

harvestDC

Connecting DC to
local farmers' markets

JOHANNA OSTRICH
Final presentation, UXD2
July 8, 2014

THE AGENDA

1. The problem
2. The idea
3. Personas
4. The MVP
5. Concepting
6. Wireframes
7. Next steps

THE PROBLEM

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Farmers' markets are seasonal and temporary.

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- This can be convenient, but it also makes them easy to miss.
- And provides unique challenges for online content.
 - Google Maps doesn't recognize many of the markets.
 - The content is frequently changing, therefore frequently out-of-date.

THE PROBLEM

Markets in DC

- DC area has 170+ farmers' markets.*

*Thanks, Washington Post!

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Markets in DC

- DC area has 170+ farmers' markets.*
- Individual market information is scattered all over the web, and the quality varies.

*Thanks, Washington Post!



FRESHFARM markets

[about us](#) [farmers markets](#) [programs](#) [events](#) [get involved](#) [recipes](#) [fresh picked](#)

Promoting local food with a face, a place
and a taste in the Chesapeake Bay region

FRESHFARM Markets *verifies*

what's new at
FRESHFARM markets:

Know Farms. Know Food.

Starting this weekend, you'll find brightly colored signs at the H Street and Downtown Silver Spring farm stands. These signs verify that the food you're buying at our markets is from local farms. Our goal is to start the conversation about where our food comes from in a new way. Our markets are full of great food and we hope these signs will encourage you to learn more about the farmers who grow it.

join us for
an evening with
Philip Glass



[Home](#) [About](#) [Updates](#) [Vendors](#) [Photos](#) [Volunteer](#) [Why Eat Local?](#) [Contact](#)

Visit the market 8 am to 12 pm Sundays, May thru November (9 am to 1 pm December thru April). We are located at the corner of Washington Blvd. and N. McKinley Rd. in Arlington, Virginia. Check out our [Summer 2014 vendor map](#) to locate your favorites vendors.

Recent Posts

Return of the WFM Raffle

Posted on June 20, 2014

Big day coming up this Sunday, June 22—the WFM Raffle is Back! We'll be up on the plaza during the entire market, raffling off bags and baskets of donated produce, goods and other treats. Every customer gets a raffle ticket from every vendor that they buy from. Just write in your name and cell phone on each ticket and we will call you if you win. Or hang out and enjoy the drama to see which lucky customer goes home with the goods. We will also be raffling off 4 gift cards to Lebanese Taverna. (Here's a tip: Print out small labels with your name and number so you don't have to write them on all the tickets.)

Our market is powered by volunteers. Each Sunday, a small crew sets up the

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who we are

FRESHFARM Markets is a non-profit organization whose mission is to build and strengthen the local, sustainable food movement in the Chesapeake Bay watershed. We do this by operating producer-only farmers markets that provide vital economic opportunities for local farmers and artisanal producers, and through innovative outreach programs that educate the public about food and related environmental issues. [Find out more](#).

FRESHFARM Markets P.O. Box 15691, Washington, DC 20003 tel 202.36



[resources](#) | [site map](#)

Rich content, frequently updated

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Local Farmer's Markets local.com

Find Farmer's Markets Near You. See Actual Customer Reviews! >

Show Up On Google Search

Event Space in DC

Farmers Markets & More

Less rich content, broken links

Ward 8 Farmers' Market

Search this site

Celebrate Our New Season, Starting on June 7, 2014!! (Every Saturday 9 am - 2 pm)

TOWN HALL EDUCATION ARTS RECREATION CAMPUS
DAKTRONICS SALARY
The Ward 8 Farmers Market is Coming!!!

Donate

MasterCard Visa American Express

If you read our "What's New?" section, you'll see that we are getting a lot of attention and a lot of new customers. Unfortunately, it means we may run out of money for our bonus dollars fund that makes fresh food more affordable for our neighbors receiving food assistance. Please give what you can and we will ONLY use it for that purpose.

Unfortunately, your donation is not tax-deductible

[Follow us on Twitter: @W8FarmMkt](#)

Ward 8 Farmers Market at THEARC

1901 Mississippi Ave SE
Washington, DC 20020

[View on Google Maps](#)

Welcome

Welcome to the Ward 8 Farmers' Market page

We are a community and local farmer based grassroots market. We

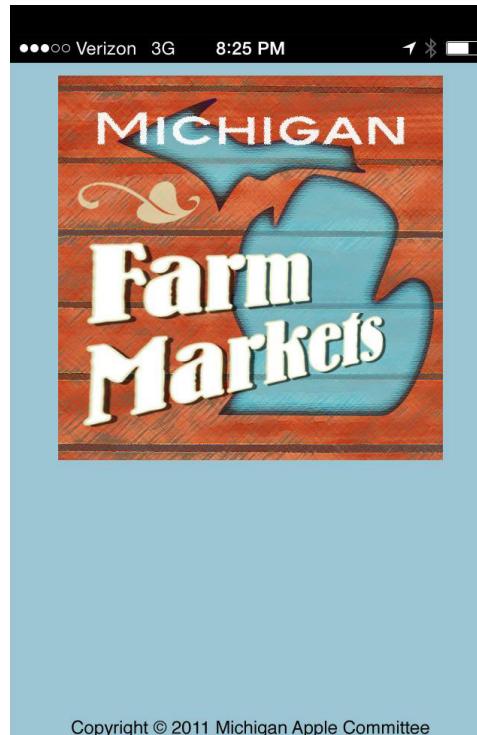
THE IDEA

THE IDEA

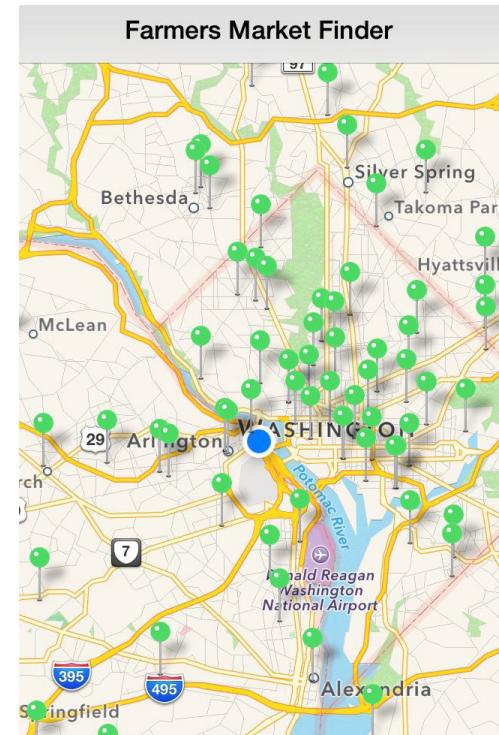
An app that makes it easier to connect to local farmers' markets.

COMPETITIVE LANDSCAPE

In other states, like CA



Nationwide



PERSONAS

PERSONAS

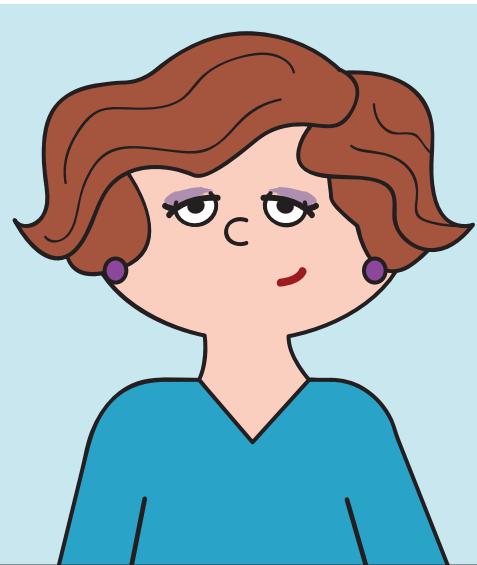
4 different types of user:



GARY

The newbie customer

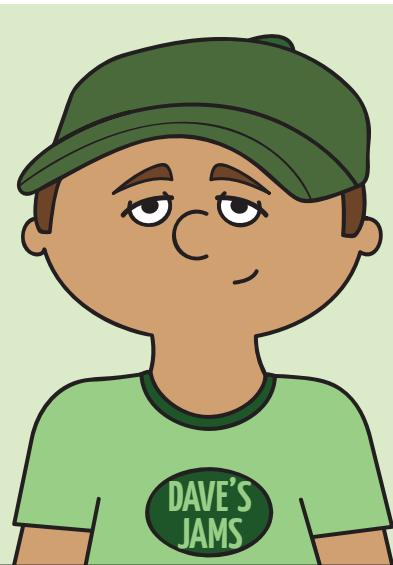
Wants basic information (where, when, etc) about local markets



PEGGY

The seasoned customer

Wants more specific information about vendors and products



DAVE

The vendor

Wants to make his business more profitable with minimal marketing effort



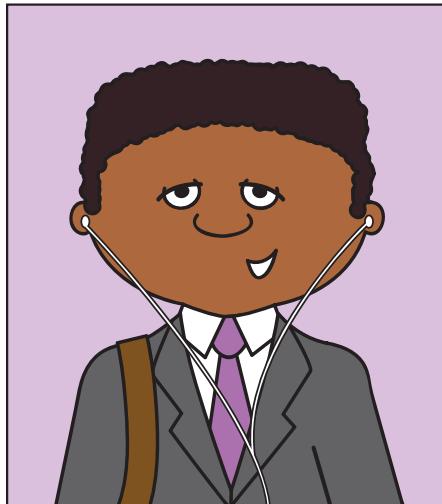
SUE

The market manager

Wants to grow her market and increase neighborhood access to fresh, local food

GARY

The newbie customer



I'd love to know where farmers' markets are around here. ,,

Age: 26

Current home: Columbia Heights, DC

Originally from: Upstate NY

Occupation: Lawyer for large non-profit

Gary is a recent law school graduate who moved to DC to work for a large non-profit. He's enthusiastic about starting his new career and about making a positive change in the world. He's certainly not rich, but for the first time in his life, he's finding he has a small disposable income.

KEY CHARACTERISTICS

- New to DC
- Uses Metro to get around
- Tech savvy

GOALS

- Eat healthy
- Explore DC
- Pay off his student loans

Gary's also a big fitness buff and likes to eat healthy, so he's interested in putting a bit of his new disposable income towards farmers' markets. (He'd love to put more than a bit towards them, but that's all he feels he can afford.) Gary's heard coworkers mention markets nearby, but he's not quite sure where or when they are, and he isn't that familiar with the area. Gary doesn't mind traveling a little to get to a great market, but he doesn't own a car, so he's only interested in Metro-accessible locations.

INTERESTED IN

- Fresh fruits and vegetables
- Grabbing an awesome snack

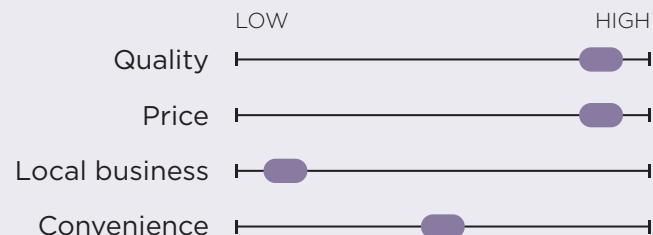
THINKS FARMERS' MARKETS...

are a luxury he can now occasionally afford.

MAIN PAIN POINT

Not knowing where/when farmers' markets take place in the DC area.

SHOPPING PRIORITIES



OTHER ATTRIBUTES



PEGGY

The seasoned customer



Age: 43

Current home: Gaithersburg, MD

Originally from: Eastern Pennsylvania

Occupation: Government worker

Peggy is a no-nonsense gal. She works hard and is careful with her money. Originally from rural Pennsylvania, Peggy is no stranger to farmers' markets. As a kid, she'd go with her mom every Saturday to the enormous farmers' market in town. They'd sort through massive piles of fruits and vegetables for most of their weekly groceries.

Nowadays, Peggy shops at her neighborhood farmers' market 1 or 2 times a month, even though she's not particularly impressed by the quantity or price of the products. She usually buys a few things—most notably homemade cheese from her favorite vendor—and gets the rest of her groceries from the nearby (and cheaper) grocery store. She gets frustrated with the cheese vendor's sporadic schedule and wishes she could find out in advance when he's going to be at the market.

Even though she's not overwhelmed with her neighborhood market, Peggy is still pleased it's there and isn't interested in driving to a bigger market farther away.

KEY CHARACTERISTICS

- Busy and practical
- Drives her car most places
- Won't waste her time hunting for content on a confusing website or newsletter

GOALS

- Provide nutritious meals for her family
- Maintain work-life balance
- Never pay \$3 for an apple

INTERESTED IN

- Cheese from her favorite vendor
- Blue hand soap for her bathroom
- Seasonal fruits and vegetables

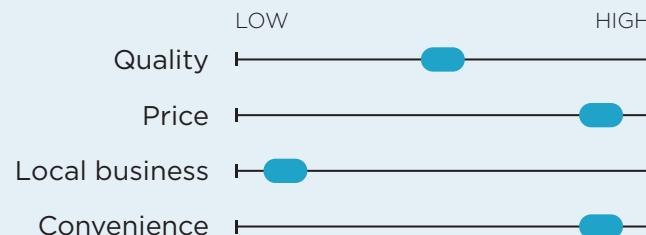
THINKS FARMERS' MARKETS...

are a good place to get specialty items but are way too pricey in DC for extensive shopping.

PAIN POINTS

- Not knowing specific vendors' schedules
- Not knowing what types of produce will be available

SHOPPING PRIORITIES

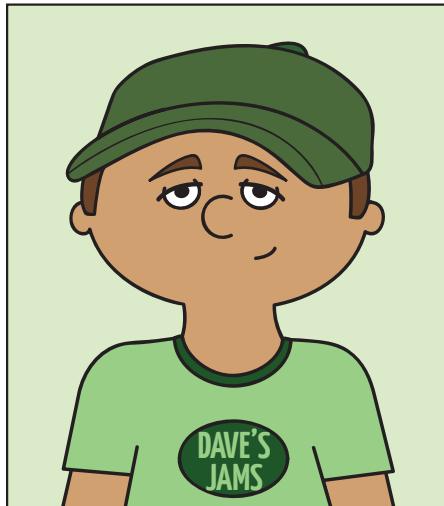


OTHER ATTRIBUTES



DAVE

The vendor



Age: 37

Current home: Washington, DC

Originally from: Hagerstown, MD

Business: Dave's Jams

Dave has always loved making homemade jellies and jams with his grandmother. A few years ago, he decided to start his own side business, Dave's Jams, where he hopes to sell the most unique and delicious jams around. His uses fresh, local fruit (that he often handpicks) and never uses preservatives.

