# CFM Data Map

1. The Problem

Community Farmers Markets would like to harness their data to see trends across years and MARTA stations. They would also like to use data to make decisions about where and how to expand. In order to aid them, data will need to be displayed in one easily-accessed location.

1.2 Research

- Apps currently in use : Square
- Google maps : demographic heat map data
- CFM market data
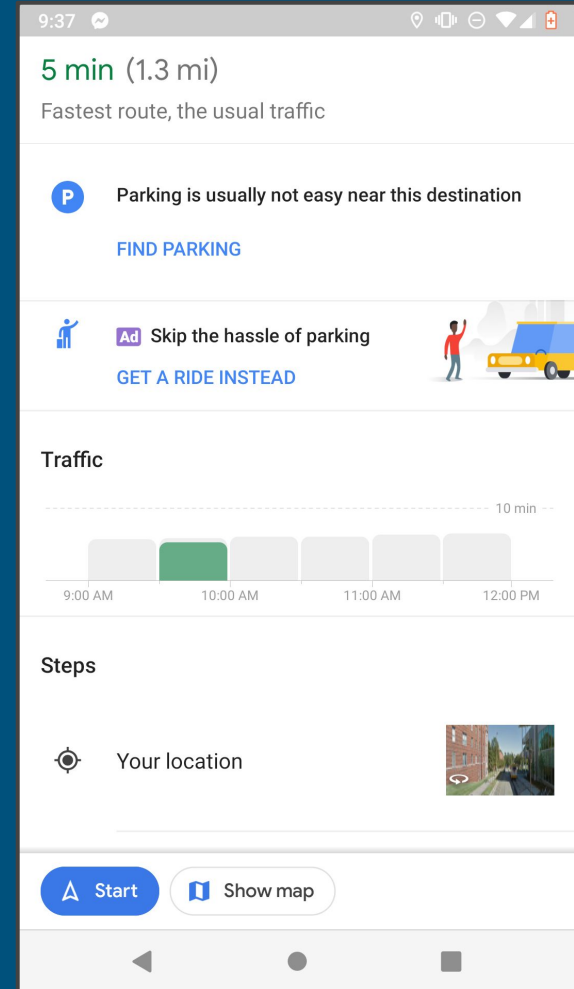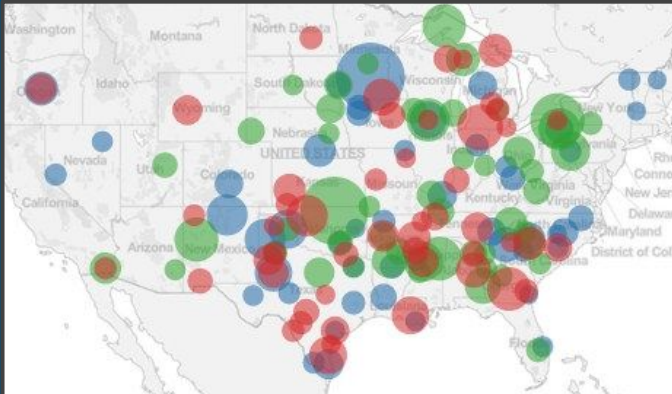
2. Personas

Tracy Coon

- Age: 46
- Job: CFM Board of Directors Member, Founding Member of Children's Wellness Initiative
- Tech literacy: Average
- Interests: Ultimate frisbee, watching animation
- Goals: Provide fresh food to the citizens of Atlanta, build community. Encourage vibrant food system. Improve nutritional food access for elementary children.

Persona: Robert McNeil

- Age: 53
- Job: MARTA Executive
- Tech Literacy: Poor
- Interests: Watches professional golf, astronomy
- Goals: Survive mounting public discomfort with MARTA conditions. Lower general stress levels for health reasons. Increase MARTA traffic to gain back profits lost to ride sharing, scooters, and bikes.

Persona: Joseph Long

- Age: 27
- Job: CFM Marketing Employee
- Tech Literacy: Average
- Interests: Hiking, playing FPS, jamming on the saxophone
- Goals: Help MARTA markets achieve full potential. Ensure every family can cook with fresh produce regardless of income or location. Keep CFM relevant as demographics and needs of the population change.

