



farmerfresh

Reap, What You **Sow!**

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Harmeet Kaur , Kulbir Singh , Gurvinder Singh , Arshdeep Kaur



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ABOUT FARMERFRESH

- Project Overview
- Features
- Market Research
- Our Competitors
- Business Model

Project Overview

FarmerFresh is a mobile application that acts as a virtual marketplace for certified organic farmers and organic food consumers to sell and buy the fresh organic produce from the convenience of their homes.

Local farmers face numerous problems in order to sell their locally grown organic produce in the farmers market like paying extra transportation cost for delivering their stock in the market, setting low cost for their products, low customer base, no table for extra stock and more. On the other hand, health conscious people who want to consume the fresh organic products cannot find the authenticated organic produce from their nearby stores. As a result, our team addresses the problems from both of the sides and comes up with one mobile platform named Farmerfresh.

Using Farmerfresh app, Farmers can sell their fresh products directly to their consumers at their own prices right from the comfort of their farms. The app helps farmers to connect directly to their customers and provides exposure to more customer base through their farm profiles. On the other hand, consumers can browse and buy various organic products from the comfort of their homes from their nearby located farms. Consumers can get 100% authenticated organic products from farmer fresh as only certified organic farmers can have an access to it.

In this way, Farmerfresh acts as a bridge between certified local organic farmers and the consumers to fulfill their needs by selling and buying products right from the farms to their doorsteps.



Our Features



1. Create a profile of your farm

Farmerfresh helps the farmers to create an attractive and unique profile of their farms by inputting the key details of the farm that are displayed on the consumer side interface. With the strong farm profile, farmers can attract the customers and can have a good customer base.

2. Create a list of products your farm offers

Farmerfresh being a virtual marketplace offers a feature of creating a product listings for the user. Once, a user created the profile of his farm, he can create a post of his product under that farm just by inputting the details of the product in the form.



3. Track & Manage your inventory

Farmerfresh has a dashboard screen which visualizes the key information like total sales, number of users, number of orders and stock estimation in the form of graphs. With this feature, farmer can easily keep track of his sales and can manage the inventory.

Our Features



1. Browse the products in your nearest farm

Consumers can find the most nearest farms to their locations. Also, using the filter option, they can change the location and set the radius to find the nearest farms to that location to browse the products of their choice and can directly search through the search option. In case of narrow search, filter feature is available with many options.

2. Order the authenticated organic products

Farmerfresh authenticates the users while signing up, as the platform is for the certified organic farmers. User needs to upload the valid certification/license for the verification in order to access the app. Hence, consumers get only 100% real organic products



3. Get your order right at your doorsteps

Farmerfresh helps consumers to track their order. Consumer can check the list of all the orders placed and can check the status of the order whether its pending or completed. All the orders are delivered at your house doorsteps as we provide delivery option.

Market Research



BC has emerged as a leader in organic farming in Canada, with the greatest number of organic farms growing both fruits and vegetables. As of 2003, 21,735 acres of land in BC were being managed organically. And over half of BC consumers are buying organic. A 2003 opinion survey commissioned from Synovate Research for the COABC shows that 53% of British Columbians purchase organic food at least occasionally. The majority of organic shoppers purchase their organic foods at main grocery stores but always remain doubtful for the authenticity of organic products.

In recent years the public has become increasingly interested in purchasing food locally and having a more direct connection to the farmers and artisans that grow and make their food. Farmers' markets, on-farm sales through farm stands and Community Supported Agriculture (CSA) programs are the primary ways that farmers are selling directly to their end customers. The estimates for farmer-direct sales in BC are largely based on research conducted in collaboration with Dr. David Connell at the University of Northern British Columbia and the BC Association of Farmers' Markets, sales information provided by the Vancouver Farmers' Markets as well as primary research conducted by COTA.

The organic market in Canada has experienced impressive growth in the last decade, with certified organic products now widely available in almost all agricultural product categories and in most retail environments. Today, with \$3.7 billion in annual sales in Canada and broad-scale consumer interest, opportunities for businesses throughout the organic value chain have never been greater. Organic has reached new heights in Canada, creating a solid foundation for the next phases of growth and development.

The research findings suggest that one of the best ways to achieve this broadening and deepening of the organic market, in BC as well as nationally, is to more strongly promote the brand and value of "Canada Organic" certification. Consumer responses already show that "Canada Organic" certification has much greater

influence on the likelihood of purchasing a product than "USDA Organic" certification. The strong trust in "local" claims also reaffirms the importance of maintaining and building on the "BC checkmark" as a strong visual identifier for consumers. However, the organic sector needs a strong, coordinated campaign that goes beyond just a logo: a national campaign with provincial tie-ins needs to back up the logo and claim and build awareness and engagement in the community. The "brand-promise" that the logo guarantees will strengthen the organic claim's influence and further encourage consumers to choose organic foods over other products.

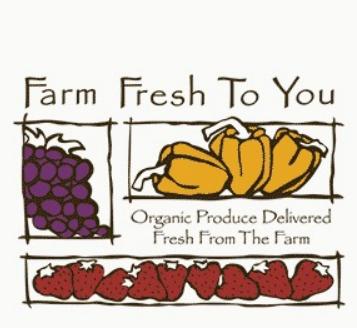
Our Competitors



Farmers e market is a mobile app which allows farmers to sell their fresh products online. The app does not have a feature of authentication of the farmers which farmerfresh authenticates during the signup process. Also, there is no dashboard screen for the farmers to track their sales status.



Farmtohome is an android app which allows users to order fresh organic produce directly from the farmers market. The app has a list of fruits and vegetables and orders history panel. But the app does not provide the interface for the farmers to sell their products directly to the consumers.



Farmfresh to you is a web platform which delivers organic fresh food in the box from the farms directly to the consumers. The platform is more consumer oriented which allows users to browse the various products and order it from the convenience of the home.

Business Model



Business Process

Our app address the problems occurring in the food and agricultural industry. Farmerfresh is a virtual marketplace for the farmers who want to sell their fresh produce directly to their consumers in order to get large customer base and generate good revenues by selling their products.

Target Audience

As Farmerfresh is a dual interface mobile application, we divided our target audience in two different categories – primary and secondary target audience. Our primary audience is local organic farmers of BC who have a government authorized valid certification/ license for the organic farms. Farmerfresh authenticates the user during signing up and only allows certified farmers to create a profile on the app.

Our Secondary users are the organic food consumers of any age ranging from 15 to above than 70 and having technical skills for using the mobile application for ordering the fresh produce for themselves.