The business is a labor of love for Dave—he spends 2–3 hours a day canning, on top of his regular job—but he'd also like to turn a bit more of a profit. Dave loves the personal connection he makes with customers at farmers' markets and is pleased to find that many customers repeatedly seek him out.

Dave currently has a website and Facebook page for his business and tries to update them with when/where his booth will be set up. He'd be interested in new outlets to communicate with his customers, but only if they're free.

KEY CHARACTERISTICS

- People person
- Impassioned about creating the most unique and delicious jams around
- Doesn't have a lot of time or money to market his business

GOALS

- Make more money selling jam
- Provide his current customer base with useful information about his weekly whereabouts and seasonal flavors

FAVORITE JAM

Black raspberry—It's the “Cadillac of berries.”

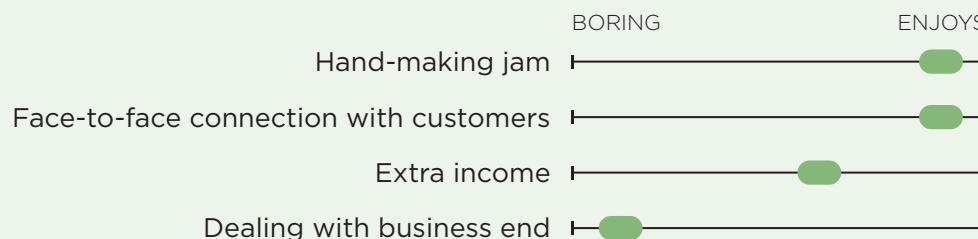
THINKS FARMERS' MARKETS...

are a great place to make a personal connection with customers.

MAIN PAIN POINT

Wants to make his business more profitable with minimal marketing effort.

WHAT DAVE ENJOYS ABOUT HIS BUSINESS



SUE

The market manager



Age: 51

Current home: Washington, DC

Originally from: Nashville, TN

Occupation: Market manager for small market

Sue is the market manager for a small neighborhood farmers' market. She's a passionate local-food advocate and believes everyone should have access to fresh, healthy food.

Getting the word out about her market is a high priority for Sue. During the market's season, her team puts out a weekly MailChimp newsletter for existing customers and posts on Facebook and

Twitter. They update their website several times throughout the season as needed and use signs posted in the neighborhood to direct passersby to the market, which is on a side street. Overall, Sue's pretty pleased with these marketing efforts but is always open to new outlets.

A big ongoing challenge for Sue is reaching and attracting the large population of customers with Supplemental Nutrition Assistance Program (SNAP) benefits. Her market has a great matching program that doubles SNAP benefits, but the program isn't used that much.

KEY CHARACTERISTICS

- Passionate about the local-food movement in DC
- Loves squash, peaches, and strawberries

GOALS

- Continue to grow her market and increase neighborhood access to healthy food
- Spend less time tracking down licenses and payments from vendors
- Feed her granddaughter fresh and local food

THINKS FARMERS' MARKETS...

are a valuable asset for the whole community.

PAIN POINTS

- Reaching customers with SNAP benefits
- Keeping online content up-to-date
- Logistics of organizing vendors

HOW SUE GETS THE WORD OUT ABOUT HER MARKET



THE MVP

THE MVP

The MVP should

increase community access to healthy food

by serving as

a single point of reference for farmers' market info

and providing

DC-relevant attributes as filters

CONCEPTING

GOALS & TASKS

1. Users find farmers' markets in the DC-area

Search through filters:

- within X-mile radius
- transportation options (metro-accessible, parking)
- accepts X food stamps
- currently open
- open on certain day/time
- vendor or product

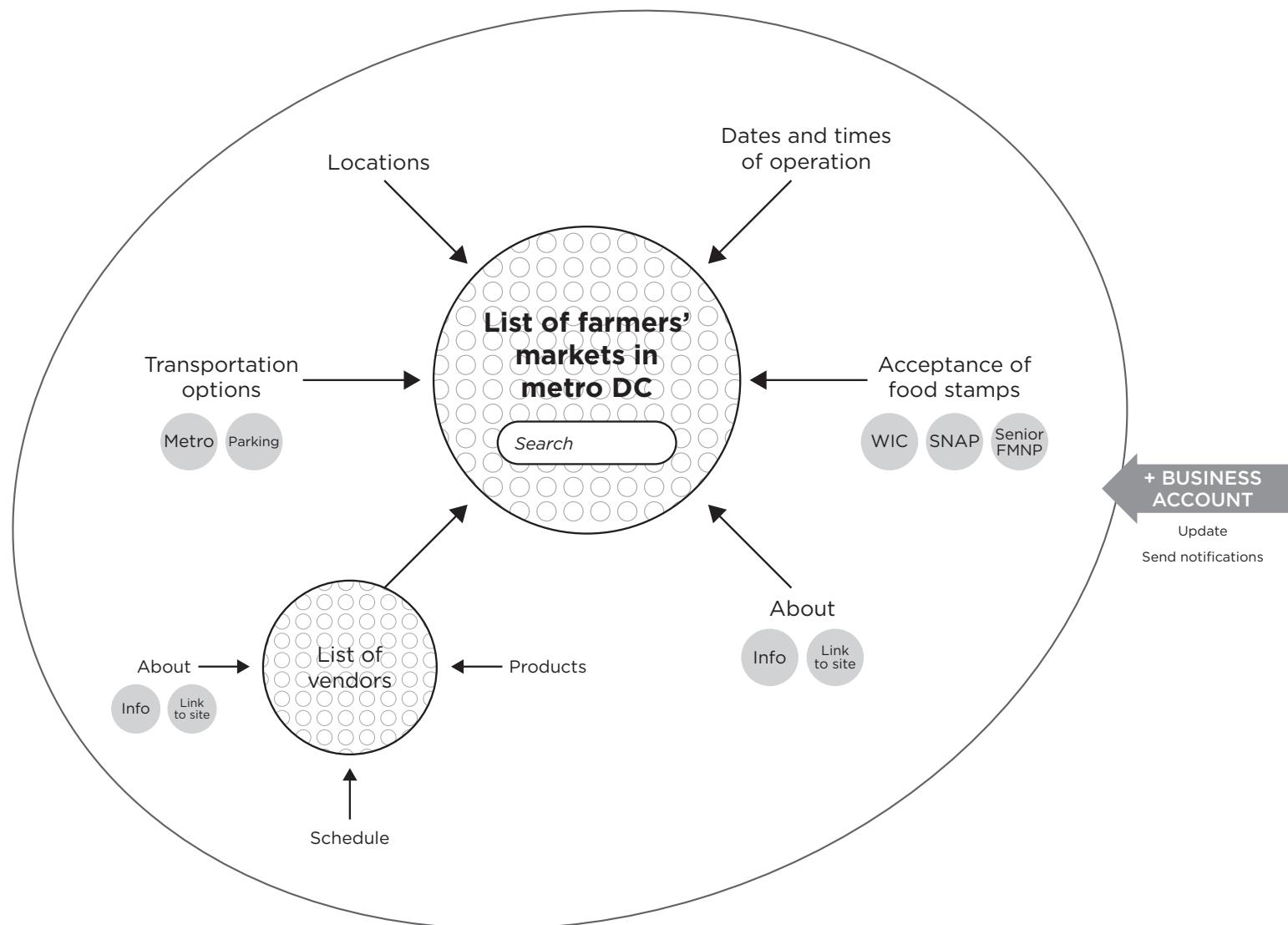
MVP
GOAL

2. Users favorite markets & vendors

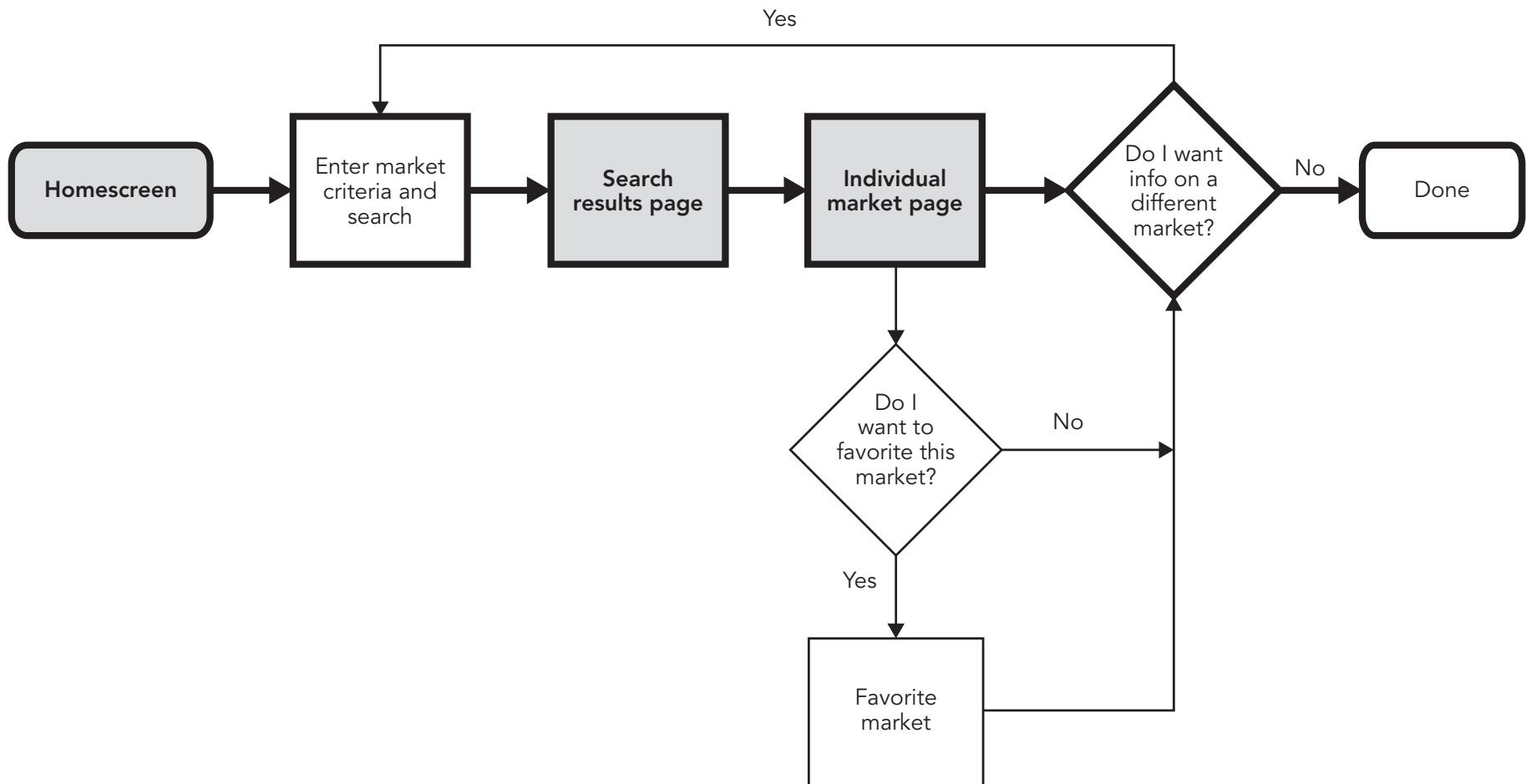
3. Users request notifications on specific criteria/events

4. Business users create business account, update their content

CONCEPT MODEL

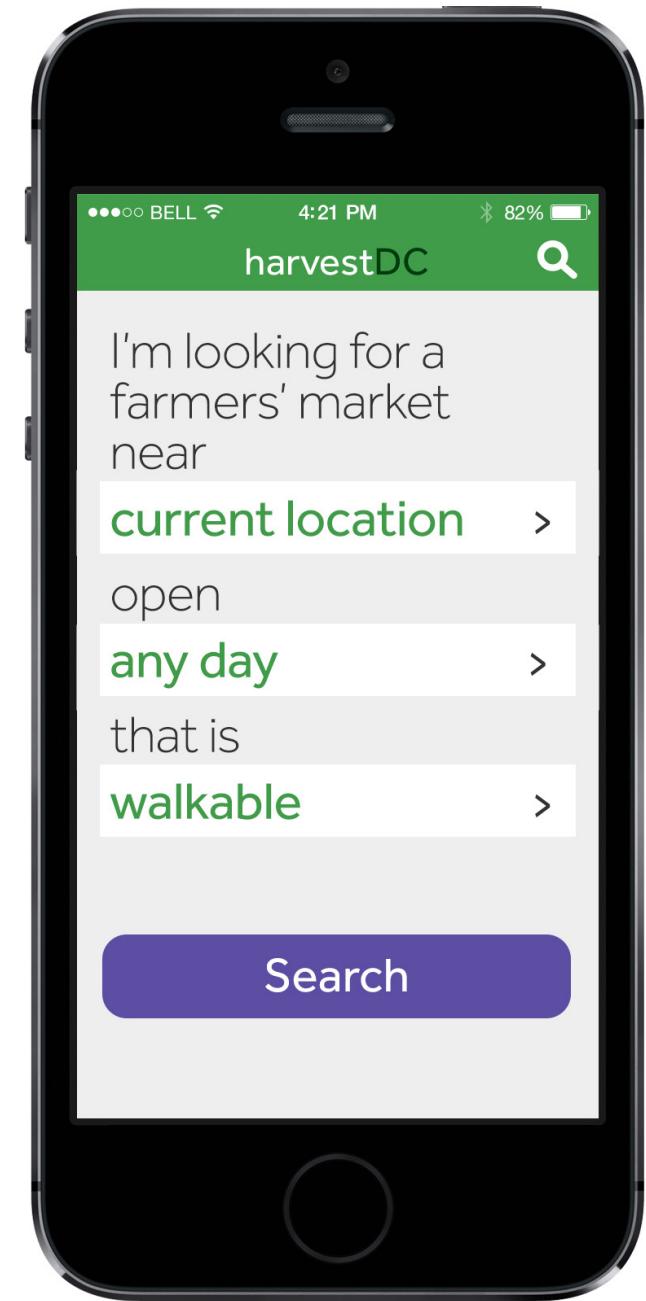
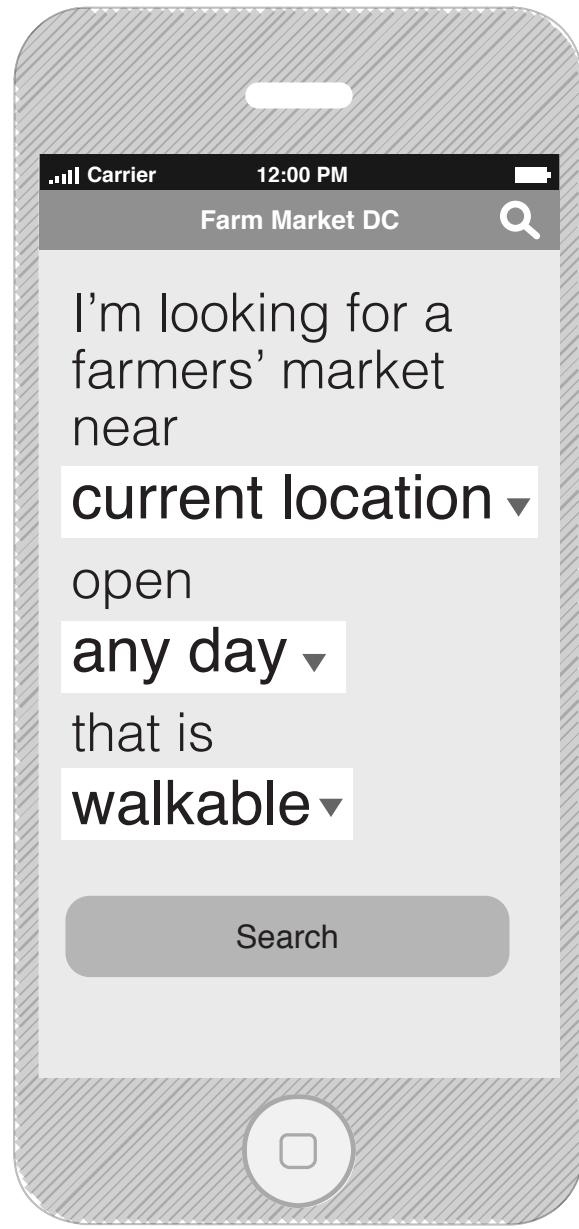


