



Bloom Markets

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Interviewees:

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Survey Respondents:

We are immensely thankful to all the participants who took the time to complete our surveys. Your responses formed the foundation of our quantitative analysis, and your contribution is vital to the overall validity of this research. Your input has played a crucial role in shaping the findings and direction of our work.

This project stands as a testament to the collaborative spirit of the academic and research communities. Each group mentioned here has played a crucial role in the development and completion of this work, and for that, we extend our deepest appreciation.

Thank you all for being an essential part of this journey.



Introduction

When tasked with creating an information system that addresses a sustainability challenge, our team knew we wanted to create a solution that directly impacts our community in Bloomington. We were driven by this purpose and began to consider what problems may exist in our city and how they could be improved. Our team identified one experience that was of interest to all of us for its potential to address problems that fall under the theme of sustainability, farmers markets.

Farmers markets are a common feature of most towns and cities, and Bloomington is no exception. They offer an abundance of fresh, locally grown produce that is both a healthier option and economically beneficial to the community. According to the USDA, processing and distributing produce in one region allows for the retention of more money in the local economy¹. Farmers and other local businesses can cut out the distribution middleman and sell their products from their own city. This encourages economic growth, which in turn can aid in the creation of more local jobs. Farmers markets promote the financial sustainability of small business owners and the economic sustainability of an entire community. Additionally, shopping locally can not only be extremely impactful to the well-being of a city's economy, but it can also promote physical well-being and sustain the health of a city's residents by offering fresher and more nutritious produce options.

Processing and distributing goods locally ensures that goods are delivered to consumers in their freshest state. According to Virtua Health, produce can begin to lose its nutrients after 24 hours, but farmers markets provide the opportunity for fruits and vegetables to be sold as soon as they are harvested². This quick turnaround ensures that all of the nutrients in the produce are retained for consumers to benefit from. The physical and financial health of a community and its residents are of the utmost importance, so why are Bloomington residents not aware of farmers markets and their impact?

In a survey conducted by our team, 88% of respondents highlighted a pressing issue - the lack of convenient access to essential information about farmers markets. We targeted Bloomington residents, including IU students, and found that too few were aware of our city's markets. If details about these markets and their contributions to the community were more easily accessible, then awareness about their positive influence would increase. Therefore, our team proposes a centralized system that connects communities with their local farmers markets, and we have affectionately named it Bloom Markets. We have tasked our system with bridging the gap between markets and an entire community of individuals who may be unaware of markets in the area, so how will Bloom achieve this goal?

¹ Alonzo, Anne L. "Farmers Markets as Community Centerpieces." USDA, 5 Aug. 2013, www.usda.gov/media/blog/2013/08/05/farmers-markets-community-centerpieces.

² Amissom, Liz. "Is Eating Locally Grown Food Healthier for You?" *Benefits of Eating Local Produce | Virtua Health, NJ*, www.virtua.org/articles/is-eating-locally-grown-food-healthier-for-you#:~:text=The%20main%20health%20benefit%20of,it's%20most%20dense%20with%20nutrients. Accessed 4 Oct. 2023.



Overview

We have designed our website so our users, both consumers and vendors, can quickly and easily find any information about local farmers markets all in one place. Primarily, Bloom will provide consumers and vendors a manner of interacting with one another remotely. Shoppers will be able to browse vendors and their products, leave reviews on markets and/or vendors, and access market details. Vendors will be able to reply to reviews, advertise their booths, and provide updates on their participation in markets. These user interactions will drive our system and help it to achieve the details in the following primary features.

Vendor Promotion

Via their Bloom profile, vendors with booths at community farmers markets will have the opportunity to post the market/s they participate in, the products and inventory they offer, and contact information for users interested in further details. Additionally, vendors will also have all the same access to the site as consumers so as to not limit their role within the community. In this sense, Bloom will be a great platform for promoting local businesses.

Announcements & Reviews

The announcements page on our site will provide users with updates on logistics and participants of markets. Changes due to weather, time adjustments, and more will be on display to keep users up to date. Our reviews page will allow registered users to voice their opinions and experiences for the markets or the vendors. Through this page, vendors and shoppers can connect and enhance the experience for everyone.

Market Details

Perhaps the most important component of Bloom allows all Bloomington farmers markets to be advertised on our website. Users can find times, locations, vendors, etc. for each market. On top of this, the system will provide an interactive map displaying all farmers market locations. This ensures the farmers market experience is made more comfortable and efficient for community members who opt to take part.

Sustainability Education

The foundational purpose of Bloom Markets is to benefit a sustainability challenge, so it will provide users with a look into how their participation impacts sustainability in Bloomington. We will do this by providing an infographic page where users can educate themselves on the importance of community shopping and how it affects the local economy. We also hope to integrate information on sustainable impact into reviews and vendor and market profiles for a more seamless learning experience for users. This feature aims to make sustainability a primary focus in our system, so all Bloom users are made aware of the positive impact they are making by choosing to support local businesses at community farmers markets.



UserStories+

Introduction

Based on our foundational UX research, we found that there was a severe disconnect between the Bloomington community and local farmers markets despite the markets contributing significantly to the local economy, providing healthier options for produce, and encouraging the community to get together. There was an overall lack of awareness about the existence of these markets and what products they have available, so we are aiming to create a series of features that better connect every member of the Bloomington community with local farmers and artisans. To make sure we have considered a diverse group of individuals, our team has created a set of personas which include an IU student, a non-student Bloomington resident, a farmers market vendor, and a resident that attends the farmers market regularly. With the characteristics, motivations, and needs of these individuals in mind, we have created eight epics that will be implemented into our system as well as their associated wireframes.

UX Research Data Synthesis

Our team was able to conduct three different methods of research to gather more information about our users and their experiences with Bloomington farmers markets. These methods included interviews, a survey, and observations.

In our [interviews](#), we aimed to talk to a variety of people who had unique experiences with farmers markets, so we could get as much information as possible. In our interviews with individuals who had visited farmers markets before, it was noted that the experience was always positive and typically consisted of strolling around without any specific purpose, but our interviewees wished there was more focus on sustainability and advertising of the markets, so they and other community members could learn more. Individuals who took our [survey](#) seemed to hold the same sort of sentiment, so we opted to include this lack of awareness from no advertising as the BUT of our ABT. Our [observations](#) revealed that the markets seem to be catering more to residents of Bloomington who are not students. We noticed that most attendees seemed to be regular marketgoers who knew exactly what products they needed. With all of this information in mind, a trend reveals itself where there are Bloomington residents who want to attend the markets, but they just do not know what to expect. Marketgoers also hoped to build upon their current experience and learn more about the impact of the market and what it has to offer. In the AND of our ABT, we have chosen to highlight what the experience at markets could be if people had knowledge of their positive impact. Our team has decided to take all of this information into consideration as we create our system, and we are aiming to create a solution that meets the needs of all the groups involved, so no matter what an individual's current perception of the markets is, their experience is improved by our features.

Personas



Sarah Jones

Age: 19
Occupation: Student
Location: Bloomington, Indiana

I just moved into my off-campus apartment, so I have yet to explore events and activities off of IU's campus but would love to learn more about them. I'm just not sure where to start

Bio

Sarah is a sophomore at Indiana University studying Human Biology with a minor in Health Management. She lived in the dorms during her freshman year but has decided to move off campus this year. Because meals were always provided in the dining halls during her freshman year, she is unsure of where she should get ingredients for her meals from. Her and her roommates think a normal grocery store would be best, but they were hoping to find a better option that not only provides fresh ingredients. They're also hoping to explore more of the city together in their free time and take advantage of the events and resources it has to offer.

Goals

- Find more events and activities in Bloomington to attend that aren't associated with IU.
- Meet more people outside of current area of study.
- Maintain physical and mental well-being with more intention this year.
- Establish a routine that promotes a healthy balance between good grades and an active social life.

Motivation

Motivation Type	Score (0 to 10)
Convenience	9
Comfort	8
Speed	7
Incentive	6

Frustrations and Needs

Frustration: Not enough information about off-campus events that is easily accessible to students.

Need: A fun way to encourage healthy habits.

Frustration: It is difficult to meet people at IU who are in a different field of study.

Personality

Personality Trait	Score (0 to 10)	Opposite Score (0 to 10)	
Introvert	2	Extrovert	8
Busy	2	Time Rich	8
Passive	5	Active	5
Safe	2	Risky	8

image credit: Image by asife / Adobe Stock

 <p>Linda Smith</p> <hr/> <p>Age: 70 Occupation: Retired Location: Bloomington, Indiana</p>	<p>Goals</p> <ul style="list-style-type: none"> Establish a diet that is primarily organic and/or locally grown. Connect with local vendors and artists Cut down on mass consumption and unsustainable products. Meet new people within her age group 	<p>Motivation</p> <p>Convenience</p> <div style="display: flex; align-items: center;"> </div> <p>Comfort</p> <div style="display: flex; align-items: center;"> </div> <p>Speed</p> <div style="display: flex; align-items: center;"> </div> <p>Incentive</p> <div style="display: flex; align-items: center;"> </div>
<p>Bio</p> <p>Linda Smith is a retired medical receptionist who has lived in Bloomington for 32 years. She originally moved to Bloomington for her husband's job and has stayed because she fell in love with the cozy atmosphere. She started visiting the farmer's markets for something fun to do with her friends and now she goes every weekend for groceries and a nice stroll. The community support and healthy food products are an added bonus!</p>	<p>Frustrations and Needs</p> <p> Frustration: Grocery stores are too busy and have hard to reach products.</p> <p> Need: An easy way to quickly access market info due to frequent forgetfulness.</p> <p> Frustration: Nowadays, foods and produce regularly contain a number of unhealthy ingredients.</p>	<p>Personality</p> <p>Introvert</p> <div style="display: flex; align-items: center;"> </div> <p>Extrovert</p> <p>Busy</p> <div style="display: flex; align-items: center;"> </div> <p>Time Rich</p> <p>Passive</p> <div style="display: flex; align-items: center;"> </div> <p>Active</p> <p>Safe</p> <div style="display: flex; align-items: center;"> </div> <p>Risky</p>

