



BRIANMADRIGAL.COM

IdeaHack

Startup Institute Boston partnered with Boston Public Market to host an IdeaHack. The cohort was placed into teams and each team had 24 hours to brainstorm, organize, and execute a plan that would then be presented to the Boston Public Market.

Team:

Alex, Erik, Spencer, Lia, and I

My Role:

I was one of the web
designers in this project.

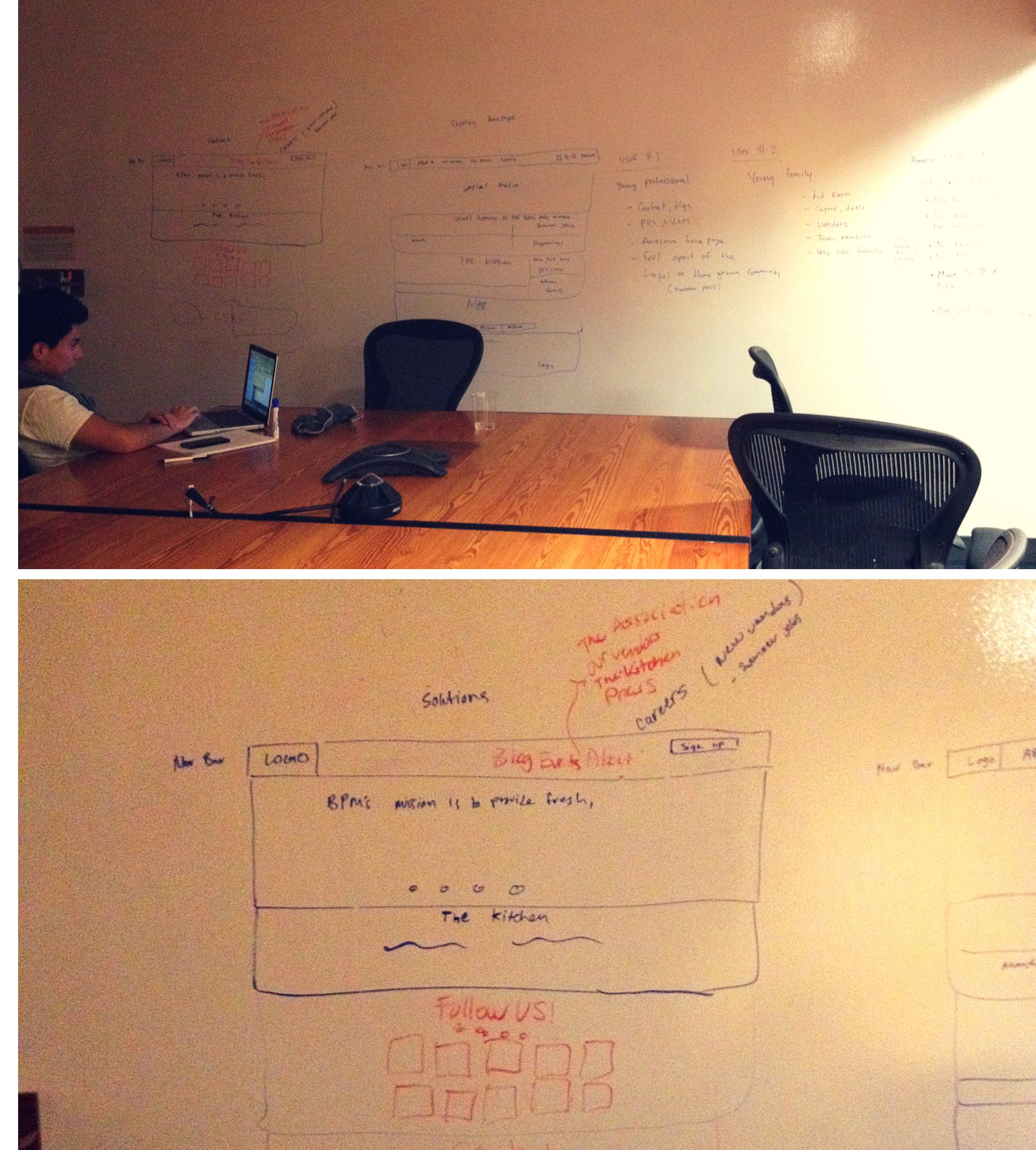
hypothesis

- How can BPM tell it's story?
- 1. How can we use technology to...
 - Communicate “local”
 - Differentiate from competitors (Whole Foods “local”)
 - Share our vendor unique stories
 - Create a virtual community that share recipes, cooking tips, best practices for cooking seasonality, etc.

hypothesis

My team and I focused on a feasible plan BPM can execute without spending much money. We did not focus on re-branding BPM or completely re-vamping their website. We were thinking about how to build a foundation of data BPM can use to better target their existing customers and acquire new customers. Our solution was mainly focused on a gift card system for BPM to implement after the IdeaHack.