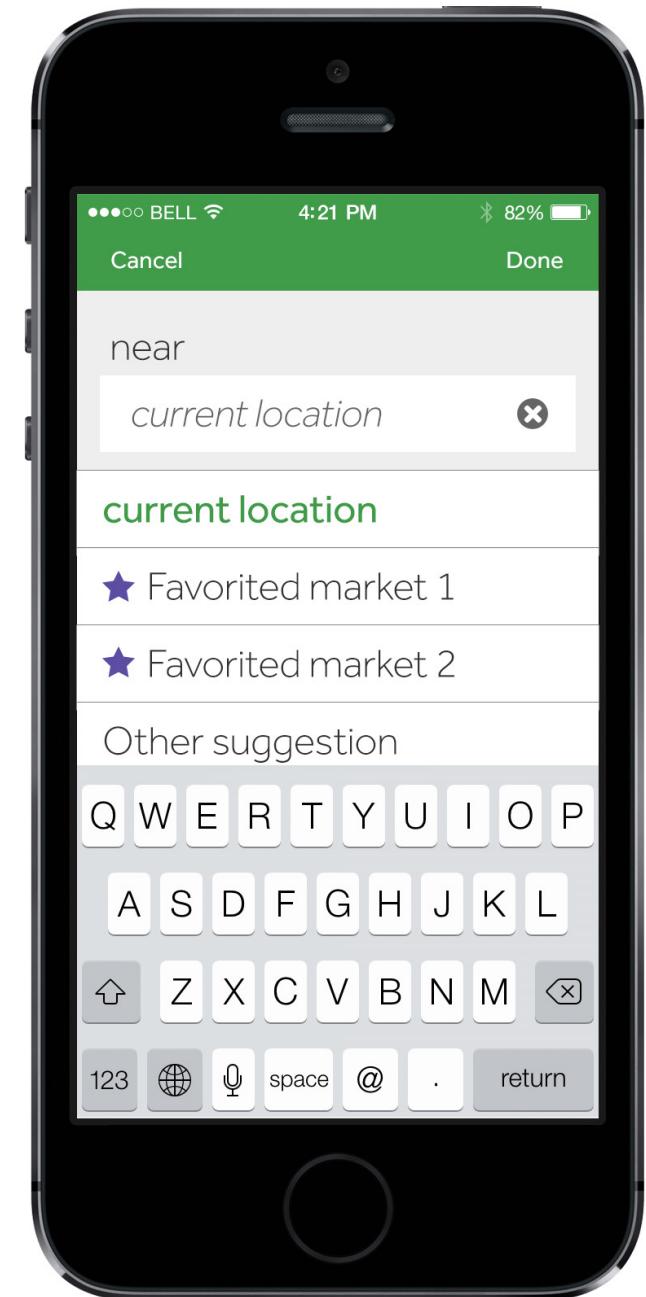
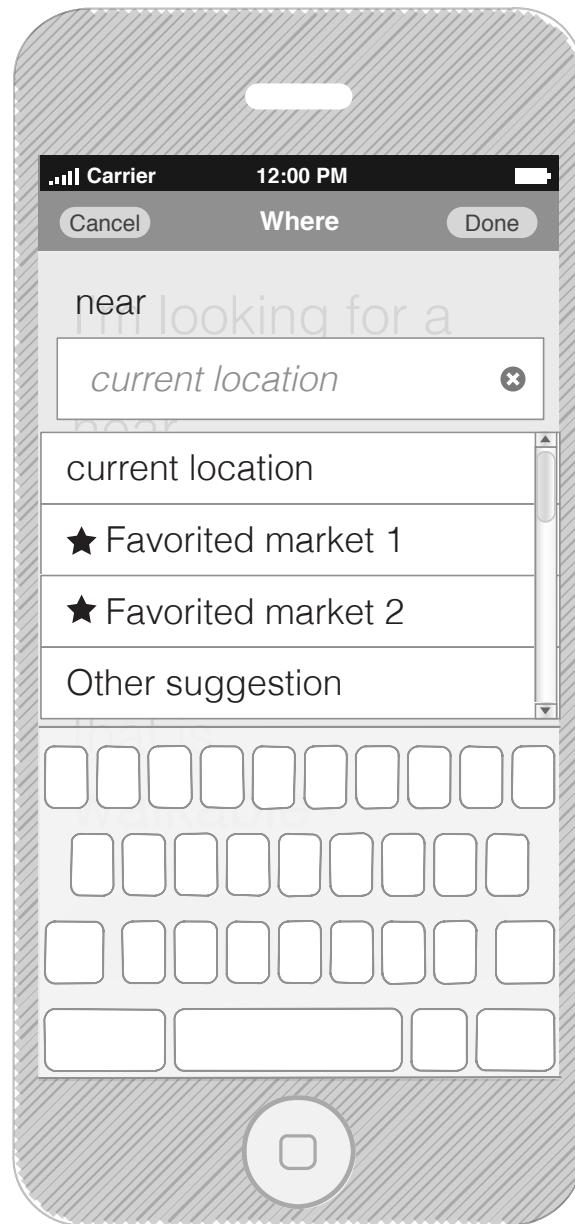
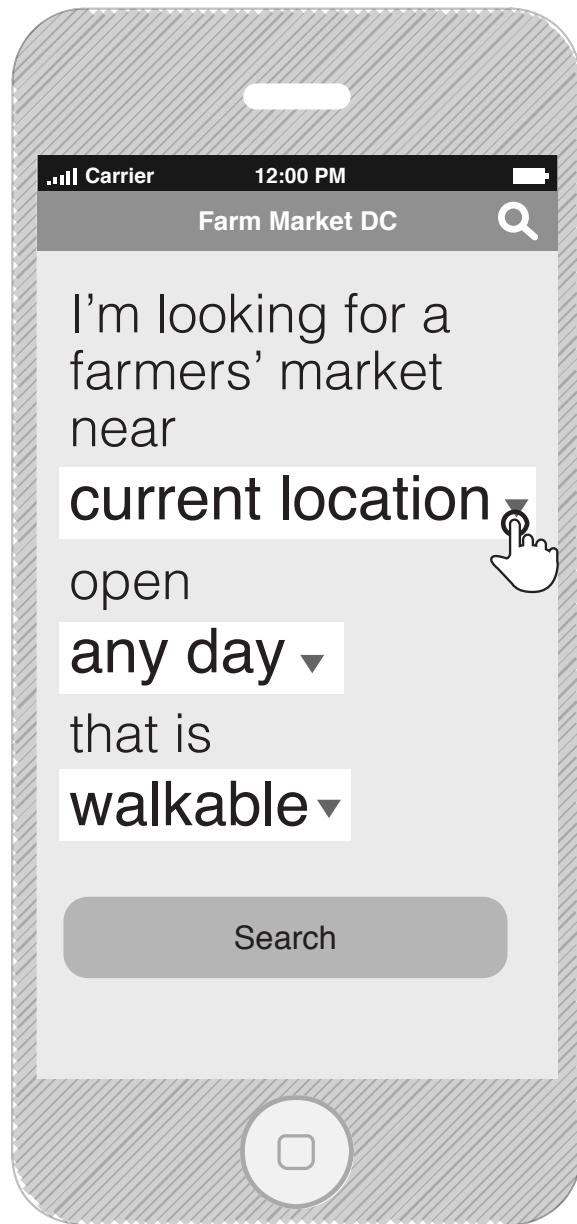
USER FLOWS

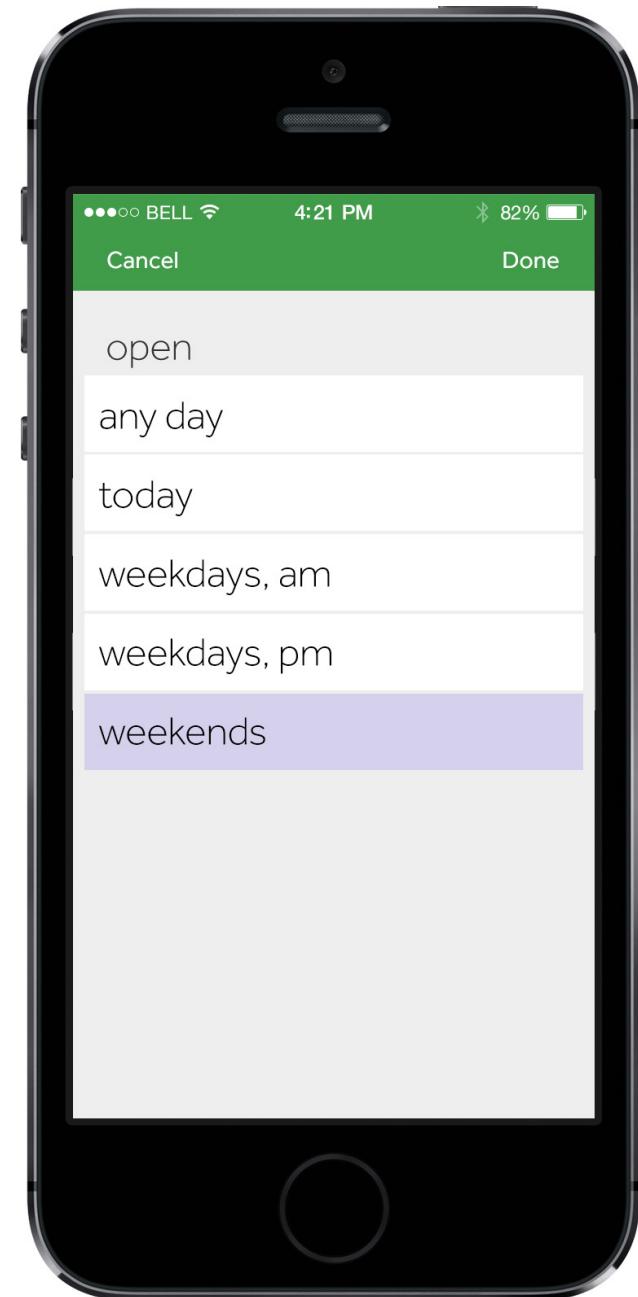
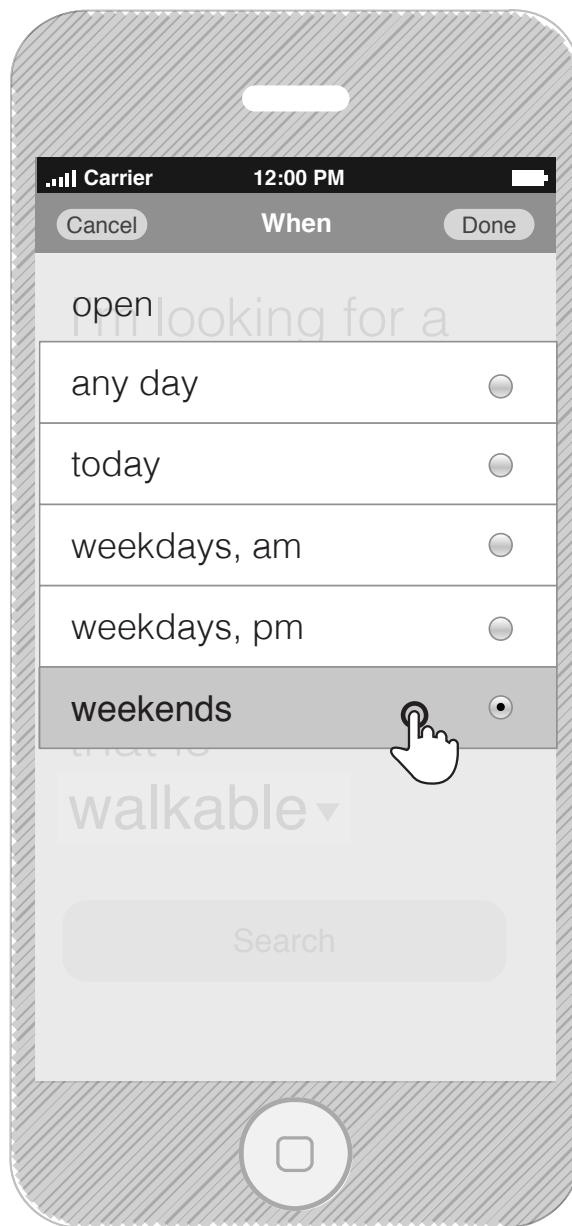
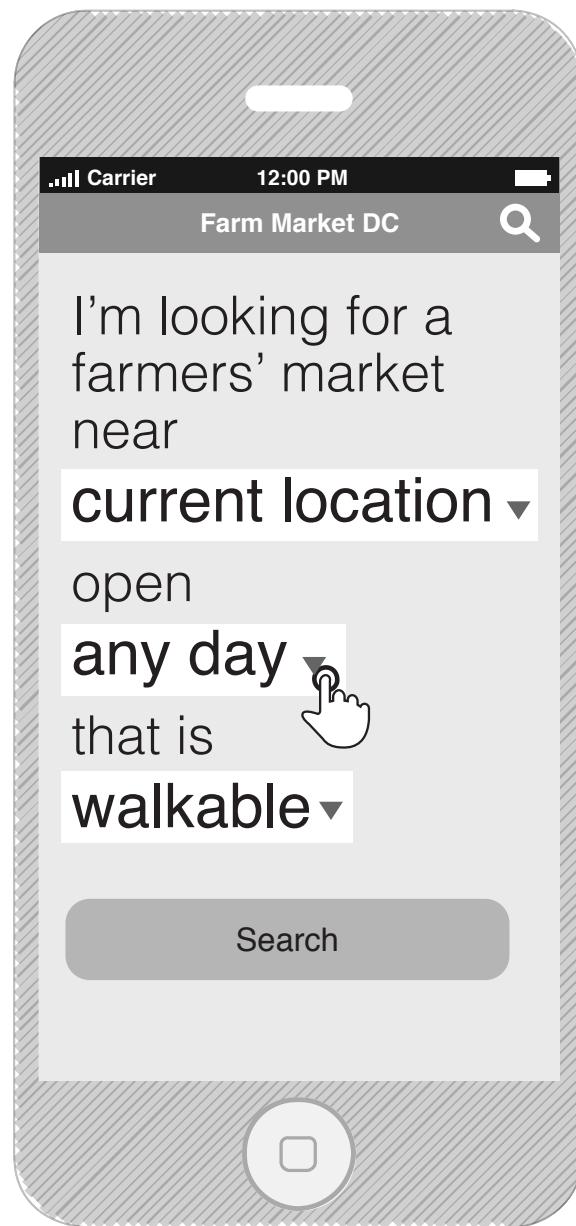