Image credit: Image by DN6 / Adobe Stock

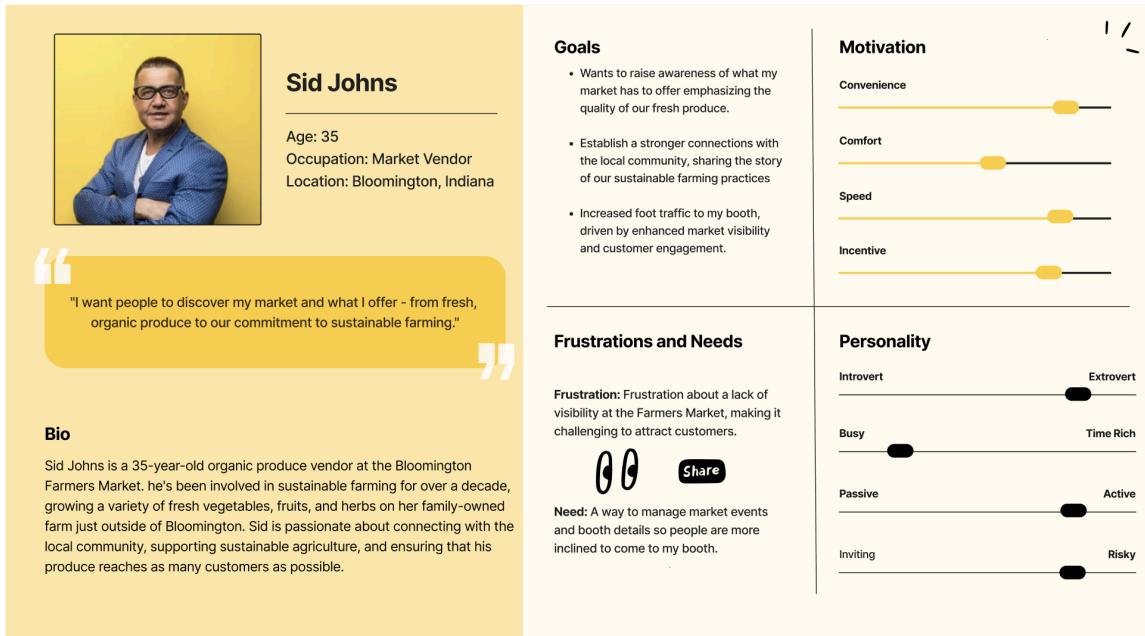


image credit: Suport Ukraine / Adobe Stock

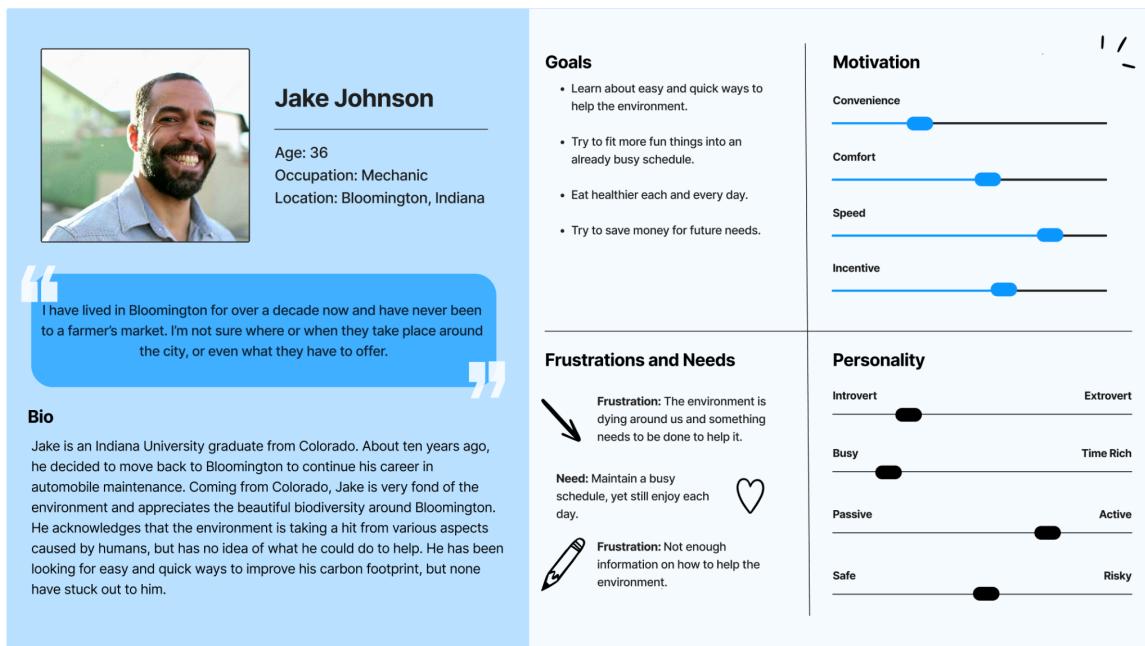


Image credit: Image by Marco / Adobe Stock

Wireframes

[Figma Link](#)

Announcements - User Story 2

Announcements Revised

Student already signed in.

Bloom

grow. thrive.

Image Source: Adobe Stock/ Image by posh

Bloom

Announcements

Market Postponed

The Bloomington Community Farmers Market has been postponed due to weather. The market will take place tomorrow, Sunday August 20th at 9am at its normal location.

• • •

Ratings and Reviews - User Story 2

Ratings and Reviews Revised

Vendor signed in.

Bloom

Markets Sustainability Calendar Map

Strawberry Stand
Bloomington Community Farmers Market

Edit Profile Edit Shop Ratings/Reviews Create Announcement

We love the Strawberry Stand at the Bloomington Community Farmers Market! They're the best.

@username ★★★★☆ 99999 123

Our family always loves seeing the Strawberry Stand at the market. They have the best fresh fruit and always make us feel welcome.

@username ★★★★☆ 99999 123

Vendor can view all of their ratings and sort them

Vendor can also like, love, or flag a review to be reported

Interactive Calendar for Farmers Markets - User Story 3

Calendar Revised

The calendar shows the month of November with days 1 through 28. Specific dates are highlighted as 'Market' days: November 7, 11, 21, and 25. A 'Filter' button is located in the top right corner of the calendar grid.

November							Filter
1	2	3	4	5	6	7 Market	
8	9	10	11 Market	12	13	14 Market	
15	16	17	18	19	20	21 Market	
22	23	24	25 Market	26	27	28 Market	

November 7
Bloomington Community Farmers Market

November 11
The People's Cooperative Market

calendar with details that allows vendors and users to view the market schedules

User Profiles - User Story 2

User Profiles Revised

The page displays a section titled 'My Favorites' containing four market entries, each represented by a small thumbnail image and a card with the market name and a short description. The cards are styled with rounded corners and a light green background.

My Favorites

- Market Name ❤️
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- Market Name ❤️
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- Market Name ❤️
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Users get to like their favorite market and get to look back at it later.

Vendor Profile - User Story 1

The screenshot shows a vendor profile for "Strawberry Stand". At the top, there's a placeholder for a profile picture with the text "@username" below it. To the right is a star rating icon. Below the profile section, there are two main columns: "Products" and "Markets".

Products:

- Strawberries \$10.99
- Blueberries \$7.99
- Raspberries 3.99

Markets:

- Bloomington Community Farmer's Market
Saturday, Oct 21
11am - 2pm
401 North Morton St.

Map - User Story 1

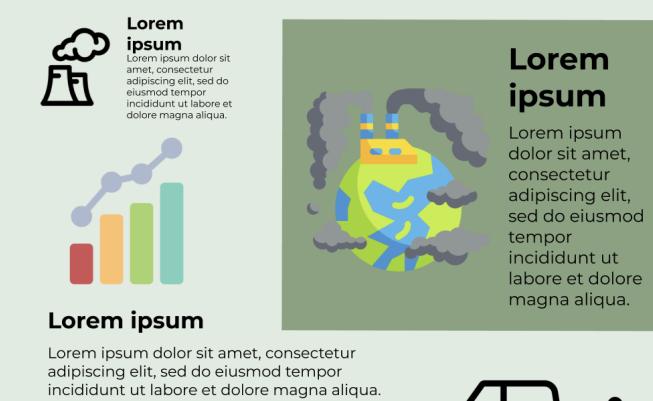
The screenshot shows a map of Bloomington, Indiana. A callout box highlights the "Bloomington Community Farmer's Market" located at 401 North Morton St. on Saturday, Oct 21, from 11am to 2pm. Other landmarks visible on the map include Simon Skjodt Assembly Hall, The Hrau Course, WonderLab Science Museum, Kroger, and the VINEGAR HILL HISTORIC DISTRICT. Navigation controls for the map are visible at the top right.

Infographic - User Story 2

Sustainability Infographic Revised

Bloom Markets Sustainability Calendar Map 

Sustainability



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Search - User Story 1

Search Revised

Bloom Markets Sustainability Calendar Map 

 Bloomington Market

- THE PEOPLE'S COOPERATIVE MARKET →
- BLOOMINGTON COMMUNITY FARMERS' MARKET →
- SMITHVILLE FARMERS' MARKET →
- TUESDAY MARKET →
- THE WOOLERY FARMERS' MARKET →

The People's Cooperative Market

417 N. Elm Street, Bloomington IN

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Bloomington Community Farmer's Market

12

Epics and User Stories

Epic: Announcements

Owner: Megan

This epic would involve implementing features that remind, update, and inform users about farmers market information. This would keep users more connected with the markets as well by putting the most important information about the markets right in front of them.

User Story 1:

As a student who has just moved off campus for the first time, I want to view announcements for the farmers markets, so I may know what to expect before and after attending them.

Acceptance Criteria

- As a student, I should be able to view what market the announcement is referring to.
- As a student, I should be able to view the time and date of the market that the announcement is referring to.
- As a student, I should be able to view when the announcement itself was added to the page.
- As a student, I should also be able to share an announcement to other platforms.

User Story 2:

As a Bloomington resident who is not currently attending Indiana University, I want to be able to interact with the announcements that are most relevant to me, so I can find the ones that are most relevant to me.

