Ma & Pa Fresh Produce Finder
Genne Liu

Idea: An app for gardeners / farmers to sell fresh fruits and vegetables directly to buyers

Elevator Pitch: The "farm to market" idea is costly in time and money for both small-scale farmers and consumers. Ma & Pa is an app where people can purchase fresh produce directly from the grower. This allows produce growers to make a profit while buyers are provided with the freshest homegrown produce, all while reducing food waste.

Assumptions:
1. People want local, fresh produce
2. People don't know where to buy fresh produce in their locale
3. People don't have the time to frequent farmer's markets or similar venues
4. People want to sell produce they have grown in their yards / farms

Problem Statements:
- Identify where people purchase groceries from
  - Grocery store? Farmer's Market?
- Identify the biggest factor in deciding where to purchase produce
  - Distance to store? Freshness of produce?
- Identify what kind of produce people would be willing to purchase
  - Certain vegetables? Fruits?
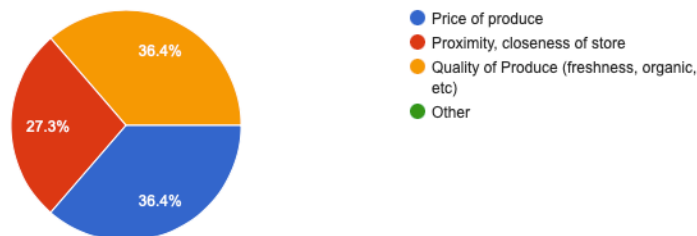- Identify whether people care for organic produce

Survey Questions:
https://forms.gle/UTFSjLcsyooBRZhF9

Analysis and Reporting:
1. Finding: The factors in how consumers purchase produce varied with no one clear winner.
   a. The quality of produce (36.4% of responses) is equally important as the price of produce (36.4% of responses); 27.3% responses chose proximity to the store as the most important factor.

What is your biggest factor in deciding where to purchase fruits and vegetables?

11 responses

- Price of produce
- Proximity, closeness of store
- Quality of Produce (freshness, organic, etc)
- Other

2. Finding: The preference for organic produce is varied.
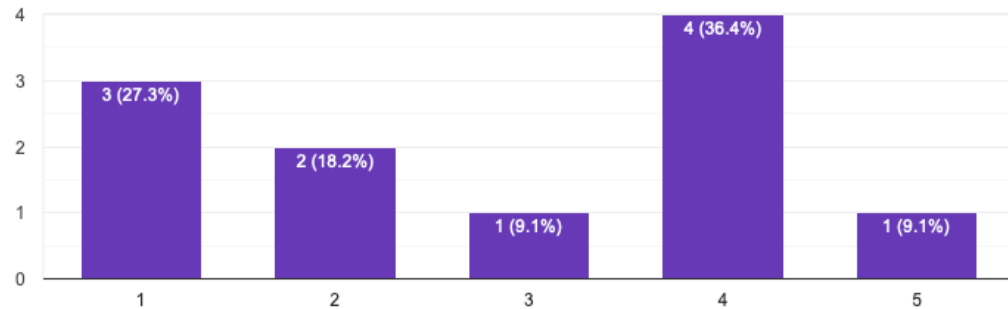
a. Again, the answers were divided with half answering less than 3 (moderately important) and half answering above 3. Half or responders prefer to purchase organic produce while the other half do not have a preference.

On a scale of 1-5, how important is purchasing "organic" fruits and vegetables to you?

11 responses

3. Finding: Most responders prefer fruit over vegetables.
    a. Looking at the sample of answers, most items on the list are fruits with apples and berries being the most frequently listed fruits

What are your favorite fruits or vegetables?

11 responses

Raspberries and strawberries!

Apples, Blackberries, Broccoli, Asparagus

Honeycrisp apples, mangoes, strawberries

Papaya, Melon, Apples

Bananas, Apples

Tamarinds

stone fruits, berries, fresh greens and carrots

strawberries, zucchini, potatoes

Just about every fruit, except grapes

Results: I was quite surprised about the biggest factor in where people purchase fruits and vegetables. While I expected proximity and price to be higher rated, the quality of produce was slightly more important. Based on these findings, most of my problem statement questions were answered but need to be researched more in-depth. From these results, it seems this app would be useful for a specific demographic and lifestyle. I would like to conduct more research on this demographic to gain a better understanding of the consumers.

User Personas
All photos are AI generated from https://generated.photos

Robert Garcia
Age: 52
Location: Phoenix, AZ
Occupation: Business Owner

Personality: Family oriented, loves food and cooking, swimming, painting

Motivations: supporting his family, eating good food

Goals: buy a new house, open a cafe one day, swim 5 days a week

Problems: his wife was diagnosed with a sickness, stores around him don't sell fresh produce, business requires much attention

Sarah Smith
Age: 38
Location: Las Vegas, NV
Occupation: Nutritionist

Personality: loves her children and pets, rock-climbing at the gym,

Motivations: family, finding new research, helping others

Goals: open a clinic one day, have happy children, get a PhD

Problems: working full time and taking care of children after, out of loop with newest apps, just moved to city and still unfamiliar with surroundings

Lisa Kim
Age: 28
Location: Los Angeles, CA
Occupation: Recruiter

Personality: Ambitious at work, loves running and kayaking, plays the drums

Motivations: Family, self-improvement

Goals: Get a raise at work within a year, adopt a dog, be able to run 5 miles a day

Problems: Lives in a food desert, long commute to work, often works more than 40 hours/week