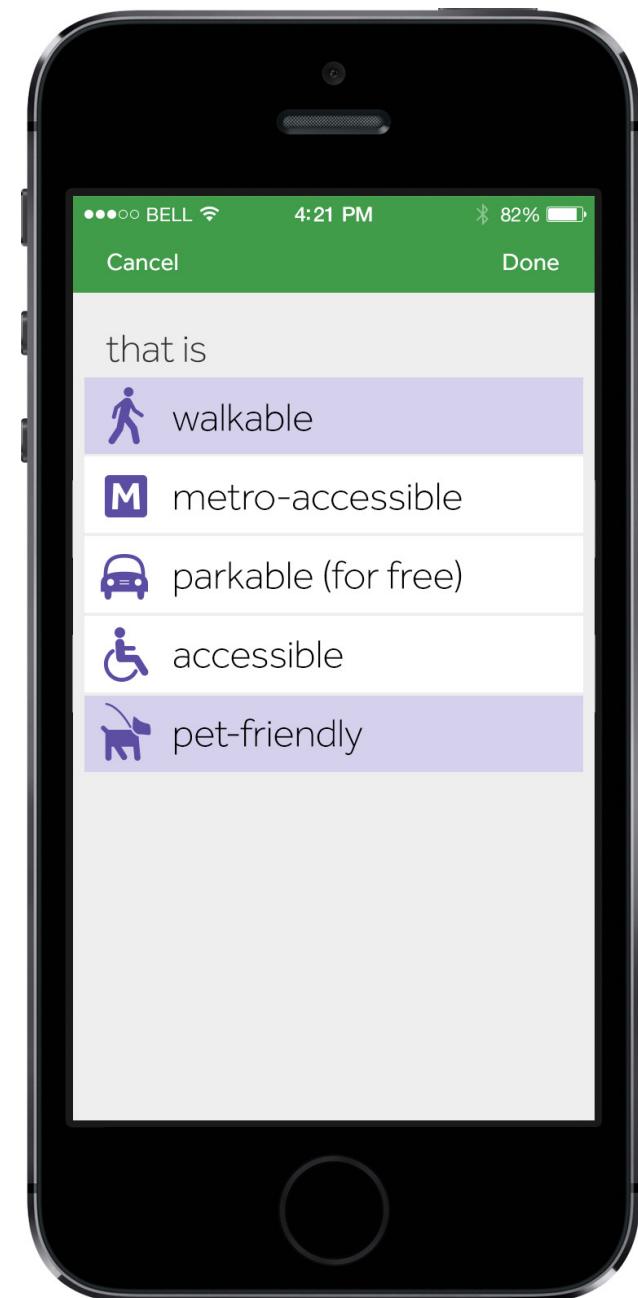
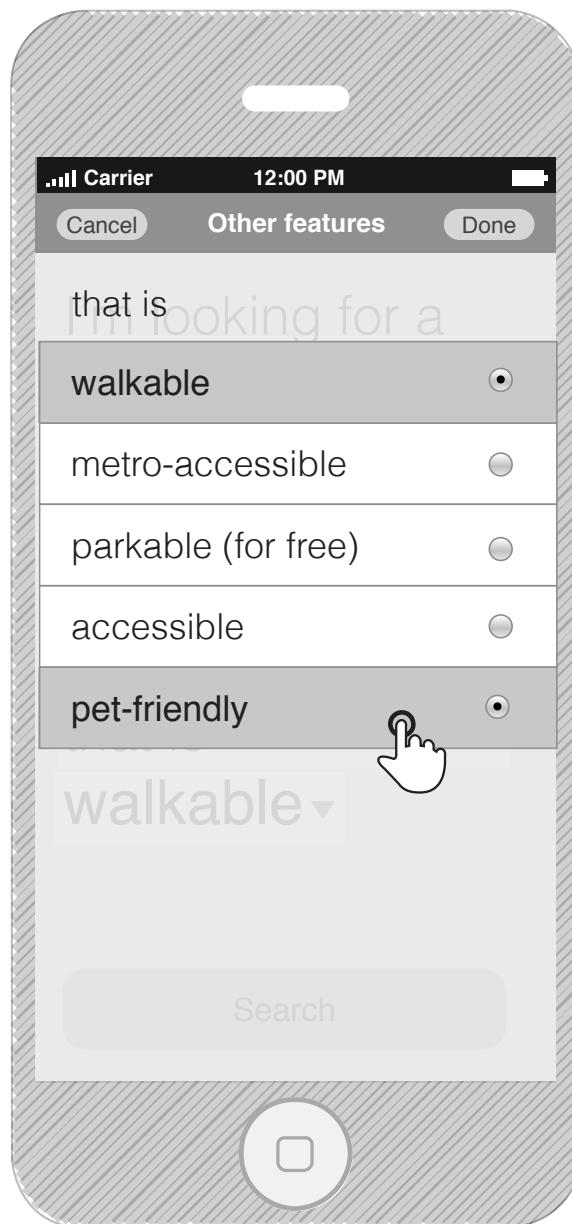
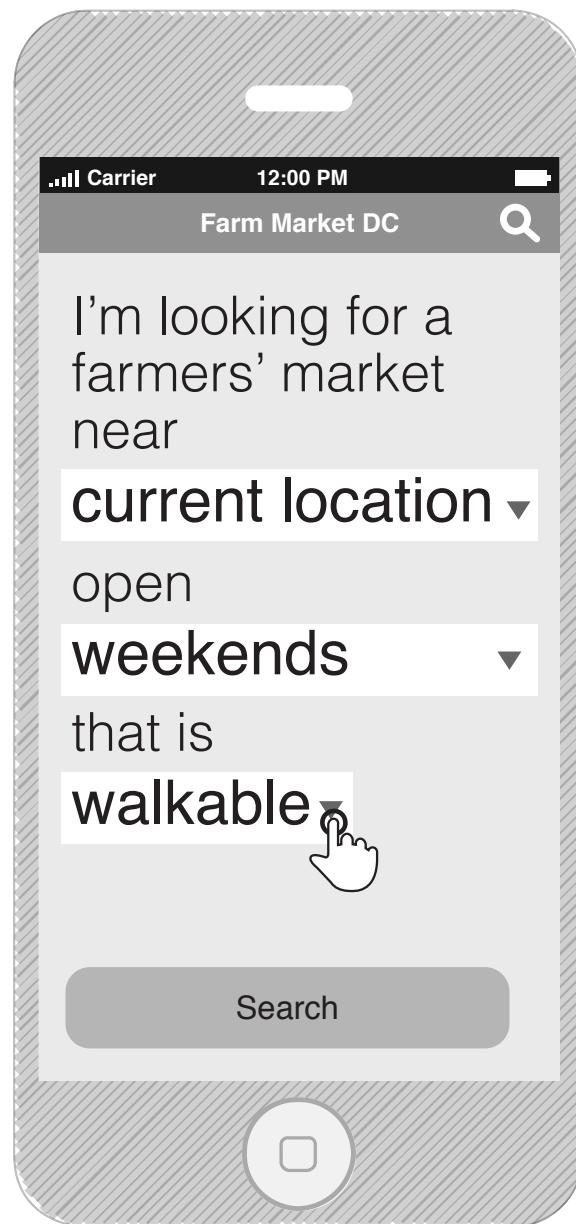
WIREFRAMES

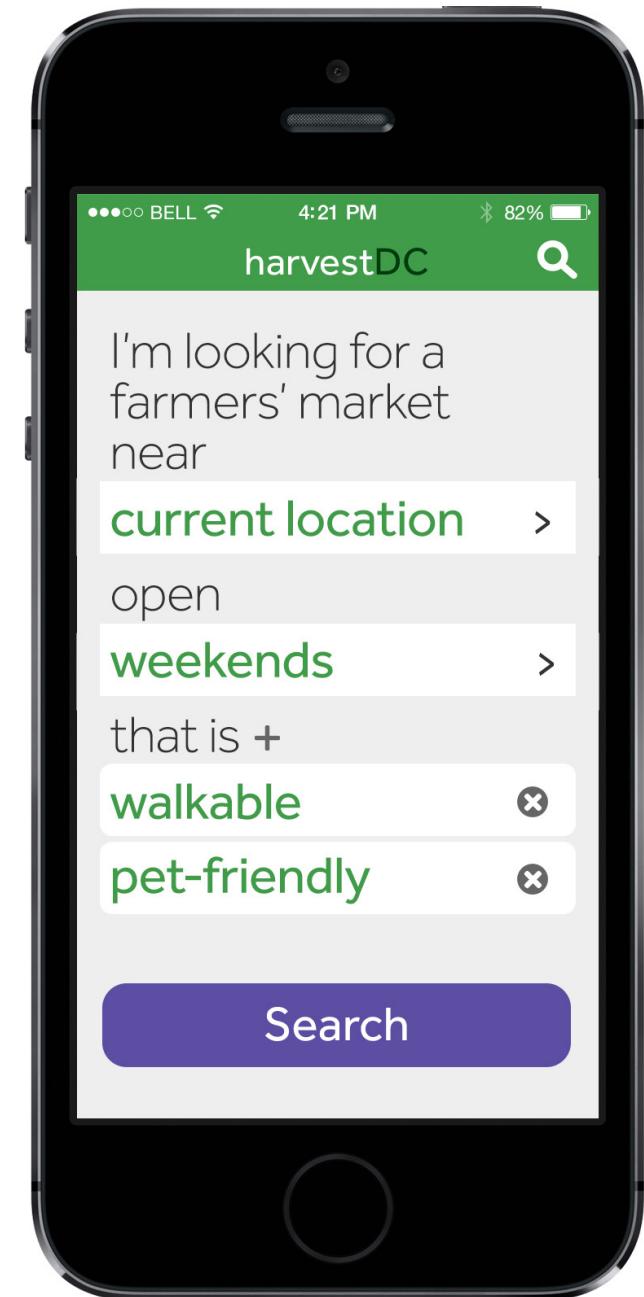
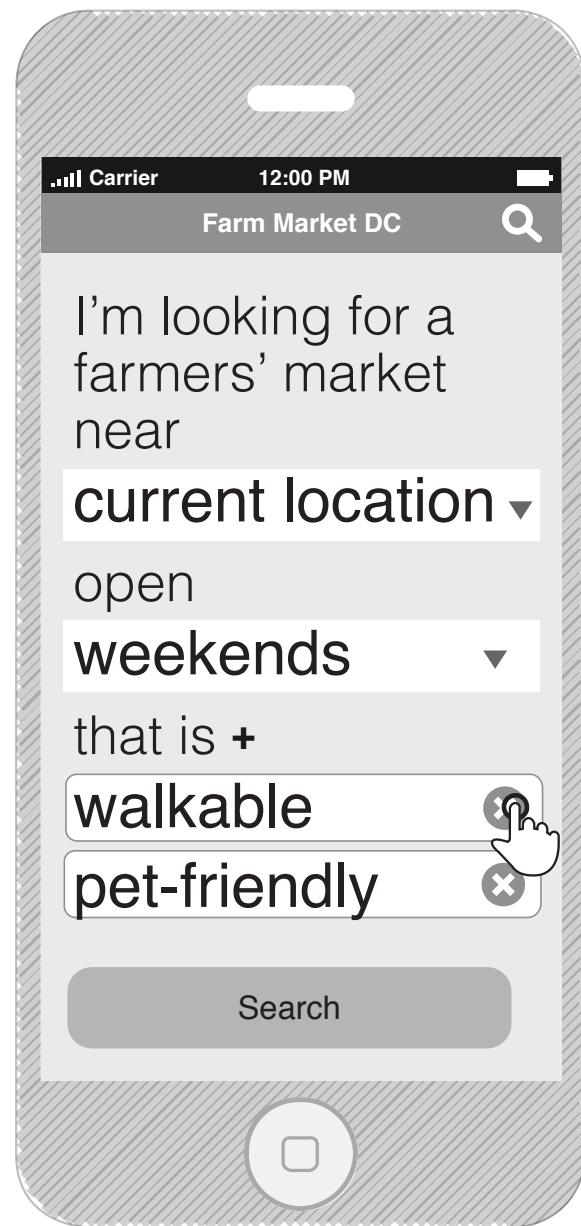
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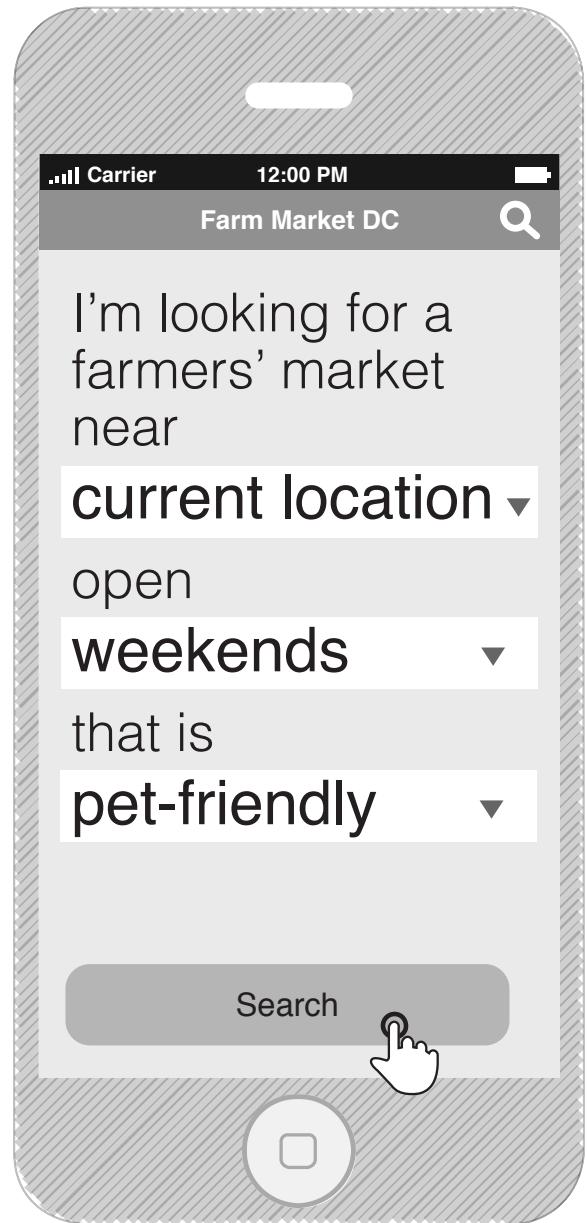