Acceptance Criteria

- As a resident, I should be able to filter the announcements to only include details about the markets I'm interested in.
- As a resident, I should be able to filter the announcements by the times that I am free, so I may see what announcements are made about markets I may want to attend.
- As a resident, I want to sort the announcements by when they were posted.
- As a resident, I should be able to favorite announcements that refer to markets that I want to attend, so I may go back and find them more easily later.
- As a resident, I should be able to remove announcements from my favorites.

User Story 3:

As a vendor at the farmers market, I should be able to post any announcements about my specific stand or the farmers market as a whole if I am authorized to do so.

Acceptance Criteria

- As a vendor, I should be able to add any announcements about my stand. The details I should be able to add include a title, subtitle, description, an image, the priority of the announcement, and a relevant announcement category that includes what market my stand is part of.
- As a vendor, I should be able to delete announcements.
- As a vendor, I should be able to edit announcements in case there are mistakes or changes to be made after posting them.

- As a vendor, I should be able to set the length of time that the announcement will be available to other users or remove it manually if need be.
-

Epic: Ratings and Reviews

Owner: Megan

This epic will allow users who have a registered account with our system to leave a rating and/or review for a farmers market that they have attended. Marketgoers will be encouraged to leave constructive feedback or details about their positive experiences with individual vendors or the market as a whole. This may help to better the market and encourage more community engagement with them.

User Story 1:

As a regular market attendee, I should be able to create a review that outlines my positive experiences with my favorite vendors at my favorite market.

Acceptance Criteria

- As an attendee, I should be able to add a rating to a market or vendor.
- As an attendee, I should be able to leave a review with suggestions or notes about my experience at a market.
- As an attendee, I should be able to edit my rating or review if need be.

User Story 2:

As a vendor, I should be able to view the ratings and reviews that customers leave about my stand, products, or the market I sell items at.

Acceptance Criteria

- I should be able to view when the rating/review was posted about my stand.
- As a vendor, I should be able to acknowledge the rating/review that was left about my stand by adding a reaction.
- I should also be able to report any reviews about my stand if they contain content that may not be appropriate for the site.
- As a vendor, I should be able to sort my ratings to inspect the trends more closely.

User Story 3:

As a student who has never attended the markets before, I should be able to browse through all of the ratings/reviews about various markets and their associated vendors, so I may make a more informed decision about which ones I should visit.

Acceptance Criteria

- Each market should display its associated ratings/reviews as I browse through them.
- I should be able to see more detailed reviews when I select a market to see more information.
- As a student, I want to be able to sort the ratings, so I may better understand which markets and vendors I may want to skip out on or prioritize during my visit.
- As a student, I should be able to report any reviews that seem inappropriate as I am browsing.

Epic: User Profiles

Owner: Dristi

In this epic, users will be able to create profiles with the option to log in via Google. With these profiles, users can effortlessly save their favorite farmers markets and create shopping lists by bookmarking items they intend to purchase during their market visits. This convenient and personalized experience enhances users' ability to plan their farmers market outings and shop for their desired products efficiently.

User Story 1:

As a student living in Bloomington, wanting to explore the local Farmers Market, I want to create a user profile and use my Google account to log in, unlock personalized features, and make my market experience more convenient.

Acceptance Criteria

- As a student, I should be able to create a new user profile easily.
- The login process should provide the option to log in using my Google account.
- Once logged in, I should have access to a personalized profile with settings to enhance my Farmers Market experience.

User Story 2:

As a Bloomington resident, I want to go to the Farmers Market and want the ability to save my favorite local farmers markets for future reference and easily bookmark items I intend to purchase.

Acceptance Criteria

- As a local resident, I should be able to browse a list of nearby Farmers Markets in Bloomington.
- I should have the option to select and save my favorite farmers markets to a personalized list.
- Within each saved Farmers Market, I should be able to browse and bookmark specific items I plan to purchase in the future.
- There should be a dedicated section in my user profile where I can view and manage my saved farmers markets and bookmarked items.

User Story 3:

As a dedicated Farmers Market shopper, I want to manage my user profile information effectively to keep it up-to-date and reflective of my preferences.

Acceptance Criteria

- I should be able to access and modify my user profile information, including my name, contact details, and any personalized settings.
- The user profile should allow me to change my password or recover it using my registered email if forgotten.
- If there are any changes in my personal information, I want to be able to update them easily to ensure accurate and current details.

- I should have the option to upload a profile picture to personalize my account.
 - When modifying my profile information, the system should validate and save the changes securely.
 - Any changes to my profile should be reflected accurately when I log in or view my user profile.
-

Epic: Interactive Calendar for Farmers Markets

Owner: Dristi

In this epic, we aim to develop an interactive calendar system tailored to farmers markets, providing users with valuable information about market dates, times, locations, and events. This calendar will enable users to plan their visits effectively and keep track of their favorite markets, including upcoming events and special occasions.

User Story 1:

As a resident living in Bloomington, I want access to a comprehensive farmers market calendar, so I can plan my visits efficiently.

Acceptance Criteria

- Users can access a farmers market calendar within the application.
- The calendar provides a clear and user-friendly interface.
- Market dates, times, and locations are displayed for each entry.
- Users can filter the calendar by date, location, or event type to find specific markets or events.
- Users can add specific markets or events to their personal calendars or save them for future reference.
- The calendar includes important information about special market events, seasonal changes, and holiday schedules.

User Story 2:

As a farmers market vendor, I want to be able to add and manage my market events and booth details in the calendar.

Acceptance Criteria

- Registered vendors can access a dashboard for managing their market events and booth details.
- Vendors can add new market events to the calendar, including dates, times, locations, and descriptions.
- Vendors can edit or update event information as needed.
- Vendor-added events should be visible to the public on the Farmers Market calendar.
- Vendors can provide additional information about their booth, such as products available and promotions.
- Vendors have the option to feature their booths on specific dates to attract more customers.

User Story 3:

As a farmers market vendor who may be authorized to manage market details, I want to review and approve market information for accuracy.

Acceptance Criteria

- I can access an approval dashboard to review market information.
 - As an approved vendor, I can approve or reject market details.
 - Approved events are visible on the farmers market calendar for users to see.
 - The calendar system tracks event approval status and updates accordingly.
-

Epic: Map

Owner: Samantha

For this epic, we will use Google Maps as an integration to display the locations of different farmers markets in the area. We are including this feature so that users will have a better visual of market locations. The map will also allow users to see the name, address, and link to more details of a market when they hover over its pin.

User Story 1:

As a new farmers market visitor, I want to be able to see the locations of all the markets at once to determine which ones are closest to me.

Acceptance Criteria

- As a new visitor, I should be able to see markers for locations of all markets.
- As a new visitor, when I click a market's location, more detailed market information should be displayed. The details might include the market's address as well as dates and times when the market is typically open.

User Story 2:

As a student who does not have much time on my hands, I need to be able to map out the quickest route to the markets.

Acceptance Criteria

- As a student, I should be able to use features from Google Maps for routing and directions.
- As a student, I should be routed to my destination accurately with precise market locations combined with streets, buildings, and names.

User Story 3:

As a farmers market vendor, it is important that visitors can see the locations of all the markets I hold a booth to encourage more customers and make their visits better.

Acceptance Criteria

- As a vendor, I want users to be able to access more market information by clicking on a specific market.
 - As a vendor, I want the map to be adjustable to allow users to move around and find what market they want to go to more efficiently.
-

Epic: Vendor Profiles**Owner:** Samantha

This epic will serve as a profile specifically designed for vendors and their product listings. The primary goal of the vendor profiles is to allow vendors to advertise their products and provide users with contact information. We included this epic in our system so users can connect with vendors and browse products available at markets.

User Story 1:

As a farmers market vendor, I want to be able to advertise my stand and products to attract new and existing customers by creating a profile.

Acceptance Criteria

- As a farmers market vendor, I want to add details about my stand, so I can advertise product names and prices
- As a farmers market vendor, I need to be able to edit details on my profile, so they are up to date and accurate.
- As a farmers market vendor, I need to be able to delete any items on my profile.

User Story 2:

As a regular farmers market visitor, I would like to see products from specific vendor profiles that will be available at markets so that I can plan my shopping ahead of time.

Acceptance Criteria

- As a visitor, I want to be able to see details such as pictures and pricing of specific items from a vendor's profile.
- As a visitor, I want a way to bookmark or follow the vendor profile.

User Story 3:

As a farmers market vendor who may be authorized to manage market details, I need an easy way to access vendor contact information and product details.

Acceptance Criteria

- As an authorized vendor, I should be able to view the primary contact name.
 - As an authorized vendor, I want to view other vendor's emails.
 - As an authorized vendor, I want to view other vendor's phone numbers.
-

Epic: Sustainability Infographic**Owner:** Nick

This epic will allow users to view information on sustainability as it pertains to various vendors and their respective markets. This will allow users to become more informed about sustainable practices while also encouraging the vendors and markets to do their part for the environment.

User Story 1:

As a Bloomington resident who has never been to a farmers market, I would like to view which vendors and markets are taking part in sustainable practices, so I may support their businesses.

Acceptance Criteria

- As a resident, I would like to view a vendor's profile and see information about their sustainable practices such as a rating about how sustainable their visitors believe them to be and a description about their practices.
- As a resident, I would like to be able to compare vendors and markets based on their environmental impact with a sort and filter feature while browsing.
- As a resident, I would like to view details about a market and see what initiatives they're taking to care for the environment as well as a rating on sustainability for the market as a whole.

User Story 2:

As a frequent farmers market attendee, I enjoy navigating through educational graphs to learn more about sustainability efforts to improve my already positive experience at the markets.

Acceptance Criteria

- I would like to see easy-to-read graphs depicting information about the effect of shopping locally on the environment.
- As a market attendee, I want to interact with the infographic.
- I would also like to see links to external informational sites.

User Story 3:

As an IU student, I would like to easily view new ways on how I can improve my daily routine to better help the environment around me.

Acceptance Criteria

- As a student, I want to be able to read tips on how to improve my habits.
 - As a student, I want to view links to external videos on how to help the environment.
-

Epic: Search Bar

Owner: Nick

This epic will allow users to find details about markets, vendors, and products in our system. This feature will provide a more streamlined way to obtain information in our system for those users who may know exactly what details they're looking for.

User Story 1:

As a weekly vendor at farmers markets in Bloomington, I would like to search for what other markets are available each week.

