VSD OCSE Activity of team P13

STEP A: Envision

A1) Direct stakeholders

- **Farmer:** my products should be visible on the application and be sold
- **Shop employee:** I don't want my work to become harder with the use of the application. I want a reliable and user-friendly application
- **Client:** I value the fact that products of the order are delivered correctly and on time
- **Warehouse employees:** the products should arrive on time and in the correct quantity (not too much, otherwise they will wither, not few otherwise I won't have enough products)
- **Delivery people:** the information about the delivery must be correct (right person related to the order, right place, and so on)
- **Managers:** having very few/no complaints from clients, reducing the loss of food, earning money from the system

A2) Indirect stakeholders

- **Other businesses related to the sale of fresh products:** I am worried that I won't sell fresh products anymore if the application will be used by my clients. I am worried about losing clients due to the application.
- **Farmers not part of the system:** I don't want to lose clients just because I'm not part of the system.
- **Other business activities near the pick-up point:** I am worried that part of my business is related to the number of clients of the application who choose pickup. If I'm a bakery near the pickup place of SPG, probably part of my clients are also clients of SPG, so if SPG closes I will lose part of my clients.
- **Farmworkers:** I don't want to overwork if my farmer predicts a huge amount of products to collect for the current week.

STEP B: Speculate

B1) List of potentially implicated values

- **Solidarity:** the platform gives visibility to local farmers who produce small quantities of seasonal and specific products.
- **Freshness and seasonality of products:** stimulate the purchase of fresh and seasonal products by clients, to reduce the overhead needed to grow products out of season
- **Locality of products:** stimulate the purchase of local products so that costs of transport (in terms of energy and pollution) is reduced
- **Privacy of users' data:** users' data are kept within the application and are not sold to third parties
- **Sustainability:** purchasing local, fresh, and seasonal food helps reduce the impact of food production and delivery on the environment

B2) Investigate a value

Freshness and seasonality of products: freshness refers to the time between the product's collection and the product's sale, while seasonality refers to the period of "natural growth" of a product. Fresh and seasonal products, that are cultivated without the use of fertilizers or chemicals, are healthier and tastier.

STEP C: Explore

C1) Three primary values

The primary values the system supports are "Freshness and seasonality of products", "Locality of products" and "Sustainability".

C2) Three value tensions

- **Locality of products vs product cost**: if the software has a maximum for the distance between the farmer and the point of sale, this affects the cost of the products themselves, because local producers will have more expenses and so will have more expensive products.
- **Freshness and seasonality of products vs variety of products:** by placing a constraint in the application on the seasonality of the products (for example, preventing the sale of mandarins in summer), the variety of products offered by the application in that specific period is reduced.
- **Sustainability vs Availability:** by placing an upper limit on the distance of farmers from the point of sale, we exclude many other farmers from the platform, consequently reducing the number of products available on the platform itself and potential customers who can use it.

STEP D: Adapt

D1) Mitigate value tensions

- The software product won't exclude a farmer from the use of the application just because he is a bit further than the maximum distance if he is a local farmer. Moreover, the application will check for the reasonability of the product cost before allowing the farmer to sell a product.
- Since "Freshness and seasonality of products" is a primary value for the software product, and that's the reason why clients use the application, having a reduced variety of products is a tradeoff we can accept.
- In case there is always a poor availability for a specific product, the maximum distance constraint can be relaxed in order to include into the application other local farmers that produce that product.

STEP E: A look into the future (Adaptation)

E1) Envisioning card

Buying products regularly from the Solidarity Purchasing Group would push customers to increase their daily consumption of fresh, seasonal, and healthy vegetables and fruits, which would also lead to a positive impact on their health and lifestyle. Also, the customer can learn deep insight into the local community of farmers and local cultivations, improving their knowledge about the seasonal products in their area and about the surrounding growth environment.

A possible inhibition due to this technology is the less amount of effort a customer needs to spend to buy products. If previously a customer needed to walk to reach the markets/shops, now they can just buy everything from home, choosing the delivery mode, slightly decreasing their everyday physical activities. Also, buying online products decreases the sociality of a person, because they don't need to talk with the shop employee/farmer anymore, but they can just do everything online, impoverishing their social interactions with the outside world.

E2) Look back

Considering the long-term view, we will include **sociality** as a value of the application. Since from the long term view customers will decrease their daily activities and their sociality, we can mitigate them by trying to encourage people to go in person at pick up points, for example adding some sort of discount for those who choose pick-up, in order to increase both sociality and physical activity.

As a consequence of this, we will also include **trust** as a value. Keeping in touch with the customers will raise their trust in the business.