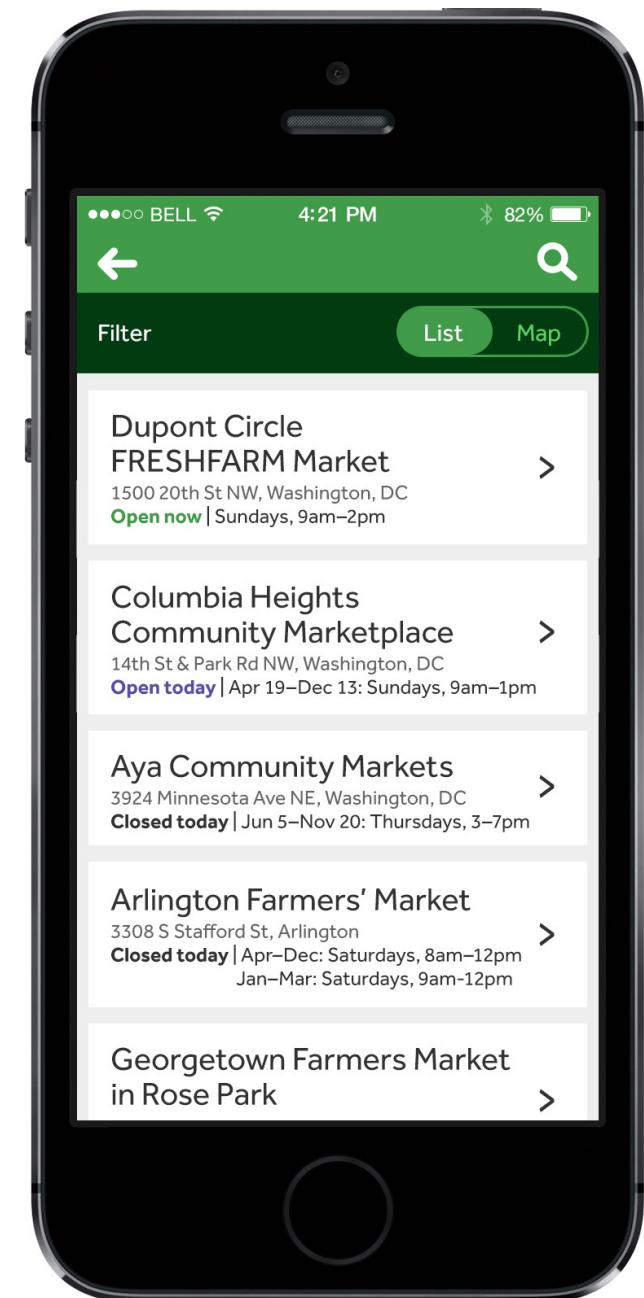
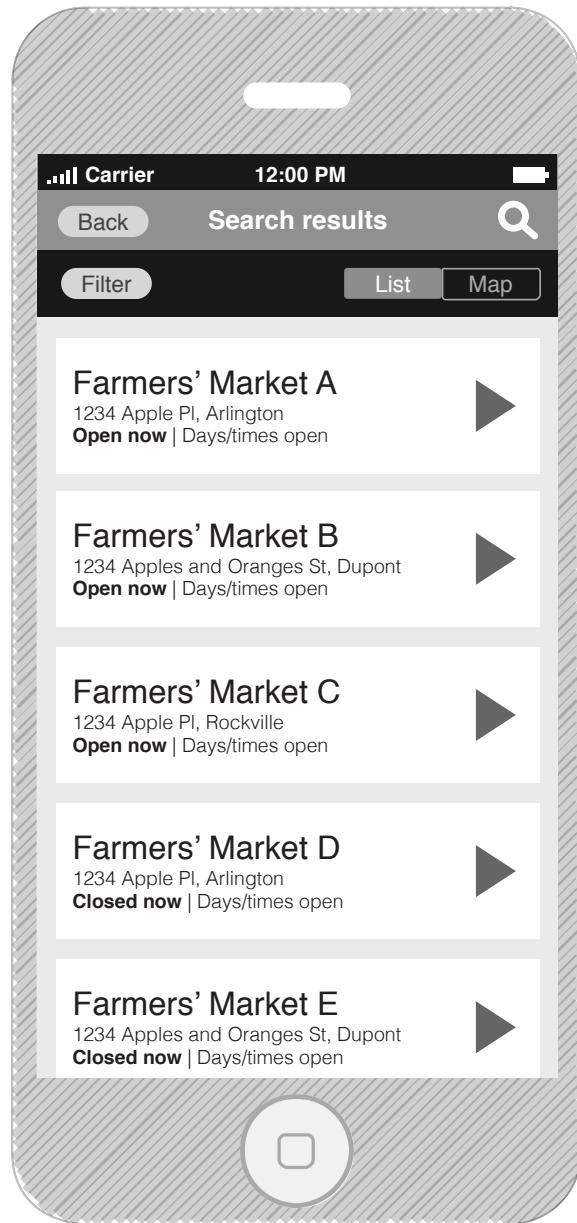


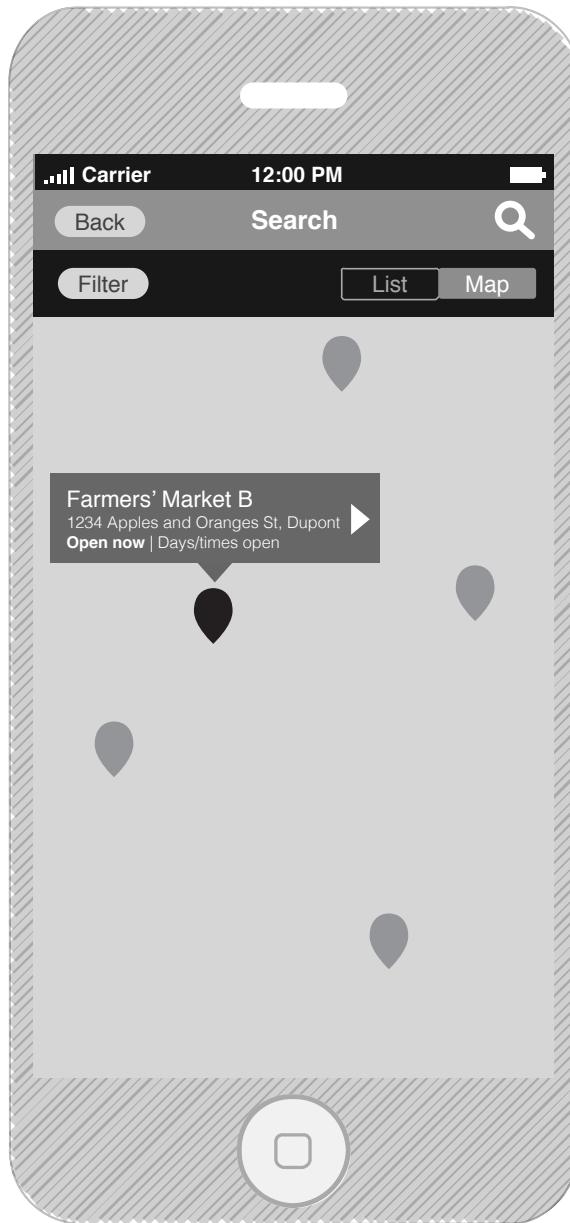
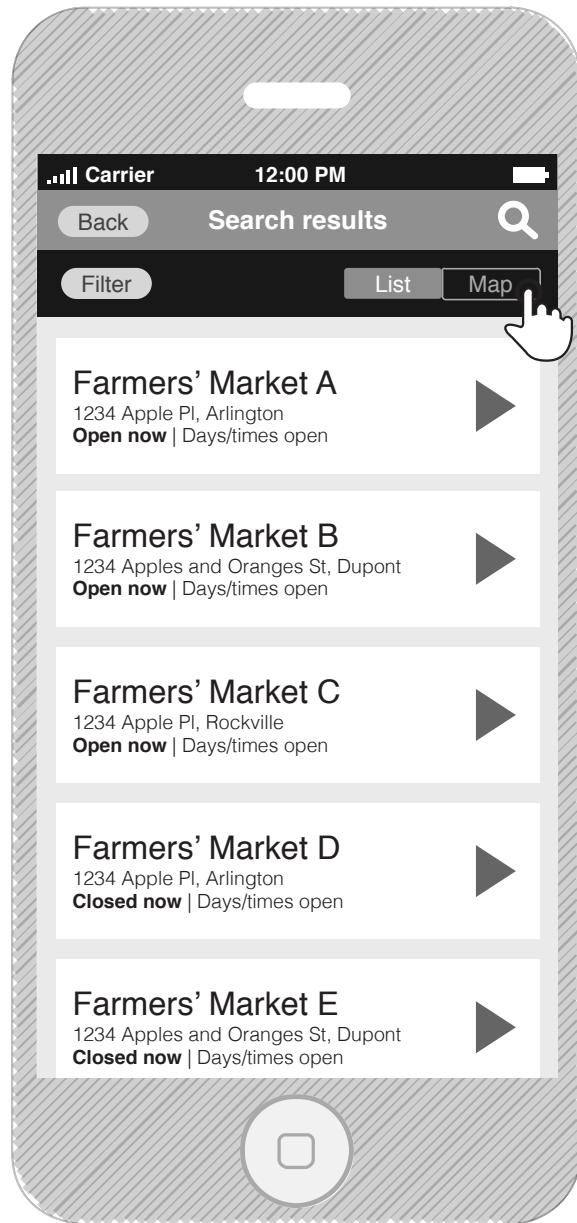