Our dual interface platform provides the solution to the problems of both target audience, as one interface helps the farmers for selling their products, whereas the other mobile app interface helps the consumers who want to buy the organic products from their houses.

The app provides the feature to the organic shoppers to find the farm nearest to their location and browse the listings of the products posted by the farmer under selected farm. Through this platform, Farmers can directly connect with their customers to expand their business.

Revenue streams

For the revenue sources, there will be an annual subscription fee for the farmers to use our services, after initial free-trial of the app. On the other hand, shoppers pay a 7% commission fee on the top of product price, tax and delivery charges (if applicable). Also, for the featured listings of the products, farmers have to pay extra that can be considered as a reliable source of revenue. Advertisements on the marketing website as well as on the mobile application also put a contribution in generating the revenues.



Key Metrics

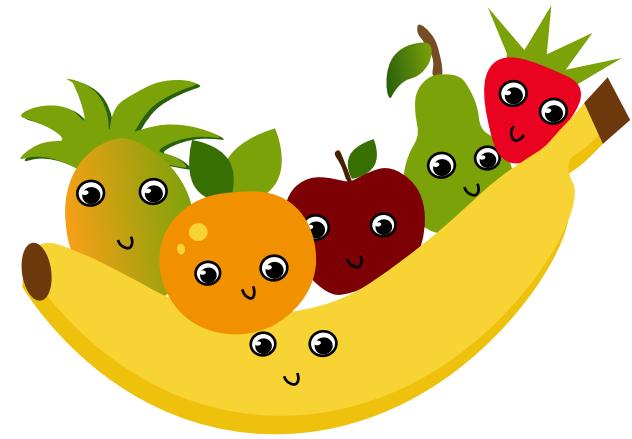
The app's performance can be indicated by the number of certified farmers that get verified successfully are using the app. Also, the number of orders received also help us knowing the app usage. However, revenues are the ultimate source of representing the progress of the platform.

Key Business Resources

In order to design, develop and maintain the app, there is an estimation of initial investment worth \$80,000 is required which also covers the cost of in-app purchases and regular maintenance of the app.

Channels

Our ultimate focus of promoting the app is through social media. There are numerous farmer groups on the social media platforms like Facebook, using which farmers community is connected to each other sharing weather updates, newest technology updates and more. Marketing website is also the most prominent way of promoting the app among farmers as well as consumers.