Acceptance Criteria

- As a vendor, I want to be able to use the drop-down menu to look for other markets that I might want to attend.
- As a vendor, I want to see the details about each market including their name, location, dates, and times.
- As a vendor, I should be able to click on what I've searched for and be redirected to the market profile for even more information.

User Story 3:

As a Bloomington resident, I want to be able to search for and browse all markets and compare them to decide which ones I want to visit.

Acceptance Criteria

- I want to be able to browse all available markets in Bloomington with the search bar and filters.
- I want to be able to clearly see addresses and time information to compare the various markets to one another.



DB Design

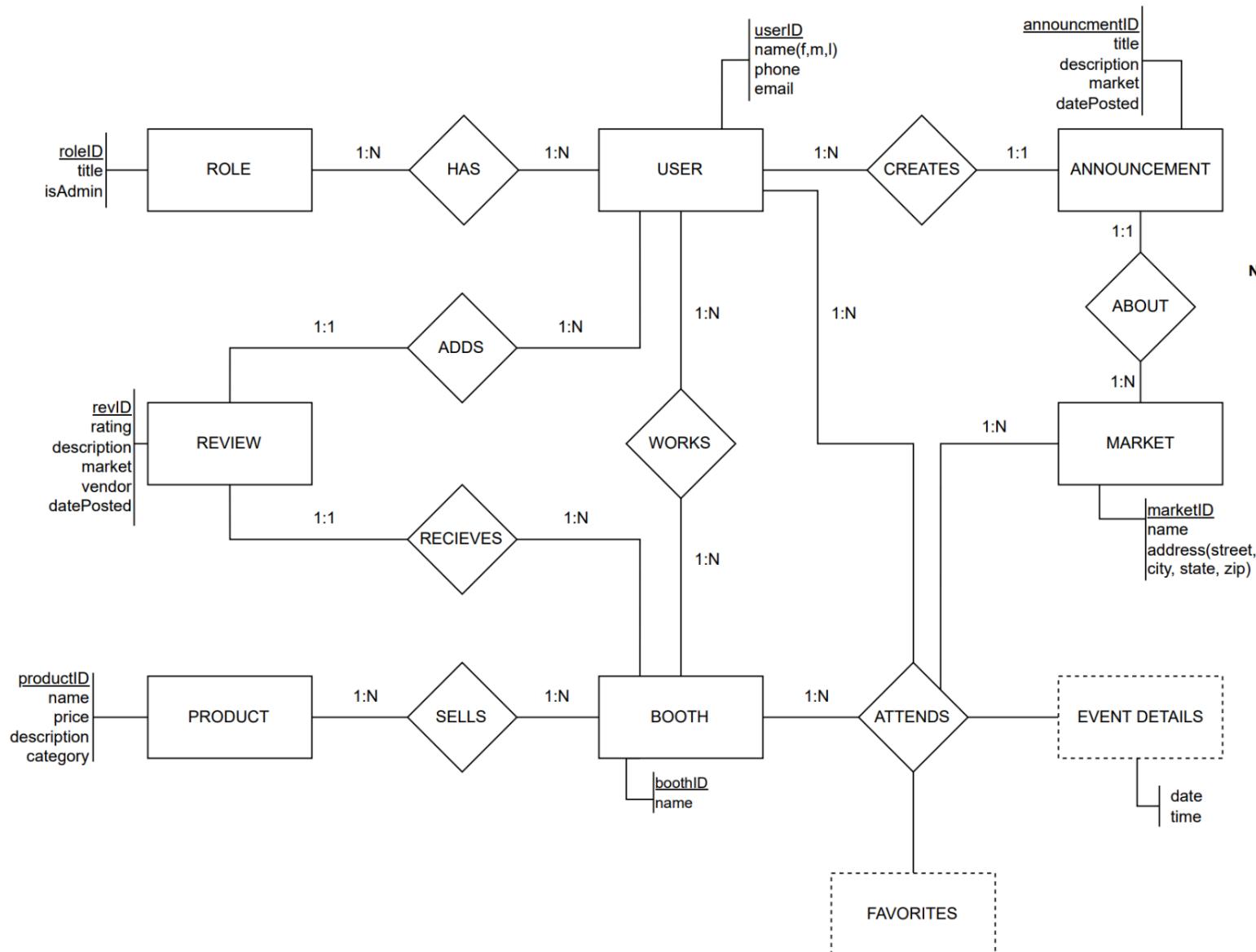
The process of creating this ERD was a difficult one, resulting in many different iterations until we came across the design that most closely resembles our system as we currently understand it. We wanted to design a system that would handle all of our content in a way that is robust and scalable while also being user-friendly and easy to navigate. Our system should make going to farmers markets easier and more efficient for all of our users, so designing a database that maintains this goal was at the forefront of our minds during all the decisions we made on our iterations of this assignment.

To aid us in creating an initial design, we utilized several resources that helped ensure our design is as close to the final product as we believe it can be. We decided to use Draw.io to design and create our ERD for our system, Bloom. We started by reviewing our I308 notes to make a list of the entities and associated attributes that went with our epics. The I308 notes allowed us to get a good start on the initial brainstorming phase of our design. After doing this individually, we decided to come together to organize any overlap between all of our epics. This helped us decide what the most important entities were so we could implement them accordingly. After meeting with each other, we decided we may need more help with the normalization of our ERD, so we went to office hours together and received assistance from our instructors on how to create a more accurate version of our design. After brainstorming and critiquing our many possible entities, their attributes, and their cardinalities, we finally have a final data structure that encapsulates our system.

Numerous decisions had to be made about the relevance of certain entities and relationships to reach our final design for this assignment. We initially had some entities that were unnecessary to our database such as an “Is a” relationship to separate our user groups and a “Notification” entity. From our discussion during office hours, we opted to remove the latter entity and settled on another attribute to describe a user’s role for the former. The same meeting made us realize that we were also missing some weak entities that would be vital for storing data such as an “Event Details” entity to give more information about a specific instance of a farmers market. The office hours session our team went to was very helpful in determining what else we needed and what we were misinterpreting when it came to laying out the various parts of our system.

After these decisions were made, the rest of our entities and relationships fell into place easily. With this initial design and all of the associated decisions we made while creating it, we are confident that our team will be able to build a database that serves our system well, so it may achieve its goal of creating a more efficient and convenient experience for marketgoers.

Bloom Markets Database



Notes

- After our meeting in office hours, we decided to represent our different user groups with a "Role" entity that distinguishes them between Patron and Vendor as well as a Vendor that may have admin permissions for a market.
- We also settled on creating a weak entity "Stock Details" that gives more information about a booth's products.
- Finally, with feedback from our team meeting, we decided to create an "Event Details" weak entity to describe a specific instance of a farmers market event.



Project Management Plan

	Nick	Samantha	Dristi	Megan
SP-08 (Weeks 01/02): Preparation, database, ramp-up	Begin writing SQL code for the tables and data needed for the Search Bar and Sustainability Infographic epics.	Add CREATE TABLE script to build.sql for the PRODUCT entity.	Add CREATE TABLE script to build.sql for the USER entity.	Add CREATE TABLE script to build.sql for the ANNOUNCEMENT entity.
WEEK 1	<p>Create the MARKET and EVENT DETAILS tables.</p> <p>Work with the team to set up the database by testing SQL code.</p> <p>Insert test data in the tables.</p> <p>Help team members where they need me.</p>	<p>Add CREATE TABLE script to build.sql for the BOOTH entity.</p> <p>Test SQL code and make sure it runs properly.</p> <p>Review our database setup with the team and adjust our ERD accordingly.</p> <p>Brainstorm data to insert into our tables.</p> <p>Assist teammates where needed.</p>	<p>Add CREATE TABLE script to build.sql for the ROLE entity.</p> <p>Assist teammates on the CREATE TABLE scripts for their epics.</p> <p>In the team meeting, review all CREATE TABLE statements and ensure that the statements are cohesive, contain appropriate, consistent variable names, and all foreign keys align.</p> <p>Decide on how test data should look for USER and ROLE entities.</p> <p>Make adjustments to tables and ERD when necessary.</p>	<p>Add CREATE TABLE script to build.sql for REVIEW entity.</p> <p>Add CREATE TABLE script to build.sql for FAVORITES entity.</p> <p>Assist teammates with the SQL script for their epics.</p> <p>In the team meeting, review all CREATE TABLE statements and ensure that the statements are cohesive, contain appropriate, consistent variable names, and all foreign keys align.</p> <p>Decide on how test data should look for ANNOUNCEMENT, REVIEW, and FAVORITES entities.</p> <p>Make adjustments to tables and ERD when necessary.</p>

WEEK 2	<p>Assist the team in creating insert statements for all tables as my epics are heavily dependent on most of them</p> <p>Write INSERT statements with test data for MARKET and MARKET DETAILS entities.</p> <p>Run tests to check the connection and functionality of all tables.</p> <p>Consult team members and instructors on the setup of our database and any changes that need to be made.</p> <p>Make sure all documents and materials are up to date with the construction of our database.</p>	<p>Ensure that the ROLE and USER tables are correctly set up for other dependent tables.</p> <p>Write INSERT statements of test data for BOOTH and PRODUCT tables.</p> <p>Run tests on SQL code to ensure tables and data are connected and interacting properly.</p> <p>Assist teammates where needed and update documentation when necessary.</p>	<p>Assist team members who are inserting data in tables that USER and ROLE are dependent on (ANNOUNCEMENT, REVIEW, FAVORITES).</p> <p>Write INSERT statements with test data for USER and ROLE entities.</p> <p>Assist team members with their INSERT statements.</p> <p>Run testing to ensure that all the data is working and connected as intended.</p> <p>Update code and documentation with comments about this sprint.</p>	<p>Assist team members who are inserting data in tables that ANNOUNCEMENT, REVIEW, and FAVORITES are dependent on (USER, BOOTH, MARKET).</p> <p>Write INSERT statements with test data for ANNOUNCEMENT, REVIEW, and FAVORITES entities.</p> <p>Assist team members with their INSERT statements.</p> <p>Work with the team to run testing to ensure that all the data is working and connected as intended.</p> <p>Review code structure, variable names, spelling, and test data in build.sql.</p> <p>Update code and documentation with comments about this sprint.</p>
SP-09 (Weeks 03/04): Epic for all team members	<p>Set up functionality so that certain parts of the infographic can be interactive.</p> <p>Make sure the Sustainability Infographic epic is satisfactory for <u>Sustainability</u>.</p>	<p>Start coding basic functionality for the Vendor Profile epic using HTML, CSS, and JavaScript.</p> <p>Test that the epic and the database are properly interacting.</p>	<p>Start coding basic functionality for the User Profile epic using HTML, CSS, and JavaScript.</p> <p>Review ERD and make sure all the necessary tables and data are there for the User Profile epic.</p> <p>Write PHP code to connect to build.sql, and get data from the user table. This initial</p>	<p>Write HTML, CSS, and JavaScript code for the Announcements epic in announcement.php.</p> <p>Review ERD and make sure all the necessary tables and data are there for the Announcements epic. Discuss with the team and make changes if not.</p> <p>Write PHP code to connect announcement.php to</p>