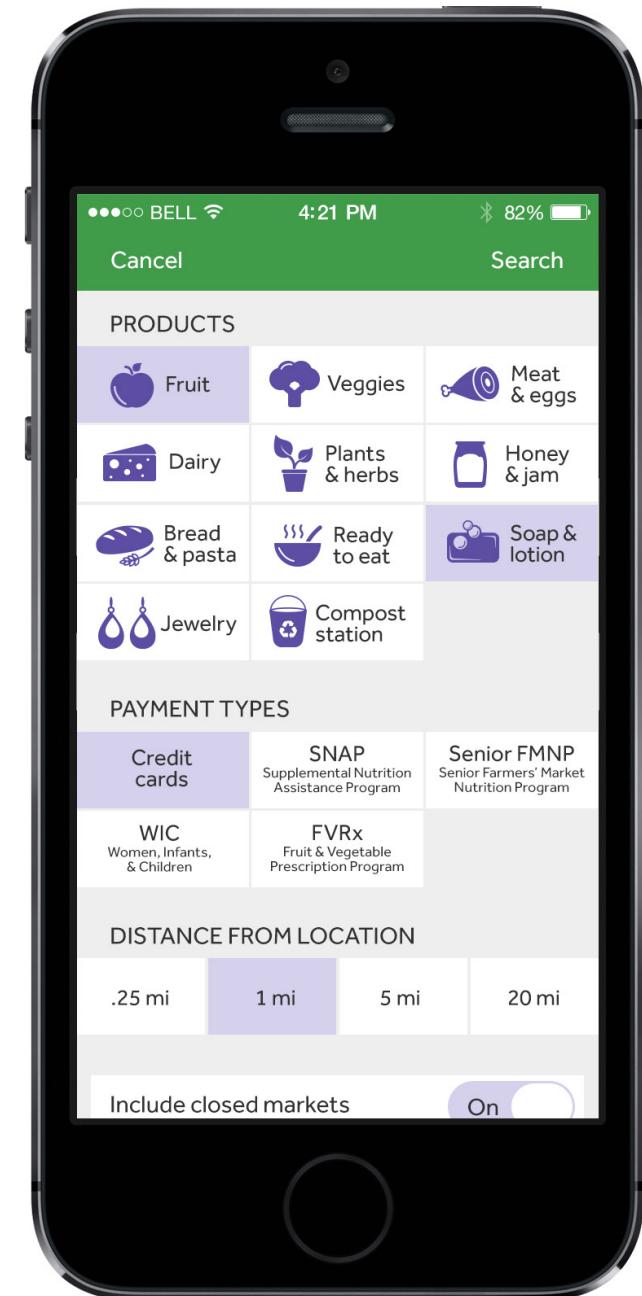
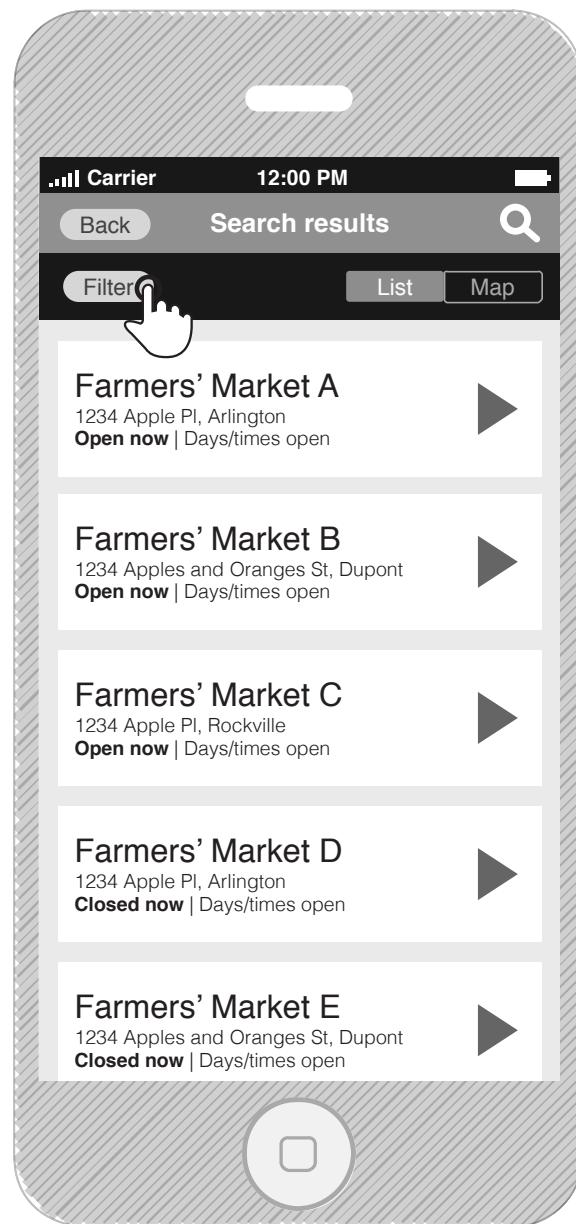


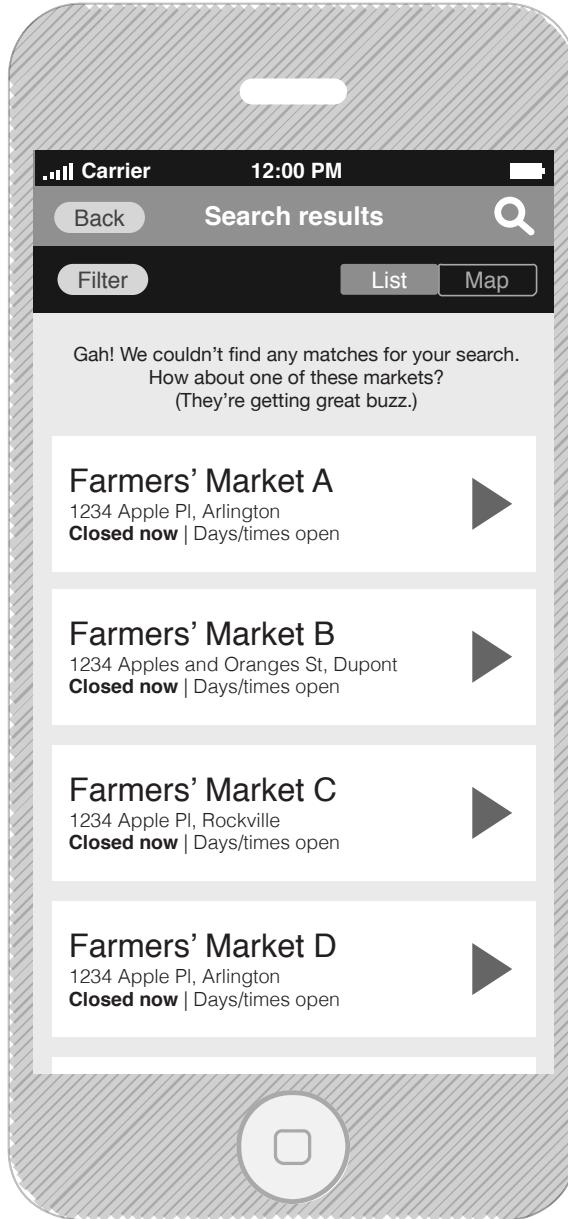
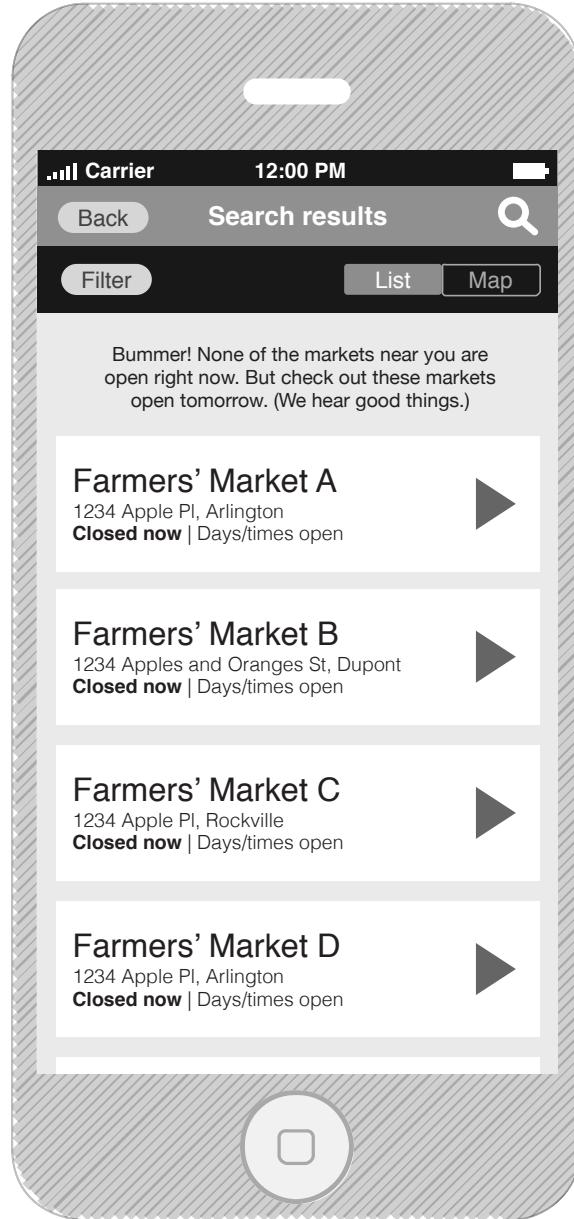


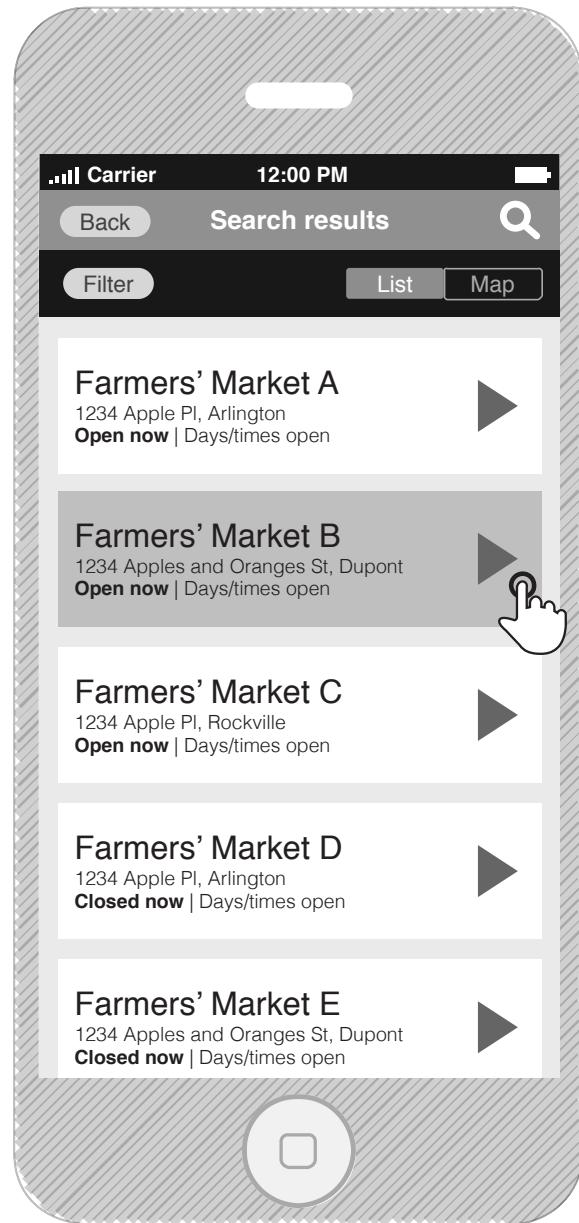


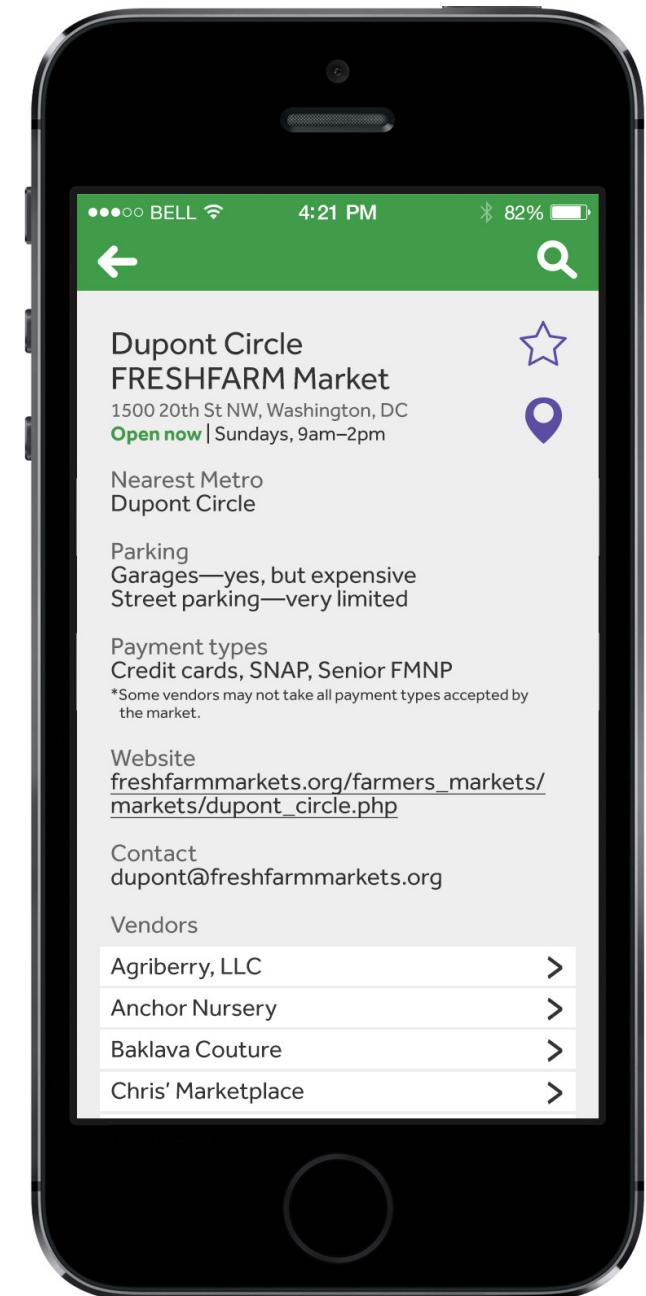
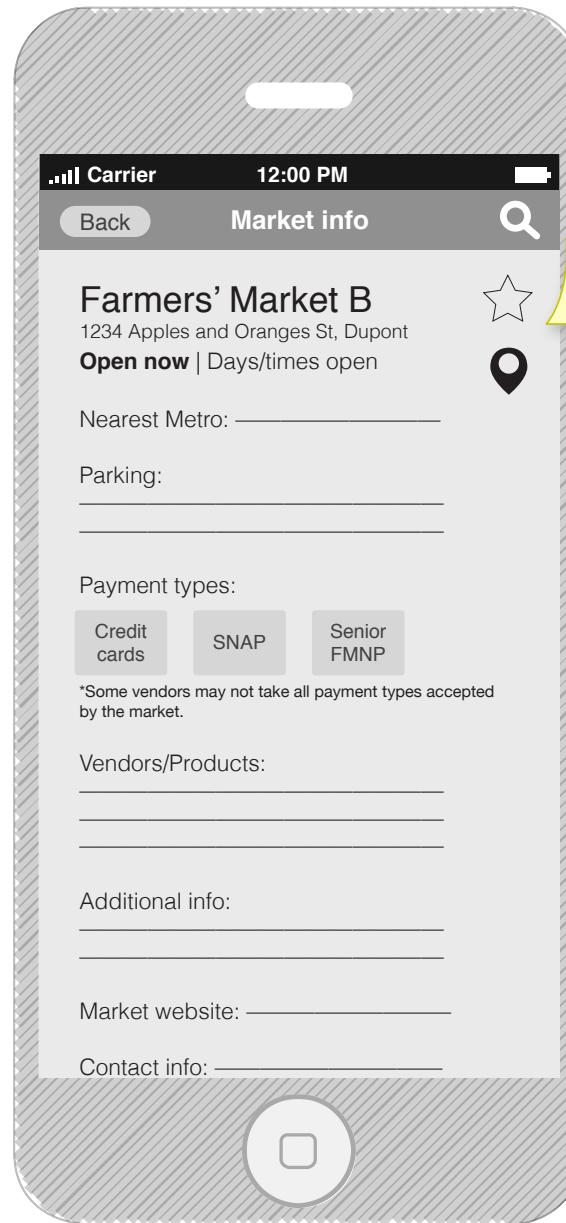