2



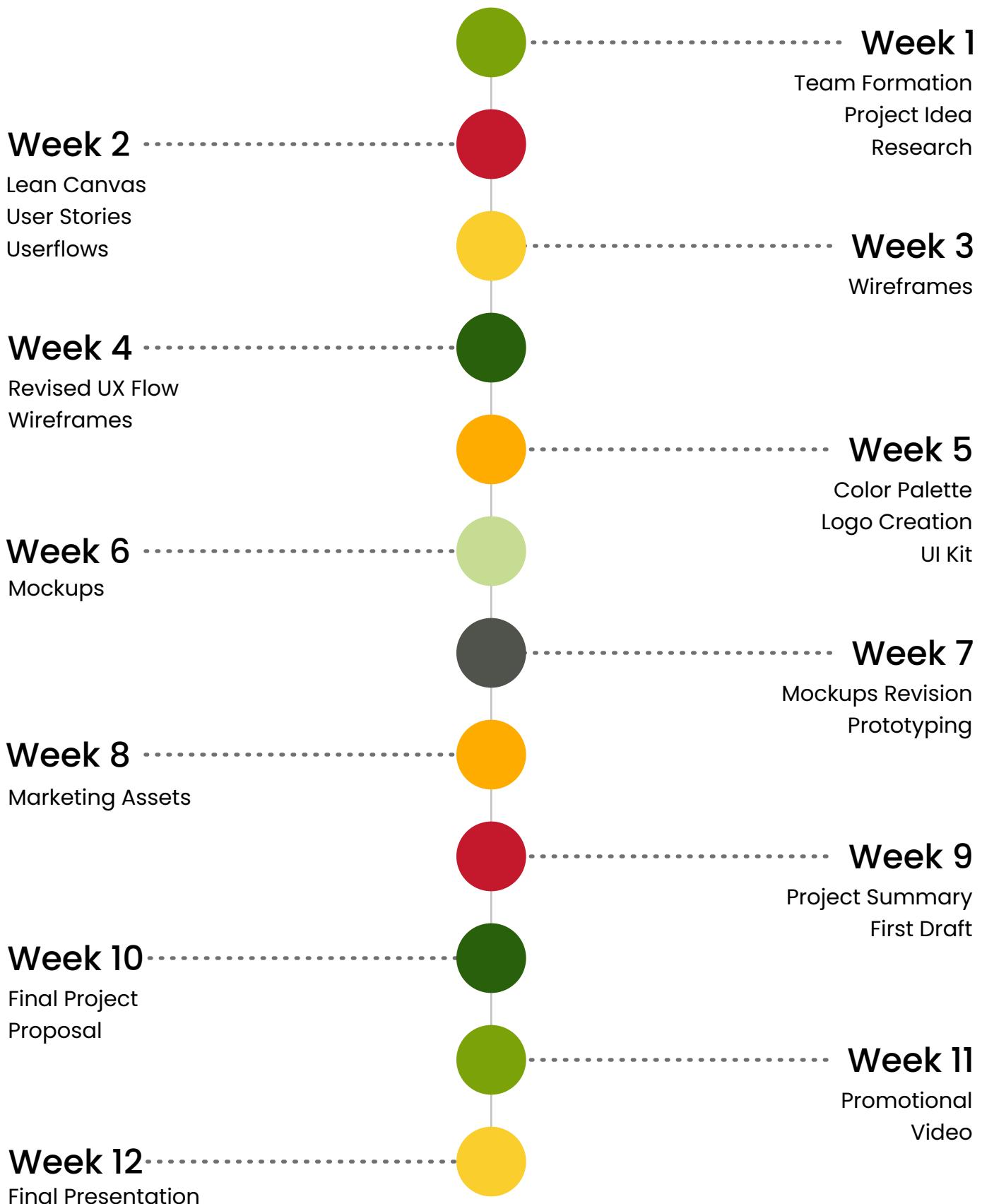
PROJECT TIMELINE

Design Timeline

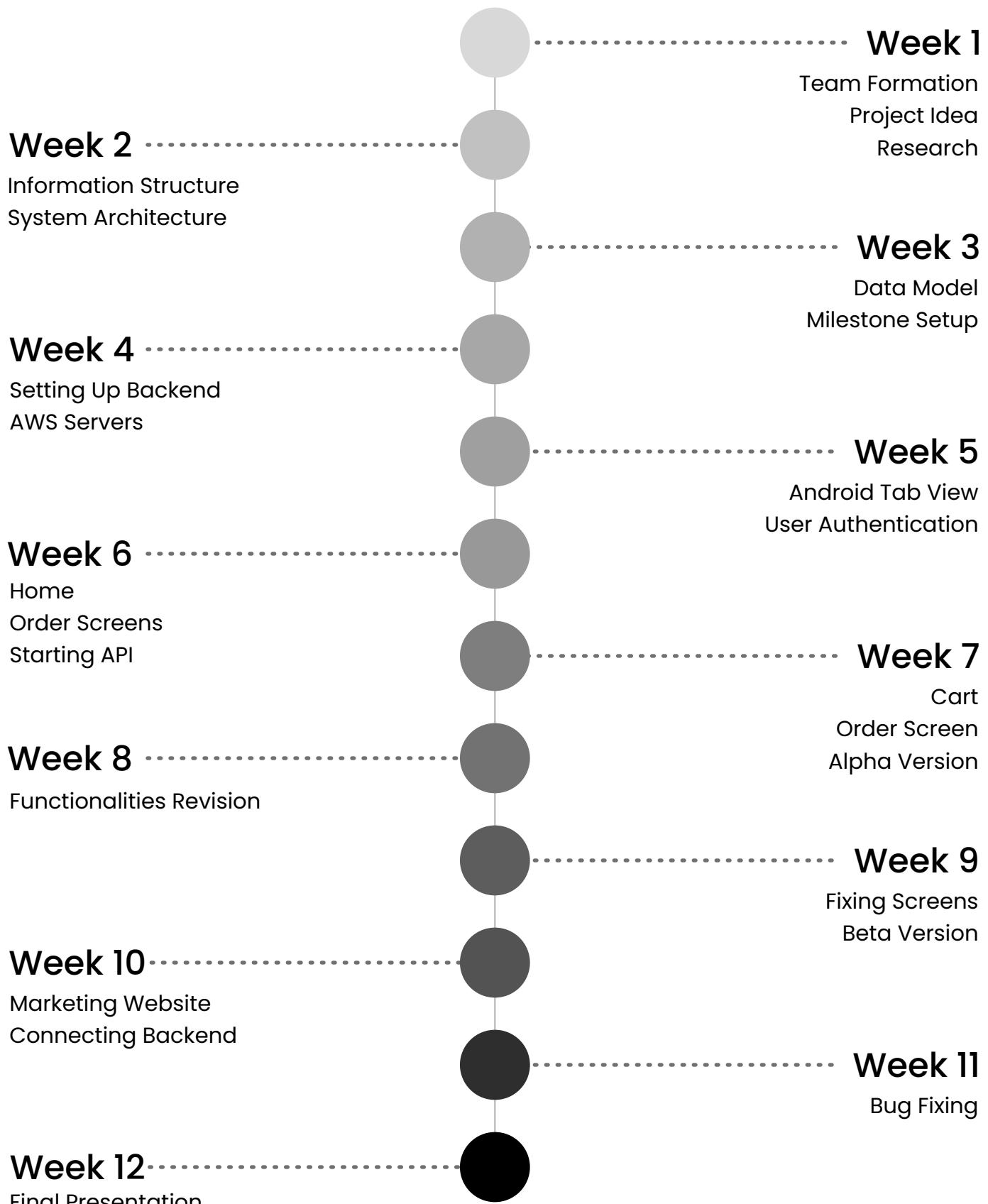
Development Timeline

Technology used

Design Timeline



Development Timeline



Technology Used

Project Management Tools



Trello Board
Project Progress



Slack
Communication



Google Drive
Sharing Files



MS-Excel
Issue Tracking

Designing Tools



Adobe Illustrator
Logo, Icons and
Illustrations



Adobe Photoshop
Image Editing



Adobe XD
Wireframes, Mockups
& Prototyping



Adobe InDesign
Project Proposal



Adobe Premiere Pro
Promotional Videos



Adobe After Effects
Animated Logo

Development Tools



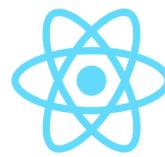
AWS
Cloud Computing
Platform



Nodejs
Executes js code
outside browser



Android Studio
Android Coding



React
Javascript Library

Express

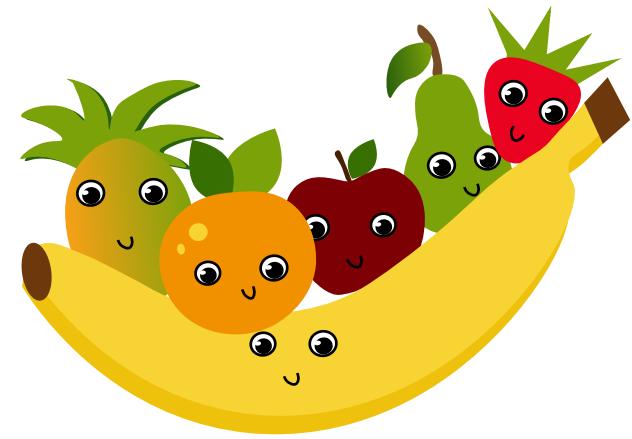
Express
Server Framework
for Node.js



mySql
Database
Management System



Apache Web Server
Sharing Files



3



DESIGN PROCESS

Personas

Userflow

Design Assets

Mockups

Personas



Dave Gregson

A Local Farmer

About

Age : 35

Location : Abbotsford

Status : Married

Personality

Punctual



Talkative



Friendly



Technology

Internet



Social Network



Apps usage



"My ambition to promote organic food everywhere and to make world a better place to live."

Bio

Dave has been growing organic produce for the past 10 years. He is aware about the benefits of organic foods and wants to provide his consumers with good nutrients.

Frustations

- Unavailability of spot in Market
- Transportation Cost
- Low Consumer Base

Goals

- Organic business expansion
- Cut down Transportation Cost
- Sell Farm yield from comfort of home

Brands



NETFLIX





Sophie Jackson

A Financial Manager

About

Age : 33

Location : Surrey

Status : Married

Personality

Health Conscious



Confident



Caring



Technology

Internet



Social Network



Apps usage



“ Her urge is to provide healthy and nutrient food to family everyday and also wants to aware her loved ones about benefits of organic farming. ”

Bio

Sophie Jackson is a mother of two children who is currently working in a multinational company as a manager. She is very confident, hardworking but always concerned and tensed about her family's health and diet.