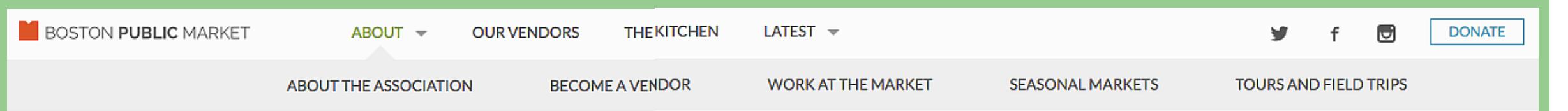
My role as one of the web designers was to figure out what small changes BPM can make on their already existing website to be more appealing, useful, and simple to navigate through.



BPM's Current Website

First, I checked to see how many links were in the navigation bar. I noticed there were many repetitive links.

- The "Become A Vendor" and "Work At The Market" links are repetitive
- The "Latest" link was too vague.
- The link to "Tours and Field Trips" was a little random because it's a food market.
- The second drop down was under the category "Latest" in which Blog, News, and Happenings were located under.
- I realized that News and Happenings can all go in the same page as the Blog because that's what a Blog is for to post news and anything that is happening in the market.



The screenshot shows the homepage of the Boston Public Market website. At the top, there's a navigation bar with links for 'ABOUT', 'OUR VENDORS', 'THE KITCHEN', 'LATEST', and a 'DONATE' button. Below this is a red banner with text about the market being open 7 days a week starting July 18. To the left, there's a sidebar for 'BostonPublicMarket' with a message from vendors and a 'view more' link. The main content area has several boxes for different vendors and events:

- Boston Public Market**: May 5 '18 9:08am. Message: '@camerbilledgertreates is at the #BostonPublicMarket now through Sunday! It's impawable to pass up on these #local, #organic #vegan #dogtreats and #petfriendly for your furry friends! 🐾🐾'
- Stow Greenhouses**: May 5 '18 2:47pm. Message: 'Still looking for a gift for mom? Our cooler is full of flowers so stop by. We'll also be @bostonpublicmarket @sowaboston and #newburyportfarmersmarket with flowers! Arrangement and photo by @skywriter'
- Beantown Pastrami**: May 5 '18 2:37pm. Message: 'RT @bpnnoodlelab: Stop by Noodle Lab Inside the #BostonPublicMarket for a bowl of our Handmade Pork Wonton Noodle Soup, open until 8pm http://...'
- Red Apple Farm**: May 5 '18 2:37pm. Message: 'We have ya covered for Mother's Day! Assorted baskets with local goodies. #shoplocal #redapplefarm #BostonPublicMarket'
- Jennifer**: May 5 '18 1:37pm. Message: 'It's a cupcake decorating kind of day. #veganlove #veganofinstagram #vegan #vegansofig #vegetarian #veganlife #veganbakery #glutenfreeliving #glutenfreebakery #glutenfreevegan #glutenfreeeggfree #dairyfree #organic #locallysourced #locallymade #shopsmall'

In the center, there's a section titled 'WHAT'S HAPPENING AT THE BOSTON PUBLIC MARKET' with a large image of beets and a logo for the Boston Public Market. Below this, there's a banner for 'BOSTON PUBLIC MARKET LAUNCHES FREE GUIDED MARKET TOURS' and another for 'HAPPENINGS'.

This is the current Boston Public Market landing page.

- The landing page is overwhelming because of all the text and small images being displayed. It is all the social media postings regarding BPM.
- As the user scrolls there are boxes with images and a lot of links.
- No where in the landing page does it explain what "The Kitchen" is or a picture that would interest new customers in knowing what The Kitchen is.

