# FMSP Map

## The Problem

Community Farm Alliance and the Farmers Market Support Program needed an easy way to provide customers with an outlet to find markets using Kentucky Double Dollars. It needed to be organized in such a way that:

It is easy to navigate

It is easy to filter out by day

Allowed for multiple market locations operating under the same name

Free of cost for CFA to build and share

Can be embedded into CFA’s website to receive potential customers activated by facebook ads.

## The Solution

### Google My Maps

#### Google’s MyMaps offers significant value, with a few shortcomings.

##### Why it solves this need:

It can be embedded into CFA’s WordPress powered site using iframes

It allows for layering, which is a helpful tool to build out different contexts that customers may be seeking

It’s easily shareable with other teammates

It tracks views

It offers styling options that can enhance user experience

It’s free!

##### Where it could be better

There’s no way for a user to set a radius around their preferred location

It’s not perfectly obvious how to navigate the menu

There’s no way to create a layer that is a filtered view of locations between multiple layers without created a negative point of UX.

## Execution

### Data Table

#### 2019 Applications

##### All data was sourced by the Survey Monkey powered application process.

##### Market locations, hours and days of operation were recorded in the application

#### The data was then separated out into 7 tables representing the days of the week

#### Each line of those tables had the following columns

Market Name

Market location

Day of the week

Hours

Season Dates

Credit/Debit Accepted

SNAP Accepted

Senior FMNP Accepted

WIC FMNP Accepted

KDD SNAP Fruit & Veg Offered

KDD SNAP Meat, Eggs, & Dairy Offered

KDD WIC Offered

KDD SFMNP Offered

Facebook

Website

### Challenges

Data inputs in application were not tightly structured

Variability in data created issues with location data

And structurers for ‘hours’ column

Market listings included market hours that repeated at different rates (ex. Every other week, every second Tuesday)

Markets operating under the same name on multiple days of the week, and/or at multiple locations (ex. Lexington Farmers Markets)

### Solution

#### Normalization of opening and closing times

#### All markets operating on multiple days of the week were given a [‘dayoftheweek’] tag in the Market Name column (ex. ‘Lexington FM [Tues]’, or ‘Estill County FM [2nd Tues of Month’)

### Visualization

#### Challenges

##### Markets operating in the same location multiple days of the week did not show multiple pins in that location, as one was layered over the other.

##### There isn’t an adequate pin icon for ‘farmers market’

#### Solution

##### Default pin styling was the same between every layer added. Each pin had to be restyled individually, one click at a time.

##### Each day of the week was assigned a color, and all market pins in that table were restyled to that color.

### Embedding into website

#### Challenges

##### Menu accessing the layers feature was not adequately ‘obvious’ to users.

##### Default iframe sizing was small, and could potentially drive people away from our site to view the larger format

#### Solution

##### Instructions provided to explain how to use the map just above the iframe, as well as in the description of the map

##### Iframe was resized using the html editor inside WordPress to create a larger window. However it still suffers from sizing constraints by the gutters of the WordPress template CFA uses.

### Solving for 2020

#### Jot form [link (get/make a copy?)]

##### We migrated our application process to Jot Form, which allows for greater conditional logic. This enabled us to create an application that better fit each individual market’s required inputs, without populating an application with questions/data fields that are only needed for some markets

#### Data solutions integrated into application

##### Jot form allowed for greater data input variability, so that the FMSP team could retrieve the data in more precise structures. This will save time for the next iteration of the 2020 FMSP Map.