Frustations

- Shortage of time to locate organic stores
- Unable to distinguish the organic products
- Limited organic products in the market

Goals

- Make her family healthy
- Wants to buy produce from the comfort of home
- Need locally fresh produce

Brands



MAC





Gurdeep Singh

An Agriculture Engineer

About

Age : 30

Location : Langley

Status : Single

Personality

Creative



Tech-savvy



Extrovert



Technology

Internet



Social Network



Apps usage



" His ambition is to expand the business of farming In order to serve a better organic food to his customers"

Bio

Being an agricultural engineer, Gurdeep wants to Apply his technical skills in his own organic farming Business, so that he can have a huge customer base With whom he can provide an efficient way of purchasing organic products.

Frustations

- Keeping manual records
- Degradation of unsold products
- Limited customer base

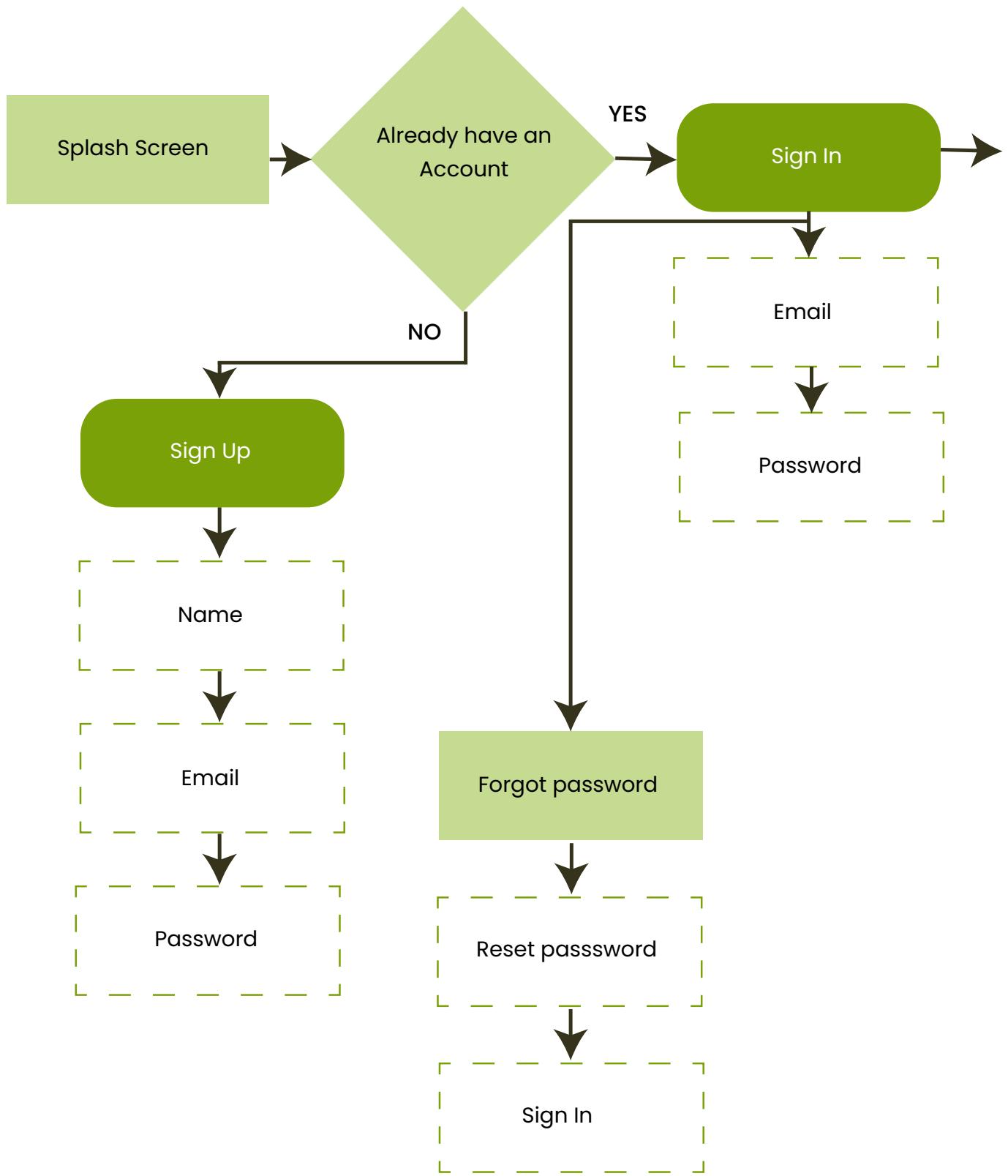
Goals

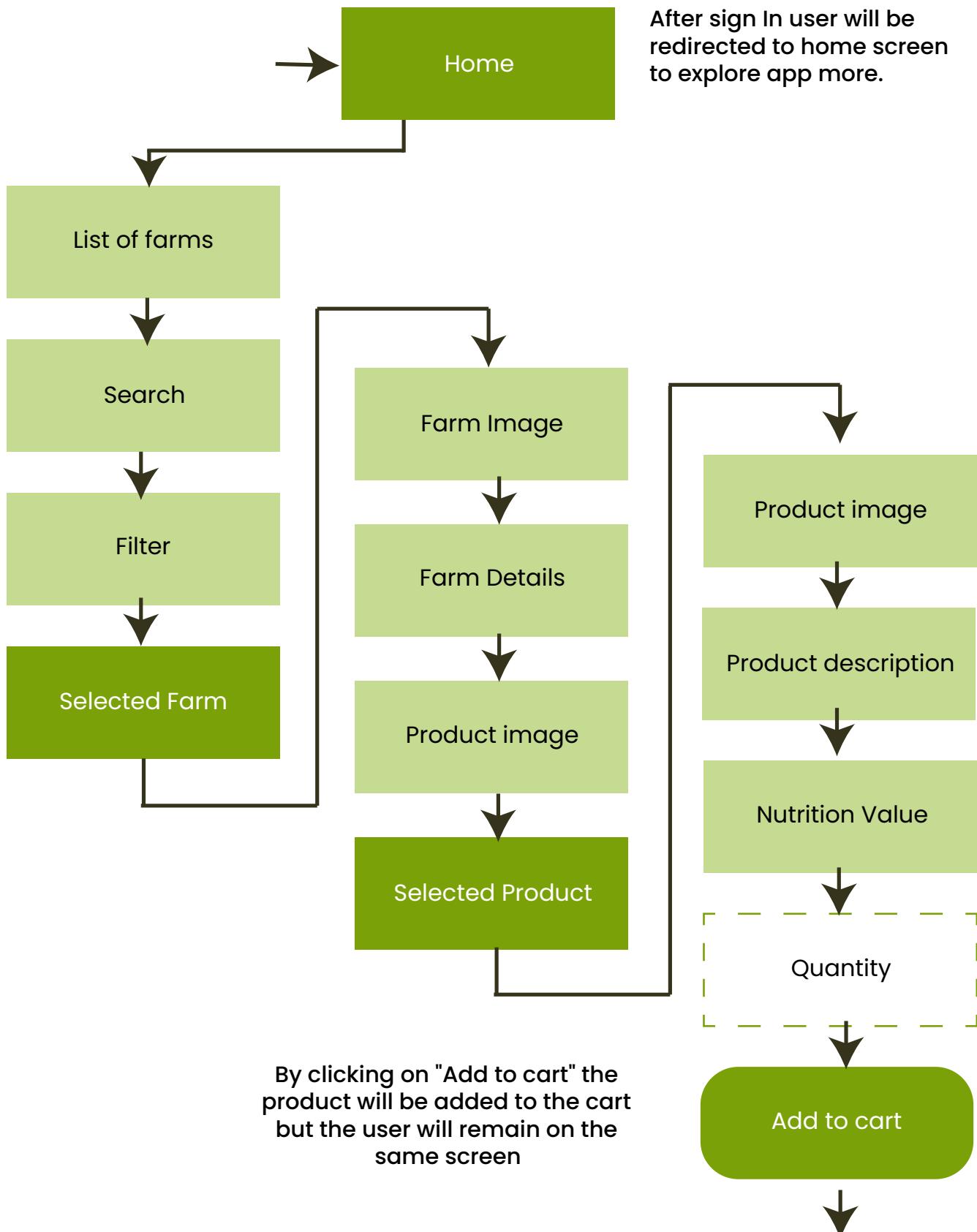
- Wants to sell produce efficiently
- Keep up economic viability of farms
- Need to track the sale records and inventory