Persona: Julia Ramirez

- Age: 21
- Job: MARTA Market Vendor
- Tech Literacy: Excellent
- Interests: Studying, gardening, making pottery
- Goals: Sell fresh produce as a part-time job to pay for college. Make connections with her customers and coworkers and build a network.
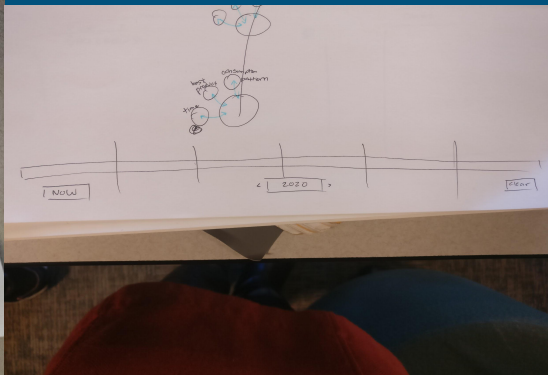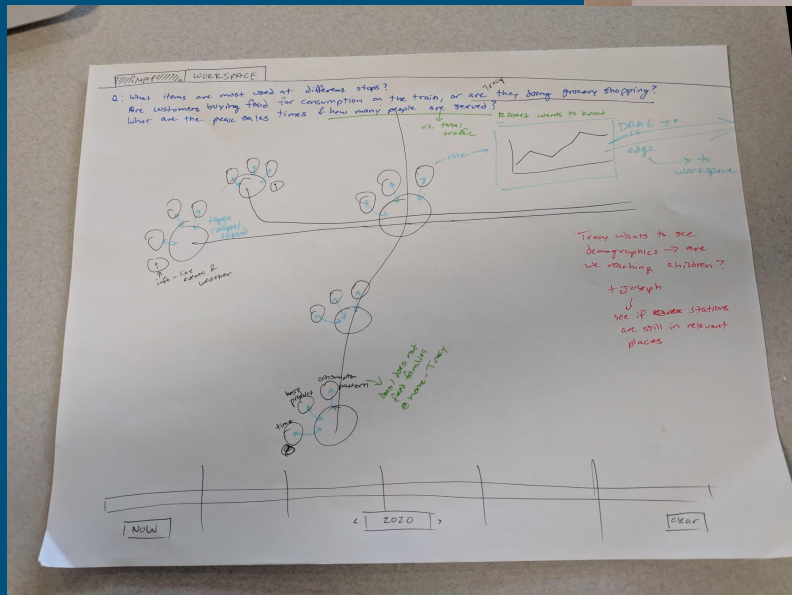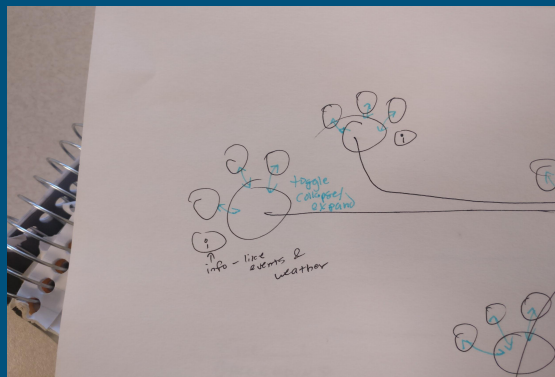
3. Refining the Problem

- Focus on organizing past information for readability
- Making the app readable
- Showing what the app is for/about

