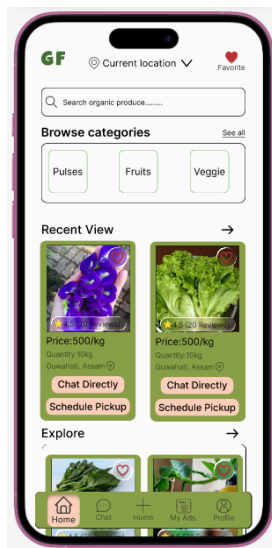
- **Profile →** Customize settings & manage listings.

- **Map View →** Instantly see nearby listings.

- **Chat →** Direct connection with neighbors.

- **Explore Tab →** Browse available veggies easily.

Testing & Feedback

- Users appreciated the **map-first approach** since location was their top concern.

- Growers liked the **simple listing flow** (upload → publish).

- Buyers requested **clear pickup scheduling** → added in final version.

Reflection

- **User interviews shaped priorities**: Map view became the hero feature since buyers wanted nearby options first.

- **Key learning**: Simple flows matter more than fancy features; usability drove adoption.

- **Next steps**: Explore adding delivery options, trust-building features (ratings/reviews), and community recipes to increase engagement.

✅ **Final Verdict:** Go Farming demonstrates how UX can turn an informal community practice into a structured, scalable solution. This project taught me the importance of *real user validation* and *designing for simplicity*. Perfect addition to a portfolio to showcase **end-to-end UX thinking**.