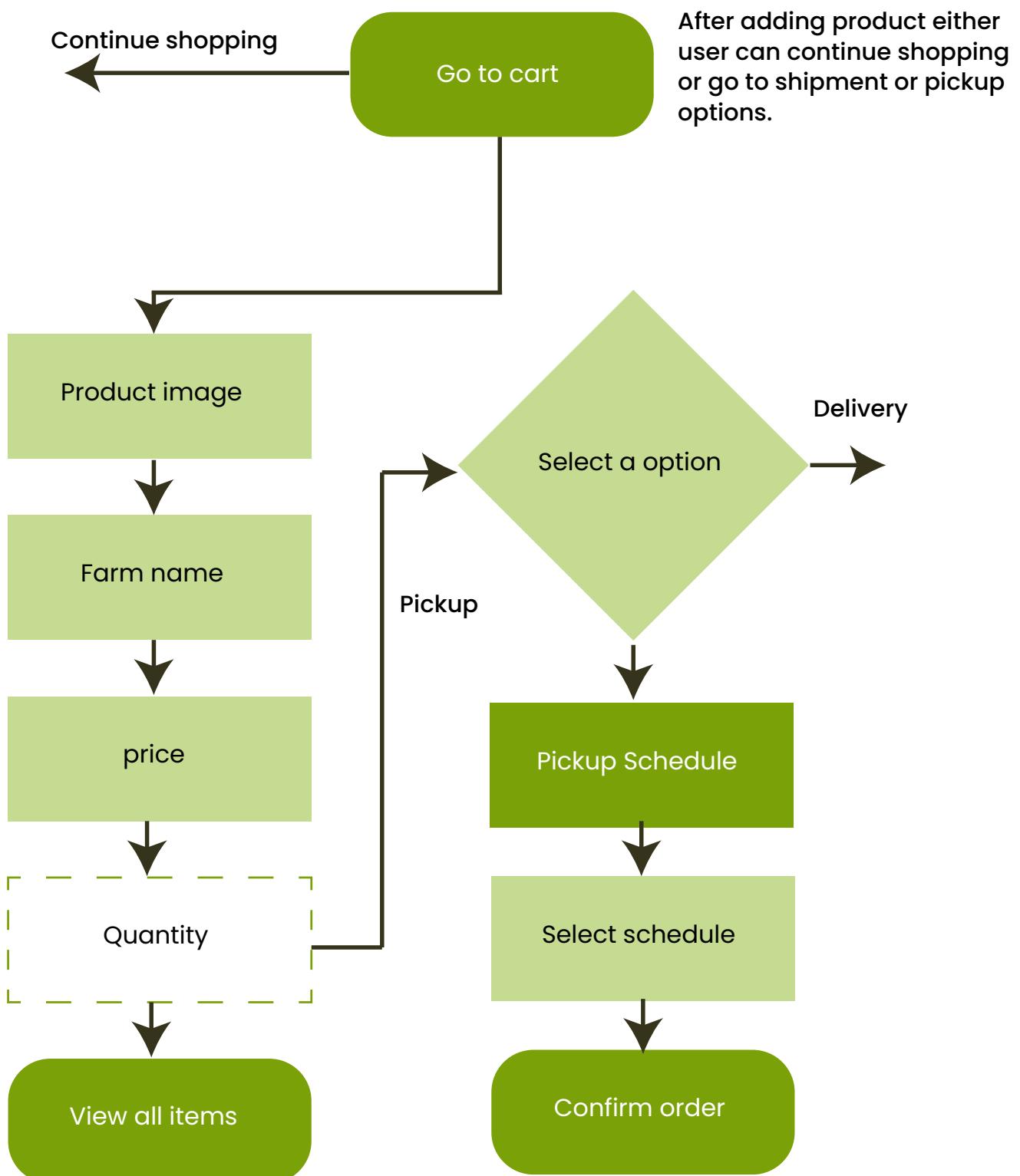
Brands



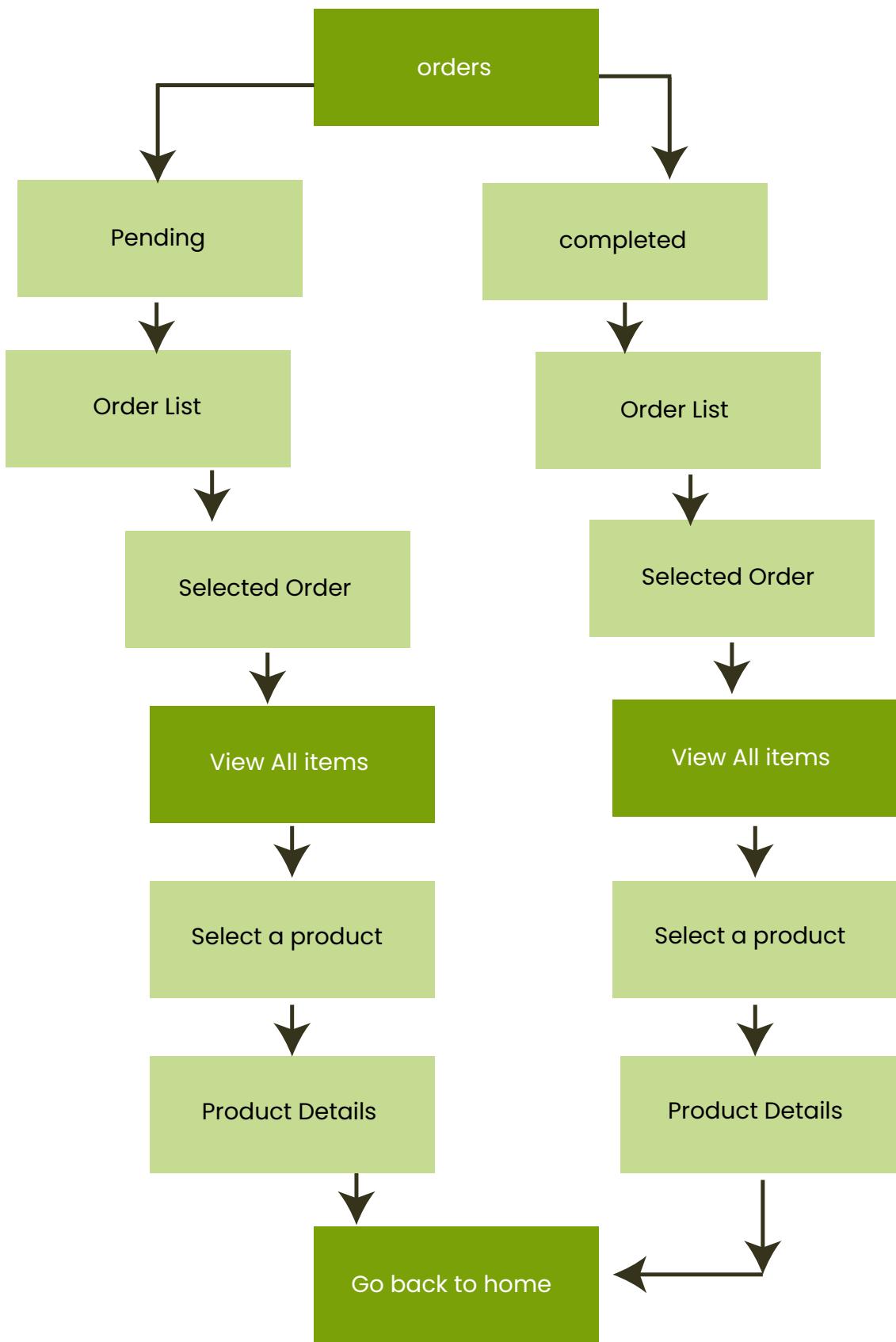
Userflow

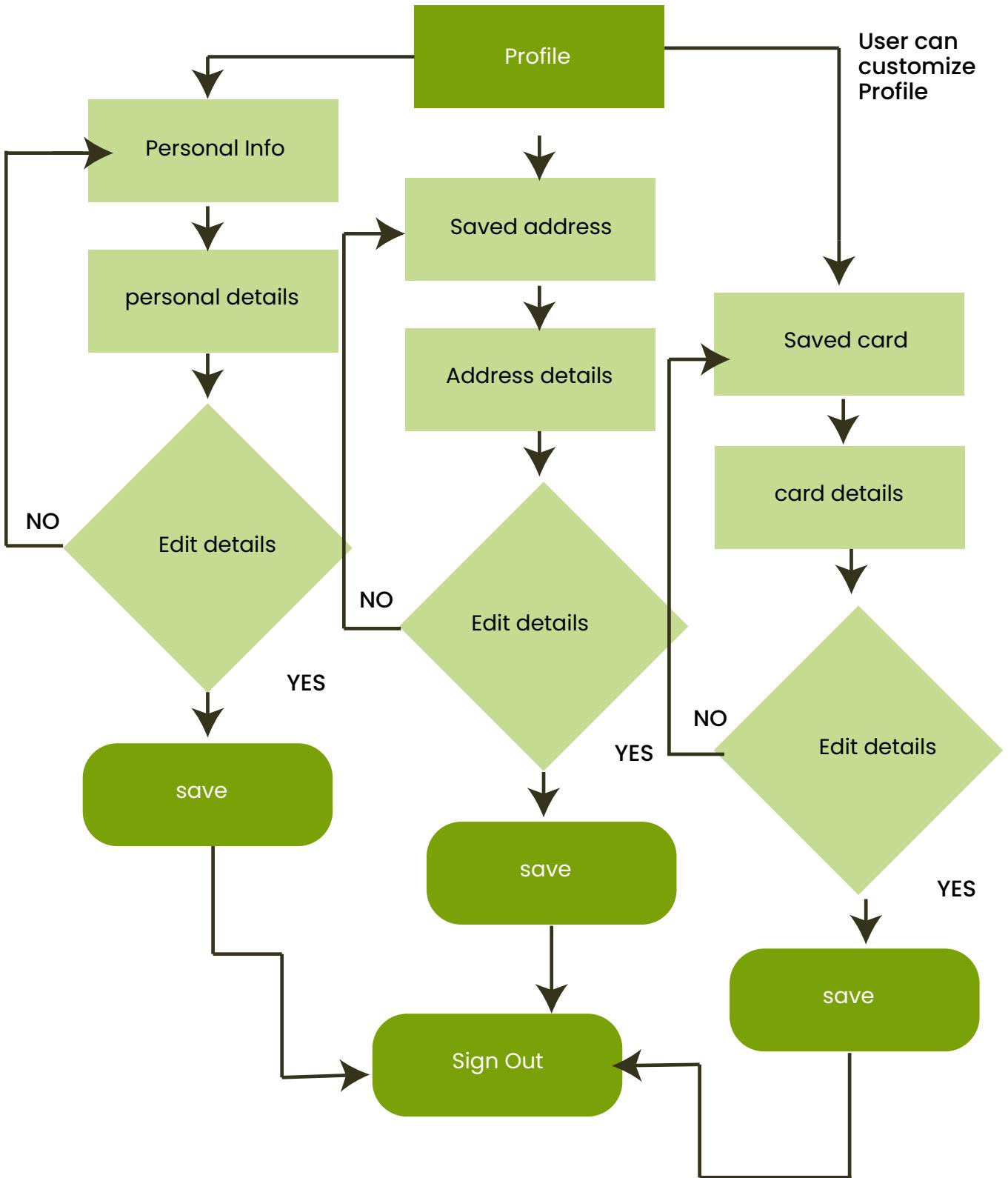






User can check their pending and completed order history





Design Assets

Branding

Website Logo :



