

Goal: Develop a Farmers Market mobile app that enables the community to learn about their local farmers market and connect with the vendors.

Subgoal 1: Inform customers which growers are selling at each farmers market, and what products are available for purchase.

Objectives:

1. Provide all of the following details regarding each vendor: name, company name, category (produce, baked goods, artisan, craft, meat or other), and a list of items they will be selling (with pricing in USD).
2. Vendor's items for sale will have a picture, description and nutritional information (if edible).
3. User can search for Farmers Market information, with search results returning in less than 3 seconds given an Internet speed of 30Mbps.
4. Platform will provide log-ins, navigation, pictures & descriptions of products, and reviews where all users can navigate through the app with ease.
5. App will remember users previous orders to allow quick and easy purchasing experience for returning customers

Subgoal 2: Visualize for customers and vendors where the Farmers Market is and where each vendor is located at the particular Farmers Market.

Objectives:

1. Users will be able to use a familiar online map and GPS interface to locate their desired farmers' markets in less than 15 seconds in beta user testing.
2. The map of each vendor and where they are located is to be updated a minimum of 3 days prior to each Farmers Market.
3. Provide navigational directions to the customer and vendor to travel to the Farmers Market. This navigational request should take no fewer than 5 seconds to load given an Internet speed of 30Mbps.
4. Inform customers and vendors where to park and what type of parking is available (handicap, EV charging, large truck) 3 days prior to each Farmers Market

Subgoal 3: Enable users to read and post reviews about the growers and their products to help themselves and other users make purchase decisions.

Objectives:

1. Guarantee reliable products/services that will be measured in a survey sent to each user once they've create their log-in username and password and/or gone through checkout.
2. Improve resolution times to customer complaints to a minimum of one business day.
3. Users will be able to use a 1-5 star rating system as well as add additional comments about the service in the review.
4. Reviews should be monitored to reflect a positive outlook on the app (quarterly in a year)

Subgoal 4: Increase brand awareness of new online interface (app/website)

Objectives:

1. Increase the number of current and potential customers in our customer by x percent
2. Increase interest in learning about new farmers market online interface by x percent
3. To inform target audiences about the Farmers Market website, social media outlets and digital newsletters
4. Gain 15 news stories and blog postings that highlight "No Doubt Farmers Market App/Website" and specifically mention terms related to our outlets.
5. Advertise our new app/website at the farmers market, and local businesses in the community with the use of flyers and newspaper advertisement to raise website customer traffic by x %