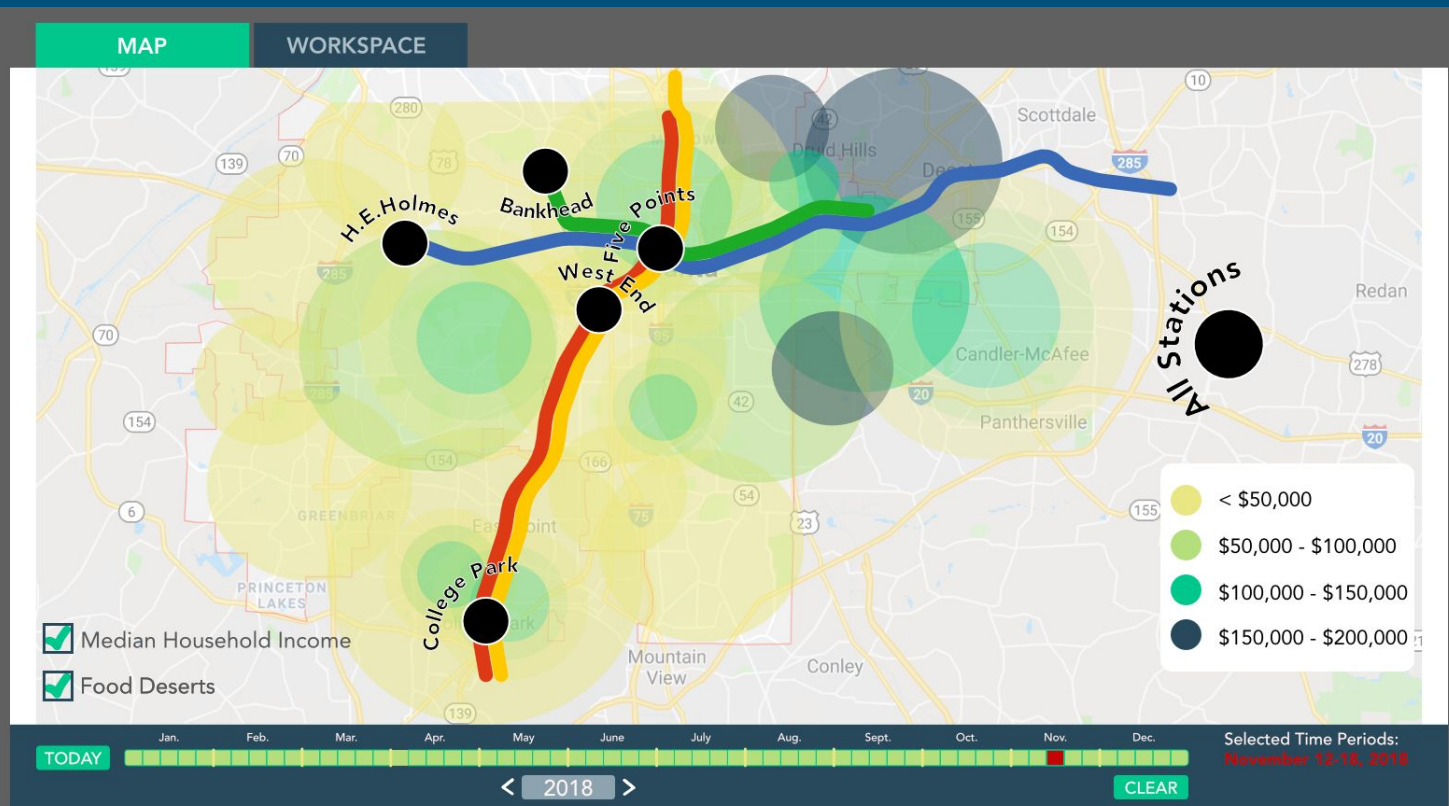# 3.1 Sketches
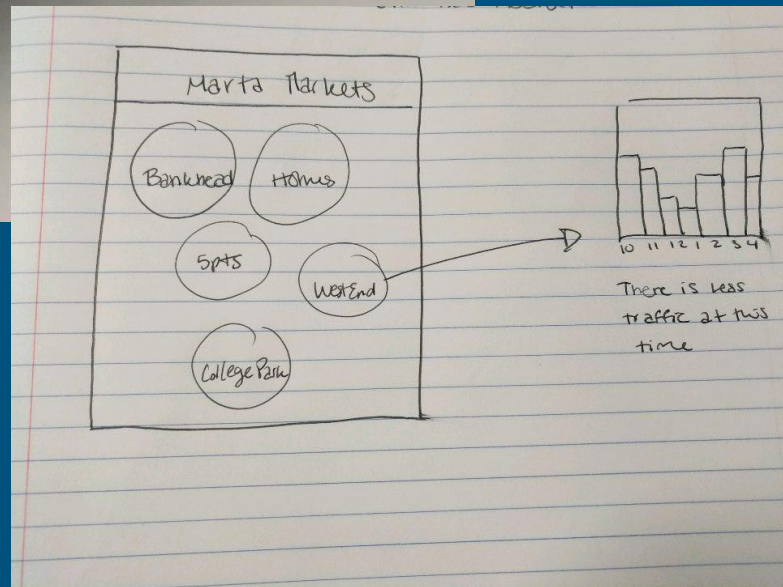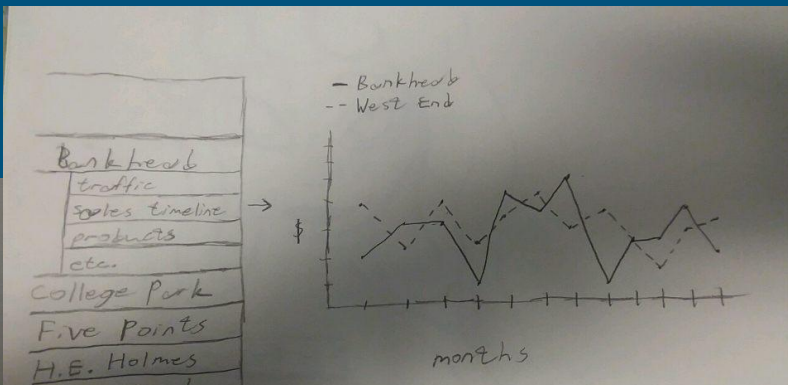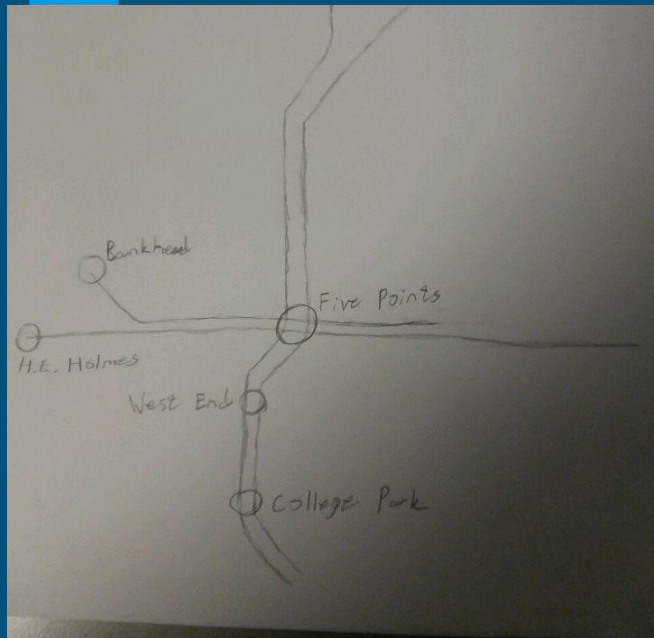
3.2 Iteration

4. Evaluation

4.1 Evaluation Tasks

- Looking at general sales data for a specific MARTA point, within a certain date range
  - Ideal click range: 5 - 9
- Moving traffic data from one app view to another, also with a particular date range
  - Ideal click range: 5 - 9
- Deleting data from and locking/unlocking the workspace view
  - Ideal click range: 3 - 6
- Toggling the income and food desert views on the map view
  - Ideal click range: 2 - 4

4.2 Data

- Demographic range: 18 - 30 years old with one participant above age 50
- Actual click range for task 1: 5 - 25 clicks
- Actual click range for task 2: 5 - 12 clicks
- Actual click range for task 3: 3 - 6 clicks
- Actual click range for task 4: 2 - 4 clicks

4.3 User Suggestions

- Design
    - Have a key for the overlays
    - Change the overlays to different colors
- Feedback
    - Have an alert for putting the graphs in the workspace
- Readability
    - Take out the red text
    - Make the timeline larger
    - Fix the timeline section divisions

5. Final Prototype

https://projects.invisionapp.com/share/TSRB7Z3VNKG#/screens/355574105