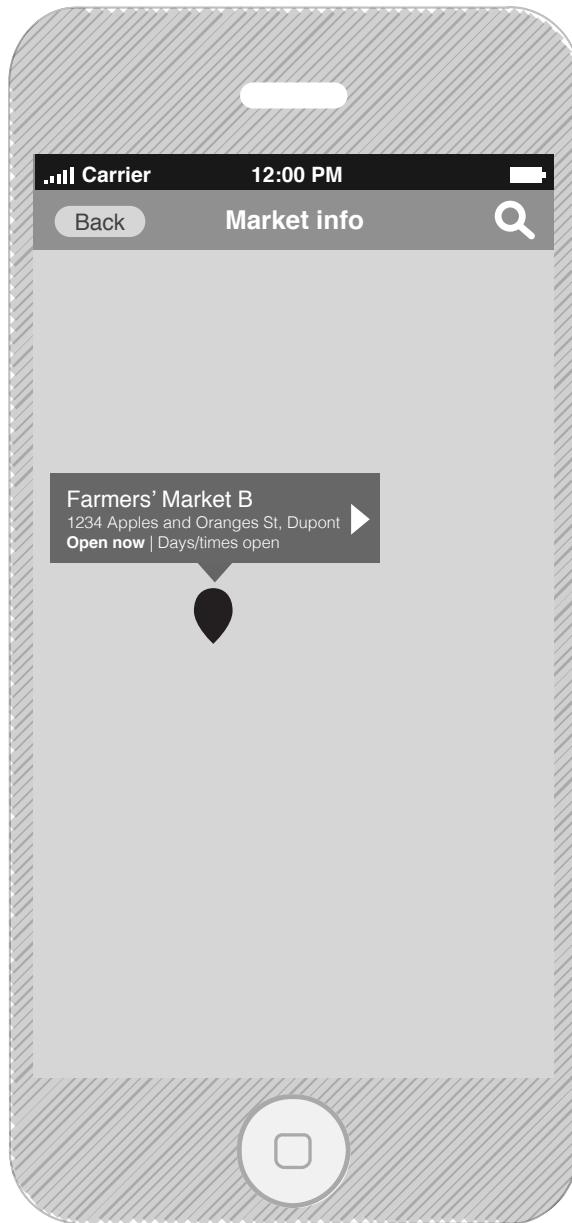
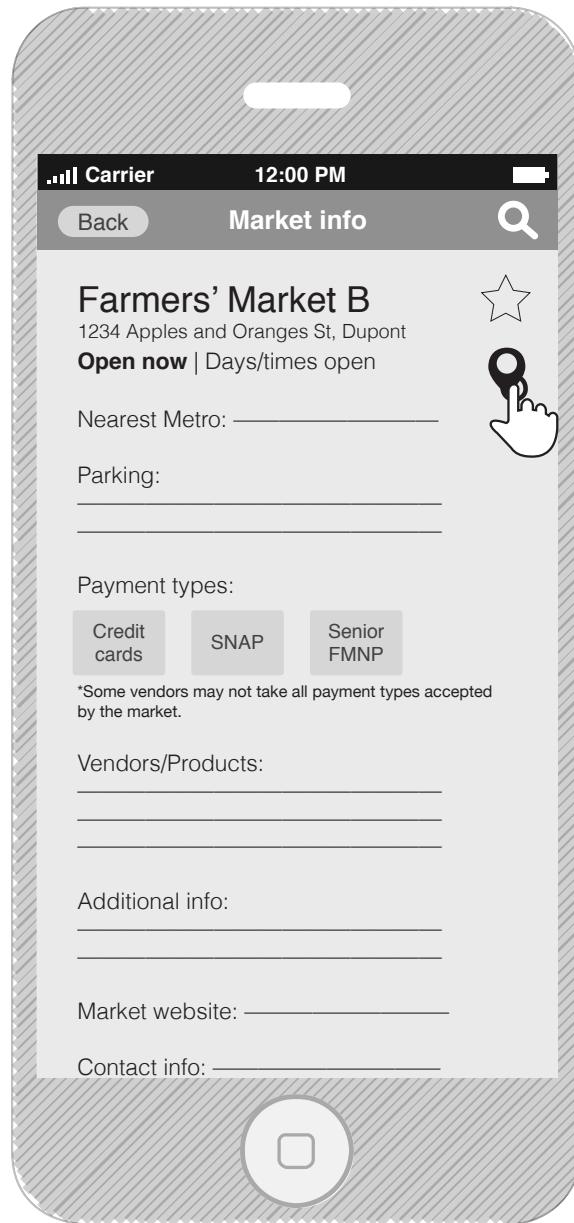


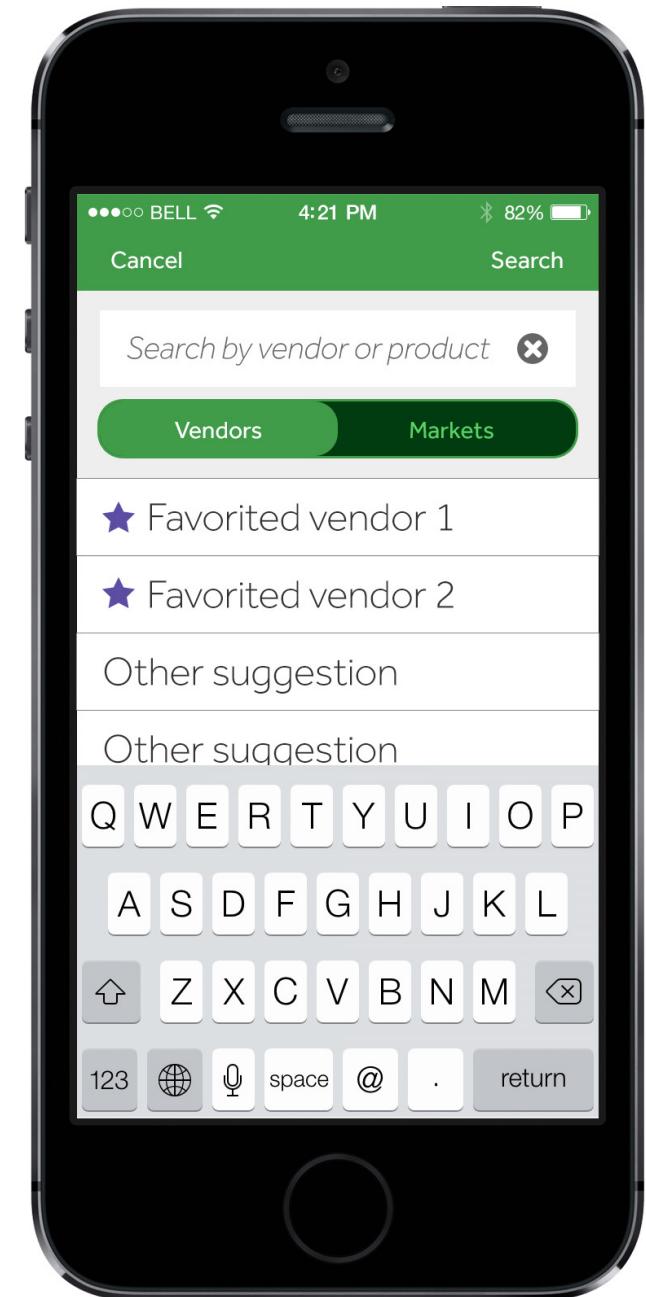
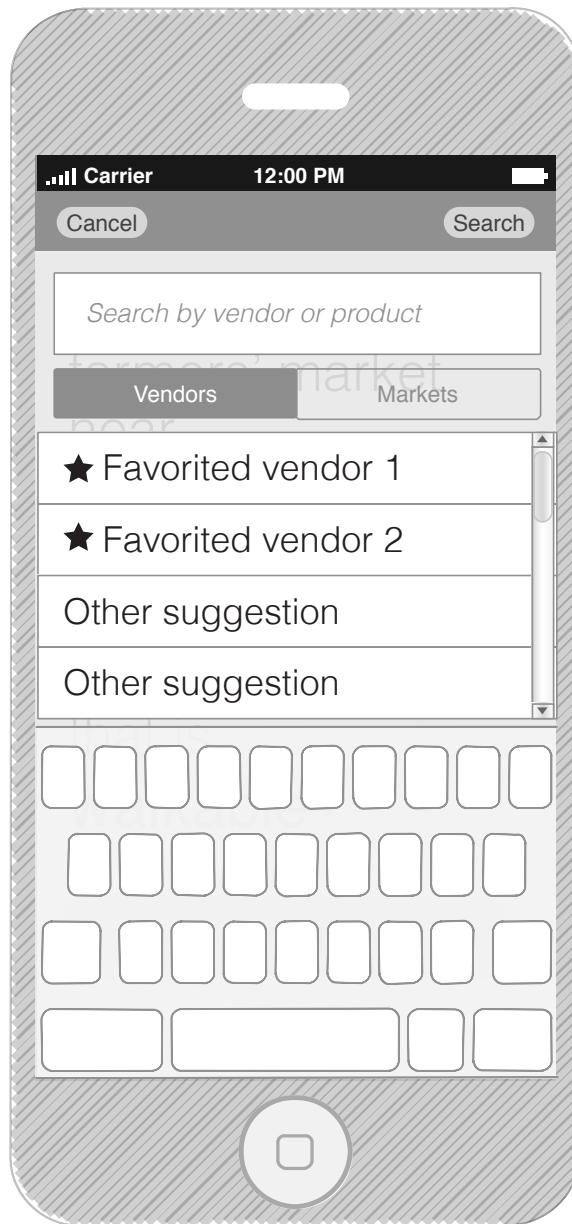
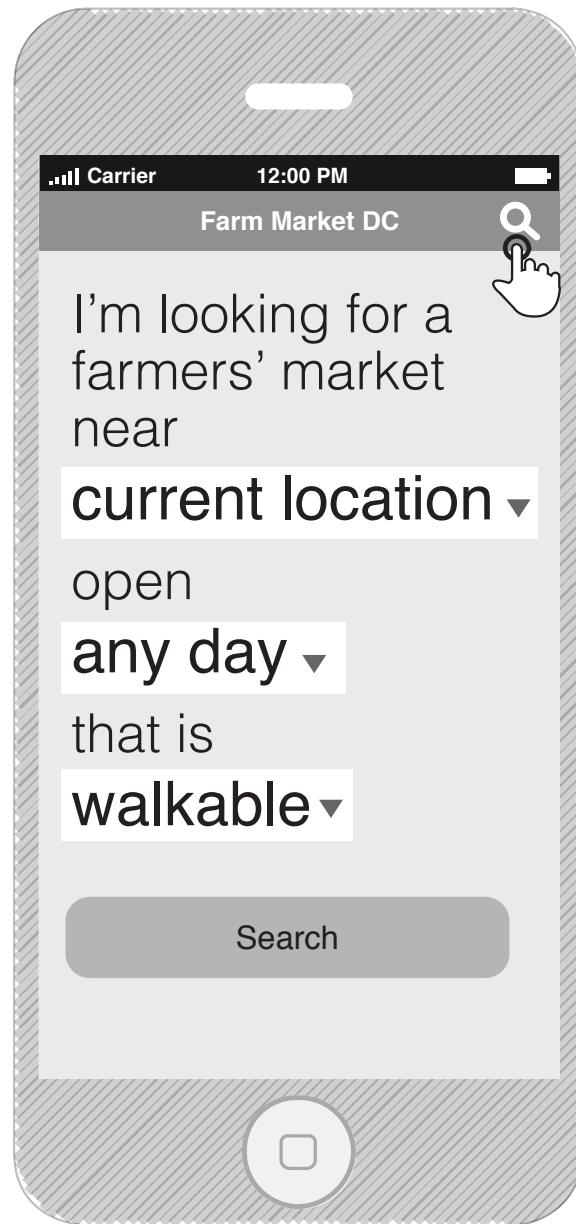