Logo Formation :

farmer**fresh** + + = **farmer****fresh**

Favicon



Appicon



Color Palette

Primary Colors



#7CA20A

Secondary Colors



#29600B

#FACE2C

#0000000

#FFAC00

#C4192D

Background Colors



#E4F5D6

#C6DC93

#FFFFFF

Typography

Desktop View :

Elements	Typeface	Font-weight	Font-size
H1	Safiar Signature	Normal	108px
H2	Helvetica	Bold	42px
H3	Helvetica	Medium	28px
Paragraph	Poppins	Regular	16px
Buttons	Poppins	Semibold	16px
Titles	Poppins	Medium	16px

Mobile View :

Elements	Typeface	Font-weight	Font-size
Title	Helvetica	Bold	20px
Main Heading	Helvetica	Bold	18px
Buttons,Tabs	Poppins	Medium	15px
Paragraphs	Poppins	Regular	12px
Input placeholders	Poppins	Medium	12px

Buttons

Desktop View :

Active

Hover

Pressed

Disabled

Mobile View :

Active

Hover

Disabled

Input Fields & Checkboxes

Email

Email

| Active state

Email

| Error state



Inactive State



Hover State



Active State

Search Bar

Search here



Granny Smith |



Cards



Sunrise Farms

Apple Farm

13583 73 Ave, Delta, BC

*"A fresh day start with our
fresh products!"*

Total Users

235

 2.5% Up from Yesterday



Red Mango

Mango

\$0.99 ea



Cherry Red

Organo Farms | 7 lbs

Order : #13452

28-01-2021

Sunrise Farms

\$25.50

Navigation



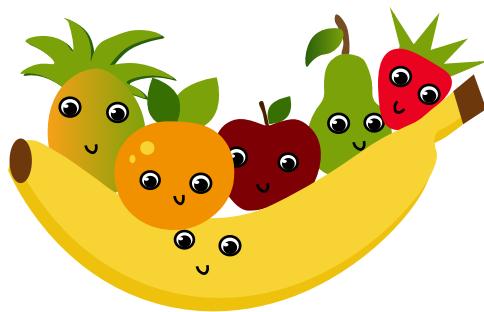
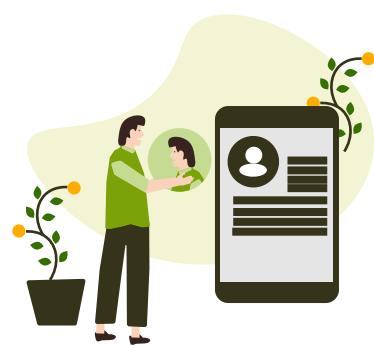
About

Features

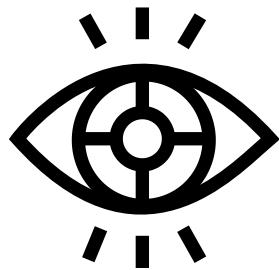
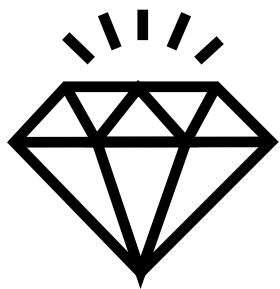
Team

