

PRYM Vision Statement

PRYM will be a web app that connects those who want to purchase a portion of the meat of a cow (a process called “cow sharing”). Currently, those interested in purchasing a portion of a cow with no group have to go out and find people to share with on their own, while PRYM creates an easily accessible community of people to be matched together.

This system is designed for use by both people who would like to buy portions of cows (the buyer), and the farmers who are selling them. The buyer will use this app to connect with other buyers to share a cow with, and to then decide with their group their individual cuts of the animal. The seller (farmers) will use this as a platform to showcase their farms and connect with buyers.

It will allow buyers to sign up with a buyers account, and then create a profile based on their preferences for buying (what sort of cuts they want, if they want grass-fed or pasture-raised cows, how much meat they want, etc.). They will then be matched with the groups that best fit their criteria, and allowed to review them and choose their favourite. They will also have the ability to leave a group and change to a new one and if they feel their current group does not fit them, they may choose from the page again. They can also change their profile at any time, after which they can be shown groups that fit with their new criteria.

After finding a group, users will be put into a group chat where they can easily communicate with each other to decide on how to share the cow. Once the group has come to a decision, they will then be able to look at a page of farms that best align with the group’s preferences. After reviewing the farms among themselves, they will be able to select a farm and be connected with them.

Farms will be able to sign in with a sellers account that allows them to create a sellers profile. This will contain information about things like general farm information and location, cattle type, cattle feeding method, prices, contact information, etc. This information will then be made into a page and added to a space where buyers can browse through them.

Currently, many people interested in cow share do not have groups to share with, and finding a group can be difficult (having to first find people, then agree on amounts everyone wants, finding people who match well with your needs). This discourages many people from doing a cow share, despite their want. PRYM allows individuals to sign up and easily find a well-matched group of people where everyone can buy based on their preferences and reduce compromise. As needs change for users, they can also easily find new groups of people who fit their new preferences. This is a significant improvement from word-of-mouth procedures, and should make cow sharing much more accessible to those interested.

This system will be considered a success if farmers report an increase in buyers for cow shares, showing whether PRYM has made purchasing cow shares easier and more accessible.