	<p><u>Infographic - User Story 1</u> and work on the remaining user stories as time allows.</p> <p>Test code and functionality of the epic. Make sure data is being loaded correctly.</p> <p>Help team members with anything they need.</p>	<p>Load data from the user and product tables into the vendor profile.</p> <p>Start coding basic design for the Vendor Profile epic using CSS and HTML.</p> <p>Make sure the functionality of the epic satisfies <u>Vendor Profile - User Stories 2 and 3</u> and work on the other user story as time allows.</p>	<p>code will cover <u>User Profile - User Story 1</u>.</p> <p>Begin work on remaining user stories as time allows.</p> <p>Write HTML code to allow making a new user profile, being able to log in, and being able to create a personalized profile.</p> <p>Run tests on Week 3 code to ensure the database is connected properly, and everything works as intended.</p>	<p>build.sql, and get data from the announcement table. This initial code will cover <u>Announcements - User Story 1</u>.</p> <p>Write HTML code to allow for the filtering, sorting, and favoriting of announcements.</p> <p>Write HTML code to connect announcement.php to build.sql, and get data from the favorites table. This code will cover <u>Announcements - User Story 2</u>.</p> <p>Run tests on Week 3 code to ensure the database is connected properly, and everything works as intended.</p>
WEEK 4	<p>Wrap up the design of the Sustainability Infographic epic using HTML, CSS, and JavaScript.</p> <p>Make sure the infographic is visually pleasing and straightforward.</p> <p>Assist teammates with their code and design if needed.</p> <p>Make sure the code is efficient and clean. Run tests on the code accordingly.</p> <p>Consult with teammates on the setup of the infographic.</p>	<p>Wrap up the functionality of the Vendor Profile epic for user experience (scrolling, formatting) using JavaScript, HTML, CSS, and PHP.</p> <p>Set up functionality for vendors to be able to update and edit their profiles. This should <u>complete all Venor Profile user stories</u>.</p> <p>Run tests on the functionality of the epic.</p> <p>Set up connections between Vendor Profile epic and other</p>	<p><u>Finish work on remaining Vendor Profile user stories</u>, and run regular tests on the Week 4 code.</p> <p>Review SP-09 code and clean up structure, variable names, and formatting.</p> <p>Review styling and make revisions as time allows to ensure the system is cohesive between all completed epics.</p>	<p>Write HTML, CSS, and JavaScript code that allows a vendor to update, delete, or create an announcement.</p> <p>Write PHP code to connect announcement.php to build.sql, and get data from the user table. Ensure only a user with the role "vendor" can utilize those functionalities. This code will complete <u>Announcements - User Story 3</u>.</p> <p>Run regular tests on the Week 4 code.</p> <p>Review SP-09 code and clean up structure,</p>

		<p>epics.</p> <p>Continue coding and improving the design of the epic.</p> <p>Assist teammates where needed.</p>		<p>variable names, and formatting.</p> <p>Review styling and make revisions as time allows to ensure the system is cohesive between all completed epics.</p>
SP-10 (Weeks 05/06): Epic for all team members WEEK 5	<p>Begin coding the Search Bar epic using HTML, CSS, and JavaScript.</p> <p>Set up the connection between the Market, Booth, User, and Products tables with the Search epic with PHP.</p> <p>Create functionality so that the epic works for <u>Search Bar - User Story 1</u>.</p> <p>Test code and functionality of the epic. Make sure data is being loaded correctly.</p> <p>Help team members with anything they need.</p>	<p>Start coding the design and layout of the Map epic using HTML, CSS, and JavaScript.</p> <p>Use Google documentation to begin coding the map within the Map epic.</p> <p>Connect data from the markets table to the Map epic using PHP to complete at least <u>Map - User Stories 1 and 3</u>.</p> <p>Adjust ERD where necessary so that all data and tables are running and connecting efficiently.</p> <p>Run tests on the data and the epic.</p> <p>Assist teammates where needed.</p>	<p>Write HTML, CSS, and JavaScript code for Interactive Calendar for Farmers Markets epic. Include code that allows the reviews to be filtered and sorted.</p> <p>Review ERD and database to make sure all of the necessary data and tables are there for the Interactive Calendar for Farmers Markets epic.</p> <p>Add HTML, CSS, JavaScript, and PHP code to complete <u>Calendar for Farmers Markets - User Stories 1 and 2</u>.</p> <p>Run tests on this code to ensure that all functionalities work as intended.</p>	<p>Write HTML, CSS, and JavaScript code for Review epic in review.php. Include code that allows the reviews to be filtered and sorted.</p> <p>Review ERD and database to make sure all of the necessary data and tables are there for the ratings and review epic. Discuss with the team and make changes if necessary.</p> <p>Write PHP code to connect review.php to build.sql, and get data from the review table. This will complete <u>Ratings and Reviews - User Story 3</u>.</p> <p>Add HTML, CSS, JavaScript, and PHP code that allows a user to create, delete, and update a review. This code completes <u>Ratings and Reviews - User Story 1</u>.</p> <p>Run tests on this code to ensure that all functionalities work as intended.</p>

WEEK 6	<p>Finish up coding the design and functionality of the Search Bar epic using CSS, HTML, JavaScript, and PHP.</p> <p>Improve upon the basic design and make sure it is visually appealing.</p> <p>Run tests on the epic to make sure everything is working properly.</p> <p>Work with the team to make sure the search bar is meeting expectations.</p> <p>Assist team members where needed.</p>	<p>Continue to code out the Map epic using CSS, HTML, JavaScript, and PHP.</p> <p>Continue to construct and improve the design of the Map epic using CSS and HTML code.</p> <p>Work with the team to use Google documentation to ensure the Map epic is working as expected.</p> <p>Run tests on the connection and function between epics.</p>	<p>Add necessary PHP connections for Calendar functionality and <u>finish remaining user stories.</u></p> <p>Run tests on Week 6 code.</p> <p>Review SP-10 code and clean up structure, variable names, and formatting.</p> <p>Review styling and make revisions as time allows to ensure the system is cohesive between all completed epics.</p>	<p>Write HTML, CSS, and JavaScript code that allows a vendor to acknowledge the rating or review in some way.</p> <p>Add necessary PHP connections for this specific functionality.</p> <p>Run tests on Week 6 code.</p> <p>Review SP-10 code and clean up structure, variable names, and formatting.</p> <p>Review styling and make revisions as time allows to ensure the system is cohesive between all completed epics.</p> <p>All epics should be completed and ready for iterations at this point.</p>
SP-11 (Weeks 07/08): Flex week, Demo preparation for all team members	<p>Help the team document and update materials with the setup of the epics.</p> <p>Make sure code and design are functioning and efficient.</p> <p>Review changes and functionality with the team and instructors.</p>	<p>Ensure all materials and documents are up to date with the setup used while coding the epics.</p> <p>Continue to run tests and make small adjustments where needed.</p> <p>Improve upon the design and layout where possible.</p>	<p>Update ERD, Project Management Plan, and User Stories document if necessary.</p> <p>Review all PHP, HTML, and CSS code for consistent formatting, variable names, and styling.</p> <p>Make adjustments to the functionality and styling of the system to create a more cohesive feeling.</p> <p>Begin preparation of materials for demo.</p>	<p>Update ERD, Project Management Plan, and User Stories document if necessary.</p> <p>Review all PHP, HTML, and CSS code for consistent formatting, variable names, and styling.</p> <p>Review all PHP code for opening and closing connections, proper authentication, and data cleaning.</p> <p>Make adjustments to the styling of the system to create a more cohesive feeling.</p>

				Begin preparation of materials for demo.
WEEK 8	<p>Prepare materials and presentation script for the demo.</p> <p>Make any last-minute adjustments to the system.</p> <p>Test the system and make sure everything is working correctly.</p>	<p>Begin planning our demo presentation.</p> <p>Begin practicing with the team.</p> <p>Review code, and set up with instructors.</p> <p>Iterate any suggestions received.</p>	<p>Assist in gathering materials for demo day.</p> <p>Practice with the team to present our system.</p> <p>Work out any last-minute issues with code, epics, GitHub, and deliverables.</p>	<p>Assist in gathering materials for demo day.</p> <p>Practice with the team to present our system.</p> <p>Work out any last-minute issues with code, epics, GitHub, and deliverables.</p> <p>Wrap up work before Spring Break, and leave it in a state that is easy to begin work on after break.</p>
DEMO (Week 09): Teams schedule demo sessions to show off project. ALL Epics should be completed	Begin preparing and practicing for the demo presentation.	<p>Prep and practice with the team.</p> <p>Ensure the system and final touches are ready for the live demo.</p>	<p>Complete all necessary materials for the demo.</p> <p>Practice with the team.</p> <p>Assist with preparing methods for completing UX studies in the next sprint.</p>	<p>Complete all necessary materials for the demo.</p> <p>Practice with the team.</p> <p>Prepare methods for completing UX studies in the next sprint.</p>
SP-12 (Weeks 10/11): UX studies and revisions/continuing to revise and improve project.	<p>Begin working with the team to evaluate our system.</p> <p>Identify areas that could be improved and help establish a plan for user testing.</p> <p>Begin conducting the first outside user tests on our system.</p> <p>Follow the test script and write down any important results from the user tests.</p>	<p>Run through the system ourselves.</p> <p>Make any corrections and adjustments where needed.</p> <p>Construct a user test task sheet and script.</p> <p>Begin running user tests outside of the group.</p> <p>Complete at least three user tests.</p> <p>Document important interactions between the user and the</p>	<p>Participate in team user tests, and identify any parts of the system that may be improved.</p> <p>Consolidate the results with those from other team members.</p> <p>Assist the team in creating a plan for user testing with tasks and a script.</p> <p>Begin conducting user testing with at</p>	<p>Run user tests on ourselves. Identify any areas of concern that should be evaluated.</p> <p>Consider where there may be room for improvement as well.</p> <p>(I have a design evaluation sheet from I360 Web Design) Use the evaluation sheet to identify any areas that aren't meeting standard conventions in web design.</p>