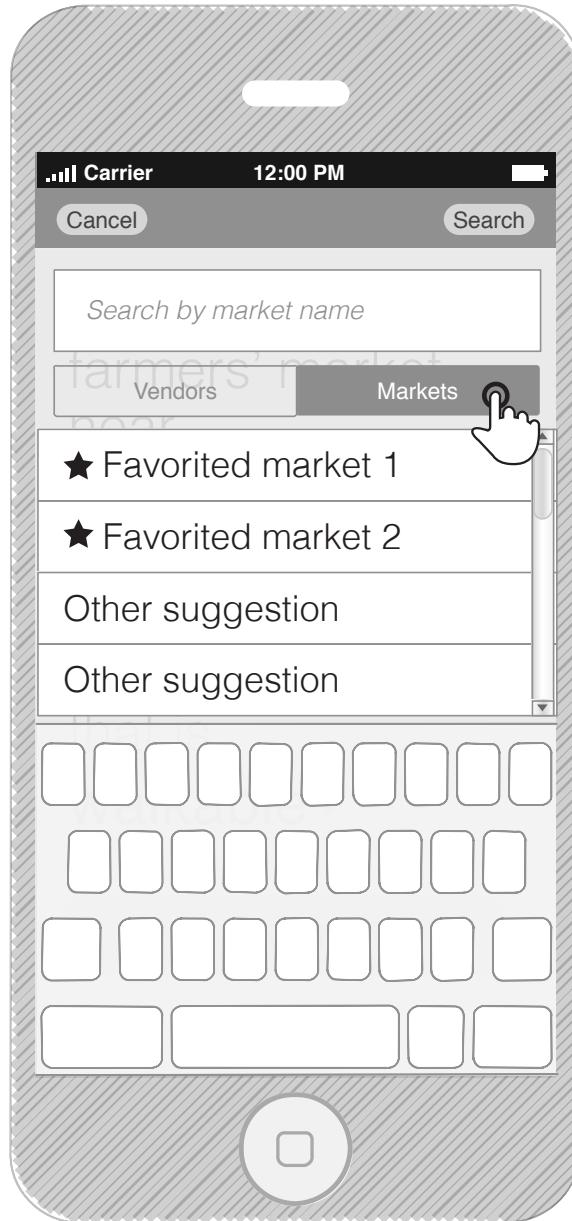
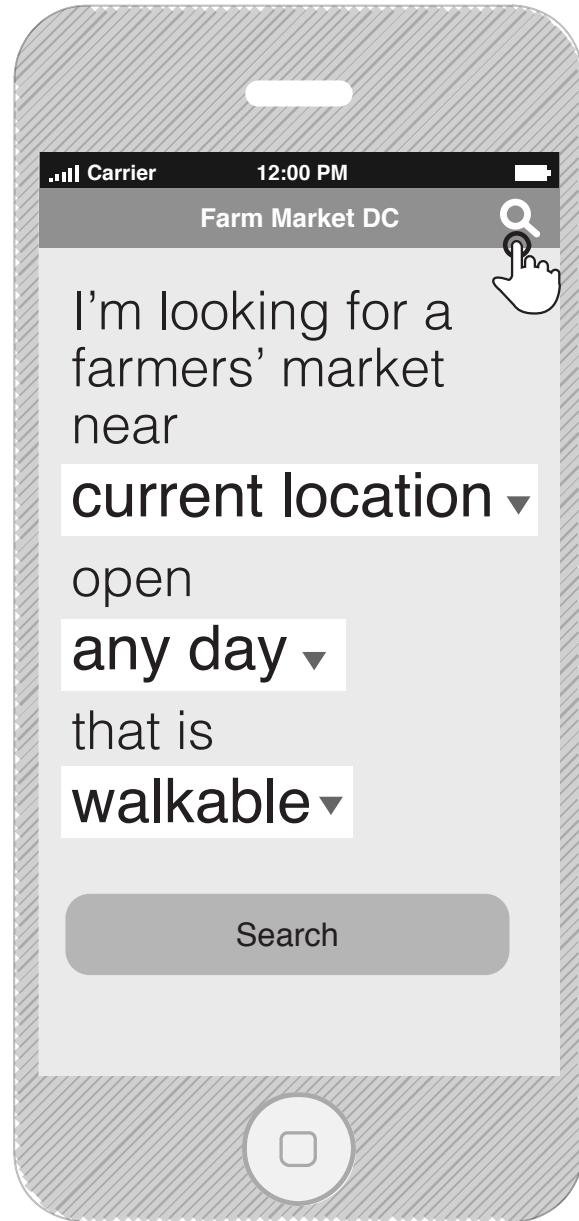


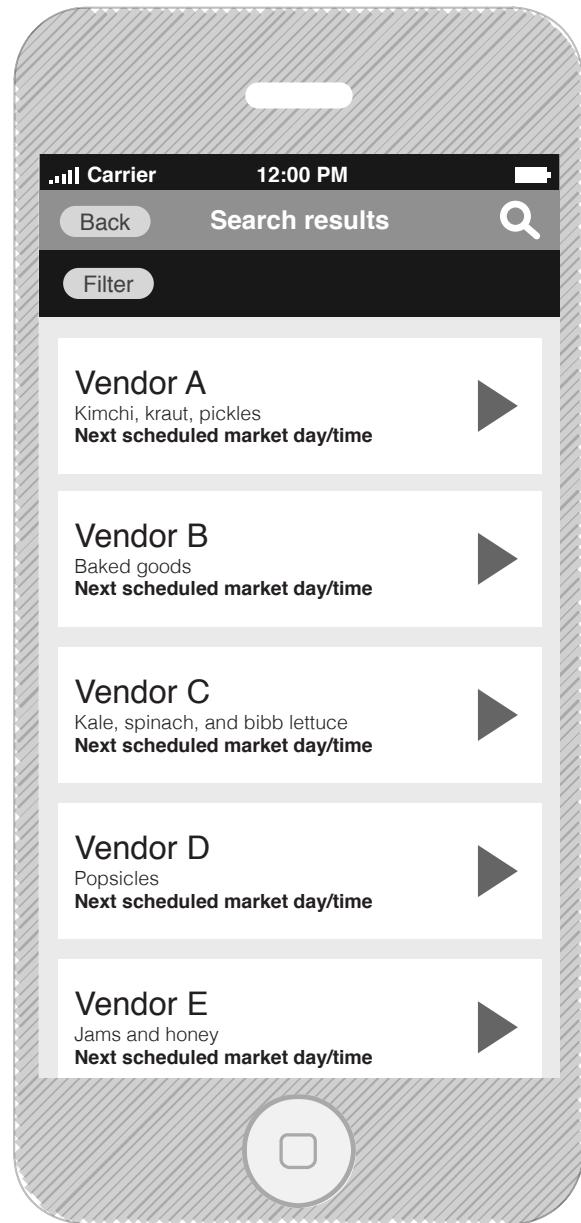


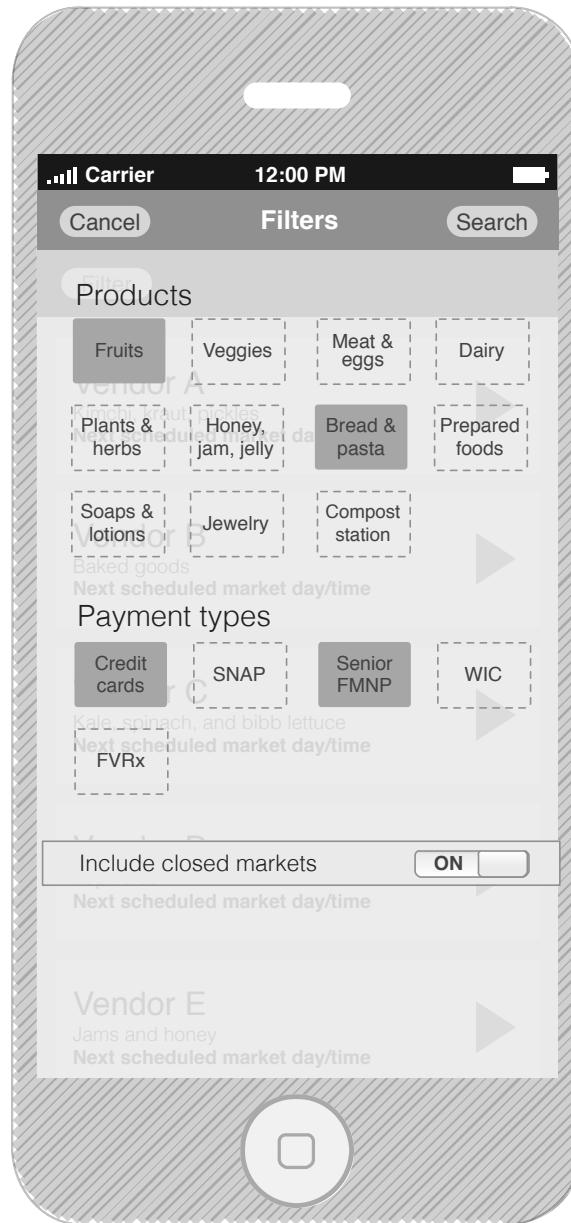
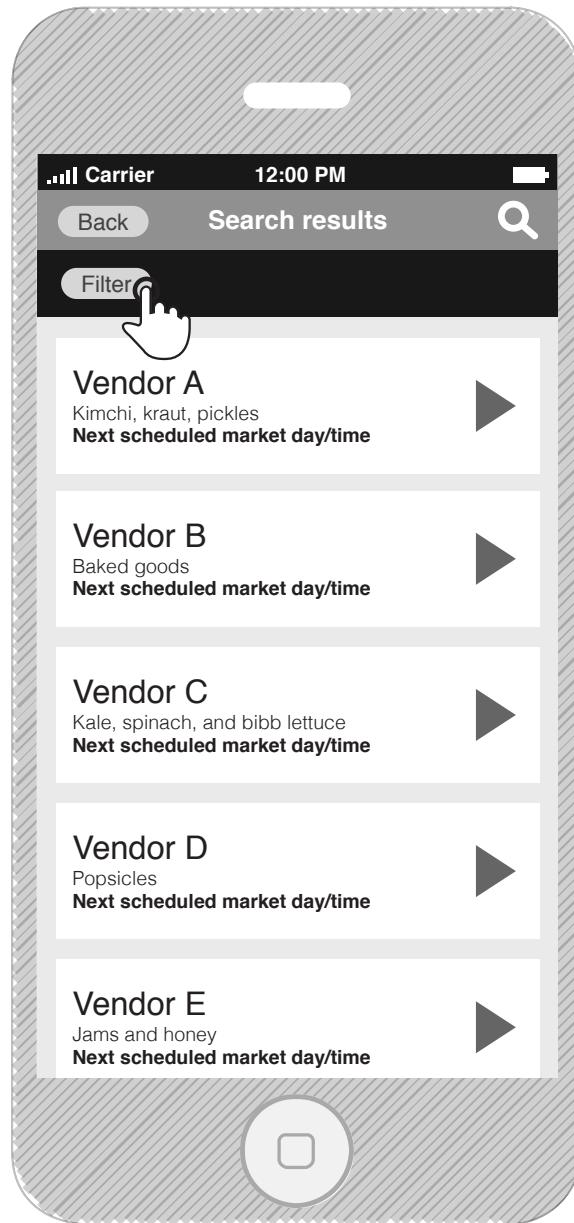


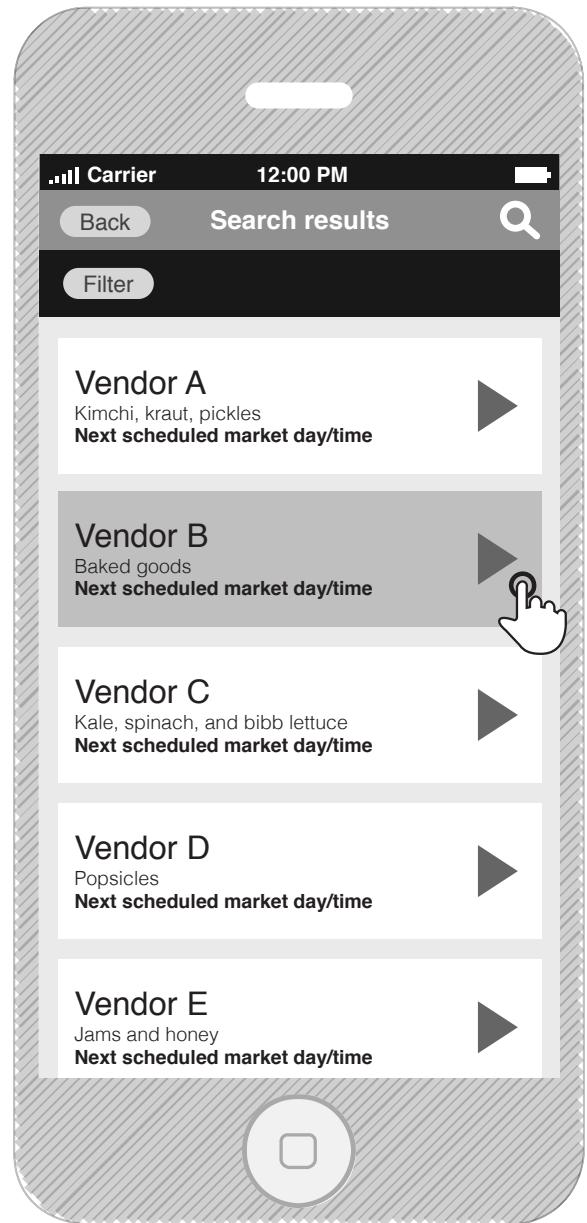


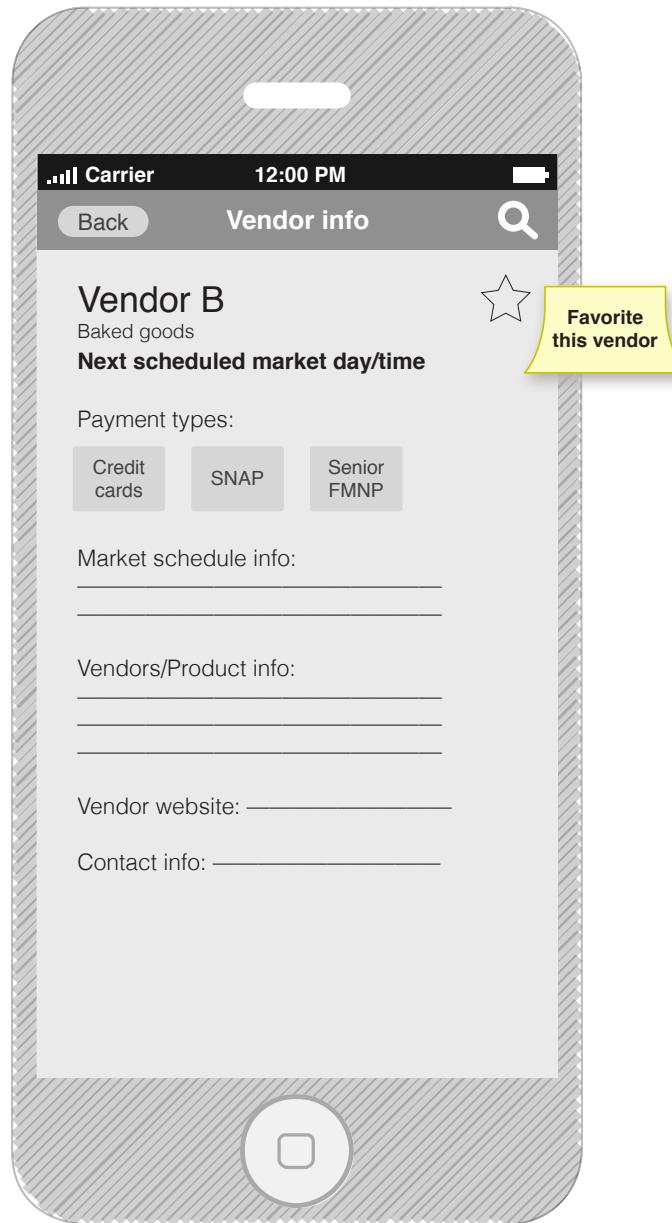












NEXT STEPS

NEXT STEPS

1. Continue visual design
2. User testing with higher fidelity comps
3. Additional research about business account model

THANKS!

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