Contact Us

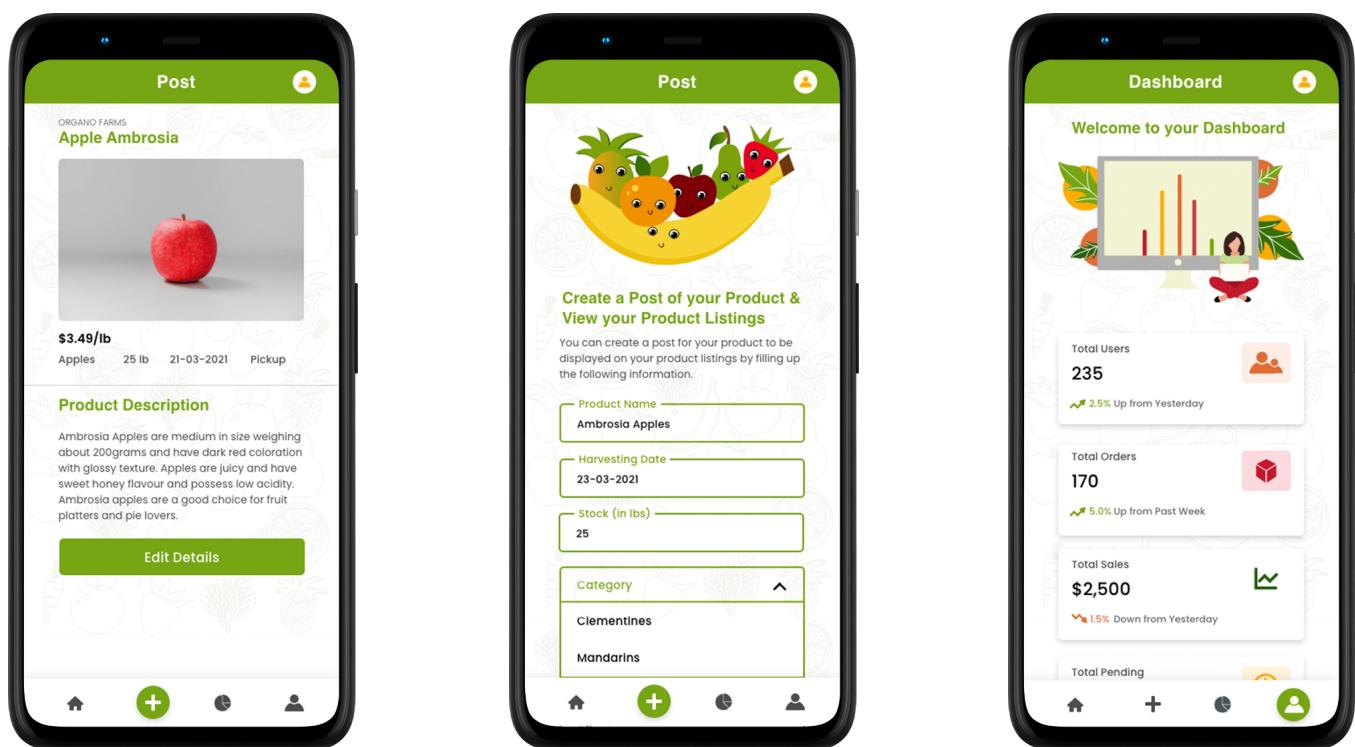
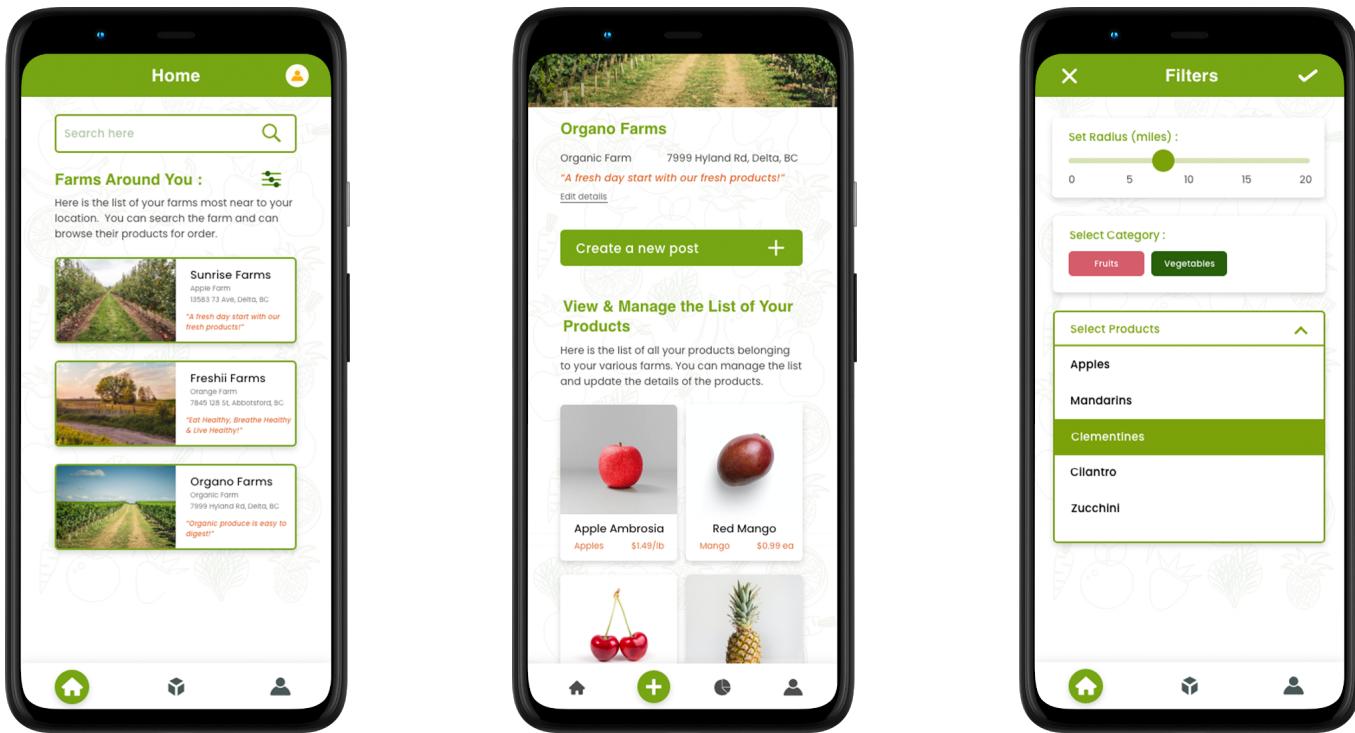
Illustrations



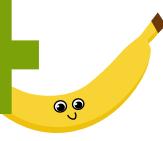
Icons



Mockups



4



ABOUT US

[Meet the team](#)

[References](#)

Meet The Team

Our Team named as Super7 has seven members offering various design, development and management skills. There are four designers who are responsible for designing the final mockups of the app with all design assets, whereas our 3 developers contributed in development of android app and marketing website.



Hooman Hajarian

Project Manager

[linkedin.com/in/hooman-hajarian/](https://www.linkedin.com/in/hooman-hajarian/)

"Being a Project Manager, I managed the group meetings and discussions along with creating the database structure and implementing the backend design in the project."



Harmeet Kaur

Lead Designer

[linkedin.com/in/harmeet-design-world/](https://www.linkedin.com/in/harmeet-design-world/)

"Being a Lead designer, I was responsible for assigning tasks to the fellow designers along with creating all design assets, and mockups of the mobile app."



Gurvinder Singh

UI/UX Designer

[linkedin.com/in/gurvindersingh/](https://www.linkedin.com/in/gurvindersingh/)

"Being a UI/UX designer, I worked on the User research part of the project which includes Conducting surveys, Making Userflows, Wireframes and Conducting usability tests."



Juan Santos

Full Stack Developer

linkedin.com/in/juansantos/

"I am responsible for developing marketing website as I work as a front end developer in the team to build and test the frontend of the application."



Arshdeep Kaur

Graphic Designer

linkedin.com/in/arshdeepkaur/

"As a graphic designer, I designed all the illustrations needed for the mobile app and the website using various adobe softwares to make the interface more interactive."



Navneet Kaur

Lead Android Developer

linkedin.com/in/navneetdev/

"For this project, I worked with the API'S and third party library and implemented the features of the mobile application."



Kulbir Singh

UI/UX Designer

linkedin.com/in/kulbirsp/

"Being a UI/UX Designer, I created the wireframes and UI design for the marketing website and helped the team in delivering the marketing assets for the app."



Special Thanks To :

Tomoko Okochi , Ira Zhang , Paul Brassard
Denis Billette , Tito Ferradans , Reza Abbasi, Jason Madar
Rodrigo Ornellas , Jean Nguyen , Trista Townsend