	<p>Ask users for suggestions and tips on how to improve the system.</p>	<p>system. Document any suggestions or preferences from the user.</p>	<p>least three people outside of the group using the established user testing plan.</p> <p>Record and consolidate results.</p>	<p>Write tasks for users to complete based on our own evaluation of the system. Each task should tackle issues or areas where improvements may be made.</p> <p>Write a script to run user testing with, so every team member is gathering the same results. The script should include the tasks that were written in Week 10.</p> <p>Run user tests with at least three people, and figure out how they complete the tasks and interact with the system.</p> <p>Record results from user tests.</p>
WEEK 11	<p>Compare results from user tests. Work out with the team what changes need to be made.</p> <p>Begin adjusting the system according to the results from my user tests.</p> <p>Run tests on the changes.</p>	<p>Begin iterating through the system using the results and notes from user tests.</p> <p>Make adjustments to code, design, and process based on user tests.</p> <p>Run through the system ourselves.</p> <p>Consult with instructors on the changes we made.</p>	<p>Analyze the results of user testing from the entire group.</p> <p>Rank the tasks based on how difficult they were for users.</p> <p>Make adjustments to the flow of our system based on the results from this first round of user testing. Adjust the issues according to rank.</p> <p>Document the changes that were made and why.</p>	<p>Analyze the results of user testing from the entire group.</p> <p>Rank the tasks based on how difficult they were for users.</p> <p>Make adjustments to the flow of our system based on the results from this first round of user testing. Start by adjusting the issue that users found most difficult.</p> <p>Document the changes that were made and why.</p>

SP-13 (Weeks 12/13): UX studies and revisions/continuing to revise and improve project WEEK 12	Conduct more user tests with the new product. Document the results of user tests. Help the team with anything that is needed. Make changes to the system accordingly.	Run at least three more tests with new users. Document interactions and suggestions from the user tests. Iterate through the system based on the results from the new user tests.	Run at least three more user tests with the revised version of the system that was the outcome of the last sprint. Consolidate the results with those from other team members. Repeat the steps from Week 11. Rank the tasks, and begin final interactions and revisions on the system based on the results. Document the changes.	Run at least three more user tests with the revised version of the system that was the outcome of the last sprint. Consolidate the results with those from other team members. Repeat the steps from Week 11. Rank the tasks, and begin final interactions and revisions on the system based on the results. Document the changes.
WEEK 13	Help the team add the final touches to our system. Review the final product and make adjustments to formatting and documentation as needed. Begin preparing and practicing for the final fair.	Prep the system and code for the final presentation. Begin prepping materials for the presentation. Design and construct the poster board. Practice presentation with the team.	Make final adjustments to the team's system. Make sure all code is formatted correctly, all variables follow standard naming conventions, and that the code has been through HTML and CSS validators when necessary. Make sure all deliverables are up to date, and ready to go. Begin prep for the final fair.	Make final adjustments to the system. Make sure all code is formatted correctly, all variables follow standard naming conventions, and that the code has been through HTML and CSS validators when necessary. Make sure all deliverables are up to date, and ready to go. Begin prep for the final fair.

SP-08

Overarching Goal: Database Setup

Announcements

Owner: Megan

- **Description:** In this sprint, Megan will be writing the SQL statements that will build the announcement table. This will include a CREATE TABLE statement to set up the table with its attributes and an INSERT statement to add the necessary data. The favorites table will also be implemented in the same manner as the announcement table during this sprint.
- **Dependencies/Risks:** The announcements table will rely on the user and market tables to be completed while the favorites table will rely on the user, market, and booth tables. It's worth noting that the ERD may need to change to accommodate this epic.

Ratings and Reviews

Owner: Megan

- **Description:** Similar to the Announcements epic, Megan will be writing the CREATE TABLE and INSERT statements associated with the review table.
- **Dependencies/Risks:** This table is dependent on the user and booth tables. It's worth noting that the ERD may need to change to accommodate this epic as well based on the feedback our team received on the database assignment.

Vendor Profile

Owner: Samantha

- **Description:** In this sprint, Samantha will write the SQL code to create the tables and insert the data necessary for the Vendor Profile epic. She will also review its relationships and adjust the ERD or tables to ensure everything runs properly.
- **Dependencies/Risks:** This epic requires the tables Samantha will be constructing as well as the role and user tables.

Map

Owner: Samantha

- **Description:** For this epic, Samantha will begin researching documentation and steps for integrating Google Maps.
- **Discrepancies/Risks:** This epic is dependent on the Market and Market Details tables as it will display where the markets are and their times.

Search Bar

Owner: Nick

- **Description:** For this epic, Nick will begin constructing the SQL code needed for the functionality of the Search Bar epic such as the market and market details tables. Nick will also assist with the tables that this epic is dependent on.
- **Dependencies/Risks:** This epic will be primarily dependent on data within the market, product, and user tables.

Infographic

Owner: Nick

- **Description:** There is no SQL needed for this epic, so Nick will begin constructing the epic in future sprints.
- **Dependencies/Risks:** N/A

User Profiles

Owner: Dristi

- **Description:** Dristi will be spearheading the User Profiles epic, focusing on creating essential tables and SQL statements. This includes implementing user profiles featuring Google login, enabling users to save favorite farmers markets, bookmark items, and manage profile information seamlessly.
- **Dependencies/Risks:** This work relies on the completion of foundational tables like user and market, and potentially, the favorites and announcements tables.

Interactive Calendar for Farmers Markets

Owner: Dristi

- **Description:** Dristi takes charge of the Interactive Calendar for Farmers Markets, concentrating on crafting tables and SQL statements. This epic aims to deliver a dynamic calendar system tailored to farmers markets, empowering users with information about dates, times, locations, and events for effective planning.
 - **Dependencies/Risks:** Success in this epic hinges on the completion of core tables such as user and markets, and potentially, calendar events and favorites. Integration with Google Maps, as explored in Samantha's epic, may be essential for location-related features in the calendar.
-

SP-09

Overarching Goal: Four Epics Completed

Announcements

Owner: Megan

- **Description:** Megan will be implementing all the HTML, CSS, and PHP code that creates the functionality for the Announcements epic. This will look much like the process we normally go through for our ITPs. Megan hopes to complete all the user stories for this epic during this sprint.
- **Dependencies/Risks:** This functionality will depend on whether Vendor Profile - User Story 1 and User Profile - User Stories 1 and 3 are getting done. However, the majority of the implementation can be done without those other epics.

Ratings and Reviews

Owner: Megan

- **Description:** This epic will be Megan's focus for the next sprint. It may get started early during this sprint as time allows.
- **Dependencies/Risks:** N/A

Vendor Profile

Owner: Samantha

- **Description:** In this sprint, Samantha will write the code for the setup and functionality of the vendor profile epic. She will also write code for the design and layout. This will require CSS, HTML, Java, and PHP. The functionality of this epic will need to primarily satisfy Vendor Profile - User Story 1 in this sprint. However, Samantha will aim to complete all Vendor Profile user stories as time allows.
- **Dependencies/Risks:** This epic should not be heavily dependent on other epics, but the functionality of all the User Profile user stories would be beneficial.

Map

Owner: Samantha

- **Description:** Samantha will focus on the code for this epic in the next sprint. During this sprint, she will continue to research Google Documentation and try to understand it.
- **Dependencies/Risks:** This epic will need to connect with the announcements epic should the location of a market change (Announcements - User Story 3). However, this may not be necessary in the end.

Search Bar

Owner: Nick

- **Description:** This epic will be coded in the next sprint as it is dependent on several other epics.
- **Dependencies/Risks:** N/A

Sustainability Infographic

Owner: Nick

- **Description:** Nick will begin designing and coding the Sustainability Infographic epic. He will make sure the infographic functions properly within the system and achieves its goal of easily informing the user, specifically Sustainability Infographic - User Story 1.
- **Dependencies/Risks:** Possibly dependent on the User Profiles and Ratings and Reviews epic per the feedback from our User Stories assignment.

User Profiles

Owner: Dristi

- **Description:** Dristi will be implementing all the HTML, CSS, and PHP code that creates the functionality for the User Profile epic. Dristi hopes to complete all the user stories for this epic during this sprint.
- **Dependencies/Risks:** Need to have the SQL set up for users in order for this to work.

Interactive Calendar for Farmers Markets

Owner: Dristi

- **Description:** This epic will be Dristi's focus for the next sprint. It may get started early during this sprint as time allows.
 - **Dependencies/Risks:** N/A
-

SP-10

Overarching Goal: Last Four Epics Completed

Announcements

Owner: Megan

- **Description:** This epic should have been completed in the last sprint. Any loose ends should be identified and completed during the first week of this sprint.
- **Dependencies/Risks:** All dependencies should be done at this point.

Ratings and Reviews

Owner: Megan

- **Description:** Megan will be implementing all the HTML, CSS, and PHP code that creates the functionality for the Ratings and Review epic. Megan hopes to complete all the user stories for this epic during this sprint.
- **Dependencies/Risks:** This functionality will depend on whether Vendor Profile - User Story 1 and User Profile - User Stories 1 and 3 are getting done. However, similar to the

Announcements epic, the majority of the implementation can be done without those other epics.