MARKE TOURS AND FIELD TRIPS

Boston Public Market, Located at 100 Hanover Street, Boston, MA 02108

Wednesday – Sunday 8:00am – 8:00pm

Mailing Address: PO Box 130457, Boston, MA 02113

Phone: (617) 973-4909

[sign up for email](#)

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Supplemental Nutrition Assistance Program
Putting Healthy Food Within Reach](#)

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[BPM lease](#) | [financials](#) | [privacy](#) | [terms](#)

Then, users see this large map with a cluster of text under it that states the most important information which is hours of operation, location, and phone number.

Lastly, the footer has the most important call to action input box which is "Sign Up for Email". This call to action text box would usually go on the top right corner but instead there is a "Donate" call to action text box.

Website Re-design

As I was thinking of the re-design, I first aimed to optimize the navigational bar links.

- Instead of having two drop down options, I reduced it to one drop down under "About".
- I combined "Become a Vendor" and "Work At The Market" with a new link called "Careers".
- Instead of having "Blog" and "Happenings" as sub-links I made them links in the navigational bar so new customers can immediately see the Blog and Events.

After the navigation bar, I focused on the call to action text box. I switched the "Donate" box to the bottom left corner and placed the "Sign Up for Email" text box in the top right corner. This would allow new customers to sign up to the emailing list and stay up to date about any news BPM has to send out.



THE KITCHEN



FOLLOW US

After the navigational bar, I focused on the rest of the landing page. In the landing page I showcase a picture of the Public Market with important information like:

- A sentence explaining BPM's services
- BPM's location
- BPM's hours of operation

Events and cooking tutorials are held in "The Kitchen". The Kitchen is the most important service because it differentiates BPM from its competitors who do not usually hold events and cooking tutorials for their customers. In the current website, The Kitchen is not advertised properly. My team and I chose to advertise The Kitchen with a picture of it and a phrase that would be a link to a page dedicated to all the information about The Kitchen.



THE KITCHEN



FOLLOW US

Now that customers know about BPM and The Kitchen, all of the social media postings make more sense in this new re-design. The social media section becomes less over-whelming because there is more context behind each post.

New customers can see:

- People attend events and cooking tutorials at The Kitchen
- The stories of the vendors and how BPM customers get to have a great friendships with the vendors.
- The BPM community

In the footer I reduced the size of the map and put the information on the left handed side instead of the center as it was in the original website. I also moved the Donate call to action button to the bottom.



...adds to the BPM EXPERIENCE

FOLLOW US

#BostonPublicMarket
Over 38 vendors make up the Boston Public Market. This is what they're up to.
[view more](#)

Boston Public Market Mar 3 '16 1:56pm @nellapasta is hiring! Email nellapasta@gmail.com for more information on how you can be a part of their award-winning pasta team at the #BostonPublicMarket

Kitchen @ BPM Mar 3 '16 5:10pm RT @AppletonBPM: Can't wait to share @AppletonIpswich with everyone at our #BostonPublicMarket #cheesechat tomorrow 12-1p @BPMKitchen https://t.co/TTE...

Q's Nuts Mar 3 '16 4:49pm RT @AppletonBPM: Seasonal sale! Everything on this shelf is 10% off, 30% off for @therustees members! #BostonPublicMarket

Appleton Farms BPM Mar 3 '16 4:42pm Can't wait to share @AppletonIpswich with everyone at our #BostonPublicMarket #cheesechat tomorrow 12-1p @BPMKitchen https://t.co/CfHejOQg8G

Peterman's Boards and Bowls Mar 3 '16 2:53pm Spalted Maple Nesting Set! Some times they just have to stay together! #BostonPublicMarket #spaltedmaple #handcrafted #woodbowls #madeinmassachusetts #gill #siblings

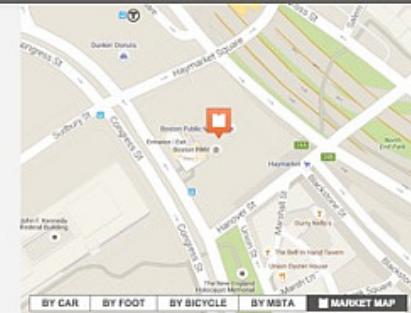
VISIT THE MARKET

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Phone: (617) 973-4909



Feedback

My team got 3rd place out of ten groups in the IdeaHack.

About BPM

BPM is a non-profit organization that allows local farmers and food producers to sell their produce in their vendor spaces. BPM has 38 vendors from around New England.