Vendor Profile

Owner: Samantha

- **Description:** This epic should have been mostly completed in the previous sprint. Samantha will iterate through changes and adjustment is necessary.
- **Dependencies/Risks:** N/A

Map

Owner: Samantha

- **Description:** Samantha will begin to write code for the functionality and design of the Map epic. She will work with the team to integrate Google Maps into this epic. She will use HTML, CSS, PHP, and JavaScript for this. The epic will have to show market details to satisfy Map - User Story 3.
- **Dependencies/Risks:** This epic will heavily rely on the documentation of Google Maps and will depend on the completion of the market and market details tables.

Search Bar

Owner: Nick

- **Description:** Nick will begin coding the search bar once the epics it is dependent on are completed and working. He will use CSS, HTML, JavaScript, and PHP to set up the functionality of searching information in the system.
- **Dependencies/Risks:** This epic is heavily dependent on pretty much all epics, especially all the user stories from the User and Vendor Profile epics.

Sustainability Infographic

Owner: Nick

- **Description:** This epic will have been completed in the previous sprint.
- **Dependencies/Risks:** N/A

User Profiles

Owner: Dristi

- **Description:** This epic should have been completed in the previous sprint.
- **Dependencies/Risks:** N/A

Interactive Calendar for Farmers Markets

Owner: Dristi

- **Description:** Dristi will be implementing all the HTML, CSS, and PHP code that creates the functionality for the Interactive Calendar for Farmers Markets epic. Dristi hopes to complete all the user stories for this epic during this sprint.
- **Dependencies/Risks:** This epic will depend on the User Profile and Vendor Profile epics.

SP-11

Overarching Goal: Wrap Up Epics and Prep for Demo

Announcements

Owner: Megan

- **Description:** This epic should be completely done by this sprint. The code must be validated and formatted properly. If it's not already done, Megan should insert comments throughout the code and update any documentation with progress on this epic. Additionally, it should be tested thoroughly and prepped to be displayed on demo day.
- **Dependencies/Risks:** N/A

Ratings and Reviews

Owner: Megan

- **Description:** Megan aims to have this epic completed by this sprint but may use the first week to tie up any loose ends. The code must be validated and formatted properly. If it's not already done, Megan should insert comments throughout the code and update any documentation with progress on this epic. Additionally, it should be tested thoroughly and prepped to be displayed on demo day.
- **Dependencies/Risks:** N/A

Vendor Profile

Owner: Samantha

- **Description:** All of the code for this epic should be completed. Samantha will work with the team and instructors to iterate upon the epic to make sure it is meeting function and design expectations.
- **Dependencies/Risks:** N/A

Map

Owner: Samantha

- **Description:** The code of this epic may stretch into this sprint, especially since it requires integration with Google Maps. If the epic is not completed in the previous sprint, Samantha will continue working on it and will work with her teammates to get it working properly.
- **Dependencies/Risks:** N/A

Search Bar

Owner: Nick

- **Description:** In this sprint, Nick will add finishing touches to the Search Bar epic if it is not already finished. He will also make sure the code is organized and clean. Finally, he will make sure the epic is ready to go for the demo.
- **Dependencies/Risks:** N/A

Sustainability Infographic

Owner: Nick

- **Description:** In this sprint Nick will meet with the group to make sure the sustainability infographic is up to standards, presentable, and efficient. He will make any changes that are necessary.
- **Dependencies/Risks:** N/A

User Profiles

Owner: Dristi

- **Description:** Dristi is committed to wrapping up this epic during the current sprint, with a possibility of dedicating the first week to address any remaining details. It is crucial that the code undergoes thorough validation and is appropriately formatted. If not already in place, Dristi should incorporate comments throughout the code and ensure that documentation reflects the progress made on this epic.

- **Dependencies/Risks:** N/A

Interactive Calendar for Farmers Markets

Owner: Dristi

- **Description:** Dristi is committed to wrapping up this epic during the current sprint, with a possibility of dedicating the first week to address any remaining details. It is crucial that the code undergoes thorough validation and is appropriately formatted. If not already in place, Dristi should incorporate comments throughout the code and ensure that documentation reflects the progress made on this epic.
 - **Dependencies/Risks:** N/A
-

SP-12

Overarching Goal: UX Studies and Revisions

Announcements

Owner: Megan

- **Description:** This epic will be tested with a variety of users to ensure that it is usable and meets expectations. Megan will work on writing tasks that are specific to the Announcements epic. She will combine her tasks with those of her teammates, and she will meet with at least three people to run user tests. She will also iterate on this feature based on that feedback.
- **Dependencies/Risks:** N/A

Ratings and Reviews

Owner: Megan

- **Description:** This epic will be tested with a variety of users to ensure that it is usable and meets expectations. Megan will work on writing tasks that are specific to the Ratings and Reviews epic. She will combine her tasks with those of her teammates, and she will meet with at least three people to run user tests. She will also iterate on this feature based on that feedback.
- **Dependencies/Risks:** N/A

Vendor Profile

Owner: Samantha

- **Description:** Samantha will construct a task list and script for user testing on this epic and others. She will conduct the test and document any important interactions or suggestions from the testing. Finally, she will iterate upon the epic using the notes from testing.
- **Dependencies/Risks:** N/A

Map

Owner: Samantha

- **Description:** Samantha will construct a task list and script for user testing on this epic and others. She will conduct the test and document any important interactions or suggestions from the testing. Finally, she will iterate upon the epic using the notes from testing.
- **Dependencies/Risks:** N/A

Search Bar

Owner: Nick

- **Description:** Nick will conduct about three user tests to test this epic and others. He will pay attention to how the user interacts with the Search epic to determine changes that may need to be made. He will then make any necessary changes to the code and/or design of the epic.
- **Dependencies/Risks:** N/A

Sustainability Infographic

Owner: Nick

- **Description:** Nick will conduct about three user tests to test this epic and others. He will pay attention to how the user interacts with the Infographic epic to determine changes that may need to be made. He will then make any necessary changes to the code and/or design of the epic.
- **Dependencies/Risks:** N/A

User Profiles

Owner: Dristi

- **Description:** This epic will be tested with a variety of users to ensure that it is usable and meets expectations. Dristi will work on writing tasks that are specific to the User Profile epic. She will combine her tasks with those of her teammates, and she will meet with at least three people to run user tests. She will also iterate on this feature based on that feedback.
- **Dependencies/Risks:** N/A

Interactive Calendar for Farmers Markets

Owner: Dristi

- **Description:** This epic will be tested with a variety of users to ensure that it is usable and meets expectations. Dristi will work on writing tasks that are specific to the interactive Calendar for Farmers Markets epic. She will combine her tasks with those of her teammates, and she will meet with at least three people to run user tests. She will also iterate on this feature based on that feedback.
 - **Dependencies/Risks:** N/A
-

SP-13

Overarching Goal: UX Studies and Final Revisions

Announcements

Owner: Megan

- **Description:** Megan will work with three more participants on user studies to get their feedback about the system as a whole, but she will focus specifically on the Announcements epic as well. Megan will make final revisions to this feature, test them, and format all the code and deliverables for the end of the project.
- **Dependencies/Risks:** Getting this step done will depend on whether the entire team has also conducted all the necessary user testing from the previous sprint.

Ratings and Reviews

Owner: Megan

- **Description:** Megan will work with three more participants on user studies to get their feedback about the system as a whole, but she will focus specifically on the Ratings and Reviews epic as well. Megan will make final revisions to this feature, test them, and format all the code and deliverables for the end of the project.

- **Dependencies/Risks:** All risks and dependencies should be addressed at this point.

Vendor Profile

Owner: Samantha

- **Description:** Samantha will conduct user tests on the whole system. She will especially have users act as a vendor and/or market visitor to test out the vendor profile from both points of view. She will make changes to the epic to satisfy the suggestions and preferences of the users.
- **Dependencies/Risks:** Samantha will need to consider the results of user interaction with other epics to make sure they also work with the vendor profile changes.

Map

Owner: Samantha

- **Description:** Samantha will run user tests to observe interaction with the system. She will specifically document the ideas on how to improve the Map epic based on the user tests. Finally, she will iterate upon the results of the user tests.
- **Dependencies/Risks:** N/A

Search Bar

Owner: Nick

- **Description:** Nick will conduct at least three user tests to test the functionality and user design of the Search Bar epic. He will also have users test the functionality of other epics. He will then make adjustments if needed.
- **Dependencies/Risks:** N/A

Sustainability Infographic

Owner: Nick

- **Description:** Nick will conduct at least three user tests for the whole system but especially on the Sustainability Infographic. He will document how users felt about the infographic and if they think it needs any changes. Whatever suggestions are received will be taken into consideration when making necessary changes.
- **Dependencies/Risks:** Will need to compare suggestions from other user tests from other teammates to ensure all improvements are satisfied.

User Profiles

Owner: Dristi

- **Description:** Dristi will work with three more participants on user studies to get their feedback about the system as a whole, but she will focus specifically on the User Profile epic as well. Dristi will make final revisions to this feature, test them, and format all the code and deliverables for the end of the project.
- **Dependencies/Risks:** All risks and dependencies should be addressed at this point.

Interactive Calendar for Farmers Markets

Owner: Dristi

- **Description:** Dristi will work with three more participants on user studies to get their feedback about the system as a whole, but she will focus specifically on the Interactive Calendar for Farmers Markets epic as well. Dristi will make final revisions to this feature, test them, and format all the code and deliverables for the end of the project.
- **Dependencies/Risks:** All risks and dependencies should be addressed at this point.

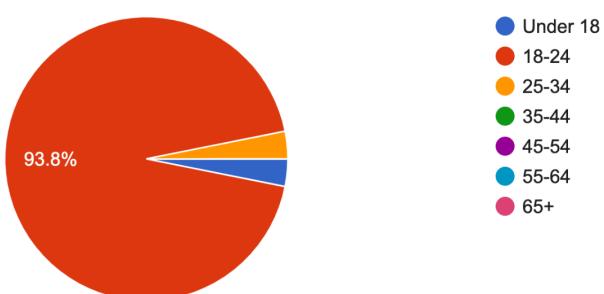


Appendix

Survey Data

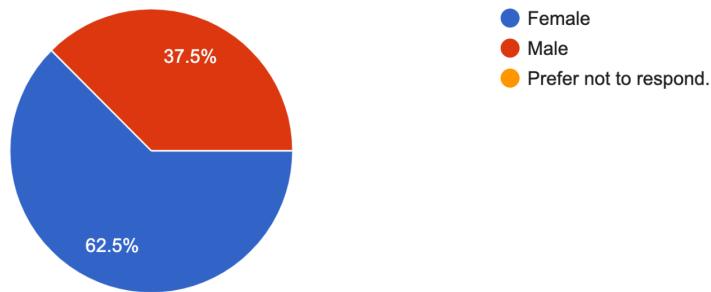
What is your age?

32 responses



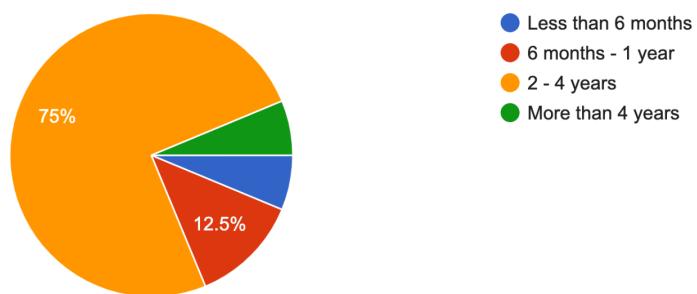
What is your gender?

32 responses



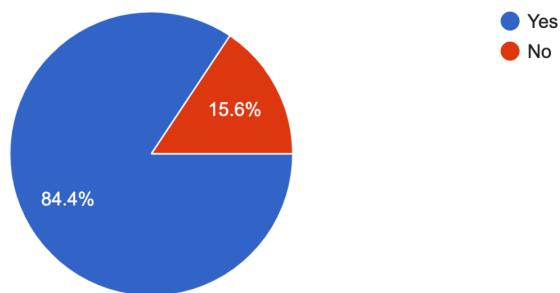
How long have you been a resident in Bloomington?

32 responses



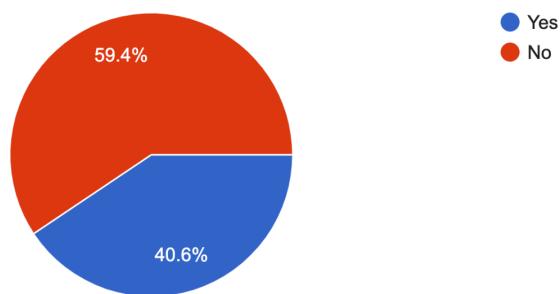
Are you an IU student?

32 responses



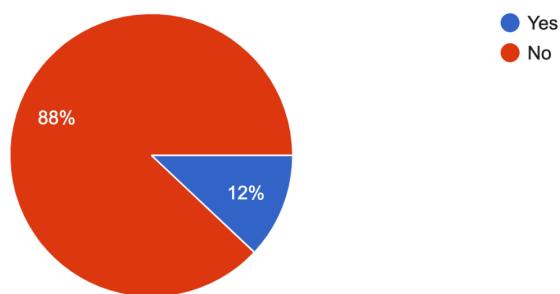
Have you ever attended a farmers market in Bloomington?

32 responses



If you have attended the markets, do you attend regularly?

25 responses

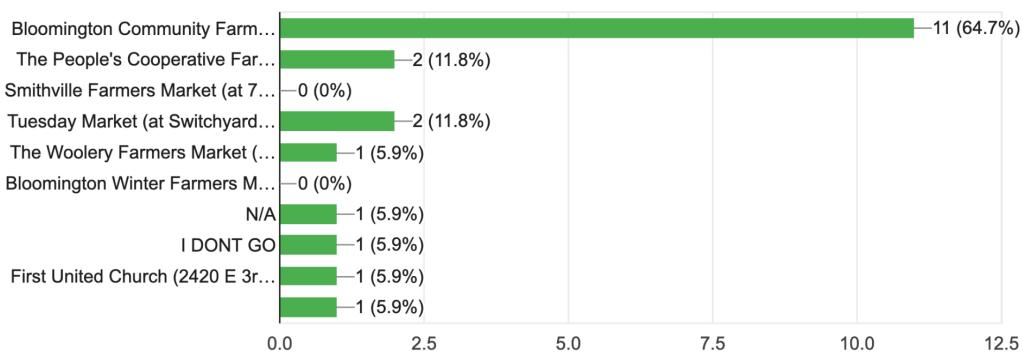


Why do you attend farmers markets in Bloomington?

- Mostly because it's a cute, aesthetic activity to do with friends but also because there are certain things I only get there like honey
- I enjoy being apart of the community
- Just something to do on the weekend
- For the fresh produce
- It is fun weekend activity and to support local businesses
- Close to my house, fun thing to do on the weekend
- To look around and buy produce.
- It's a relaxing way to start the weekend and I like getting produce/flowers!
- For a class assignment
- I only attended the market a couple of times for a school project
- For cute veggies and fruits
- Fun cute things to check out
- For fun

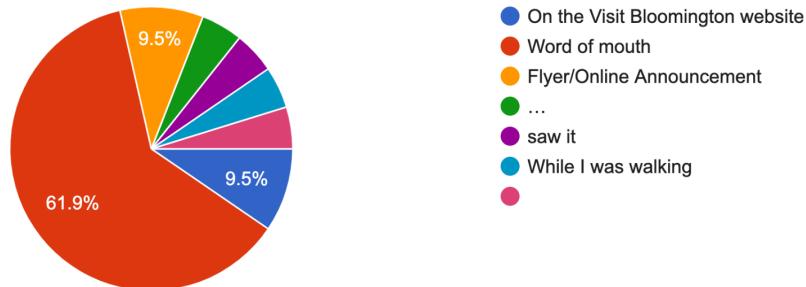
Which market(s) have you been to?

17 responses



How did you hear about the farmers market(s)?

21 responses

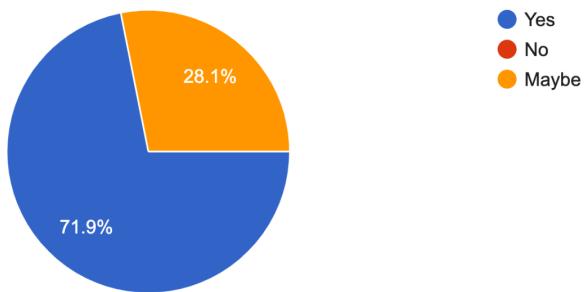


Are there any reasons why you wouldn't or don't go to farmers markets?

- Shopped at Kroger
- I haven't been only because I didn't know about them and haven't seen any advertising
- Difficult to know when the markets are open/available
- I was lazy
- I always forget about them and never know where they are
- When there was controversy with one of the markets acting unethically last year it made me want to frequent the People's market instead of my normal farmers market
- if it's expensive
- i usually dont have the time/ energy to go on a saturday morning
- I don't usually because i don't hear about them and don't know when and where they are.
- Other commitment
- I wouldn't go if it's too early in the morning or too cold outside
- too early
- I forget about them sometimes.
- As a full time student, farmers markets are not heavily talked about so it doesn't occur to me to go to one. Additionally, the timings of them can be altered or extended so people can make it to them after work hours.
- Too early in the morning
- Cold weather
- More expensive than grocery store
- Not sure when or where they are
- I don't know where or when they are. If I did I would definitely go more.
- I don't have a car on campus and I never find the time to attend one, even though I want to.
- Never crossed my mind

Would you be more likely to visit a farmers market if you knew how shopping locally contributed to both the financial and environmental sustainability of our community?

32 responses



Please provide suggestions on how to improve your experience at Bloomington farmers markets.

- Please provide suggestions on how to improve your experience at Bloomington farmers markets.
- More information about when and where they are.
- Provide more announcements to students about the dates of farmers markets and the specific vendors/events at each.
- I wish the markets were open for longer/for more days and the hours were advertised.
- Student discounts
- More / modern advertisement
- Transparency with how they run the market and who's allowed to be a part of it, things like live music that they've recently been adding, maybe just more booths in general
- Add more diversity
- more awareness
- Have live music (local bands), add more booths, some booths could offer free samples (foods or other products), and/or section the market out by category so visitors can browse booths that interest them if they're limited on time.
- provide more days/ times to go
- more advertisement of farmers markets
- Free incentives
- If they could start later/last longer it would allow me more flexibility with my schedule to attend. Maybe having entertainment like a band would encourage me to come.
- sell clothing + jewelry
- More fruits.
- I think educating the locals and IU students on the benefits of going to farmers markets and how it impacts local businesses in the community can help.
- Changing to a location that is more accessible (walkable)
- Page where I can find all the vendors maybe?
- more hours

- Less vegetables and fruits and more handcrafted items and food
- Have heaters there
- Helpful to community with being environmentally and financially
- more advertisement
- I've never been so I don't know
- Let us know when and where they take place
- More advertising
- Better advertise their markets. I would enjoy going
- More advertising

Observations

Megan's Observation Notes

Date: October 14, 2023

Time: 9:17am-10:15am

Location: Bloomington Community Farmers Market at 401 N Morton Street

- There are about 20 vendors that are artists selling handmade goods, and about 30 produce stands.
- There's stands for fruits, vegetables, honey, flowers, hot sauce, pumpkins, and everything in between.
- There's also a stage set up right in the center of the market with a small tent and a microphone. I'm assuming this is for live music, but it may be too early in the morning for the music to start.
- It isn't particularly crowded, but it is also very cold, and the market didn't start until 9 this morning. I would imagine that this market gets very crowded when it's nice out. There's a lot of student housing all around, and there is still a pretty decent crowd considering it's 40 degrees and cloudy.
- I noticed that the homemade, artisan products have their own section right in front of the city hall while the produce section is all under coverings to the left of city hall.
- There seem to be much more people interested in the produce than in the homemade, artisan products.
- There aren't many students at this market at all. I noticed that the market was mostly older folks who seemed to be market regulars that knew the vendors well and knew exactly what products they needed. However, the next largest group wasn't far behind in numbers. Families made up a large portion of the market goers. A lot of little kids ran all around the market, and I enjoyed watching one little girl in particular get excited about every artist tent she walked up to. Their parents seemed thrilled for the opportunity to be getting their families out of the house.
- This market seems like an opportunity to socialize for many. The few groups of students that are here have opted to come with friends and are walking around the market without an obvious interest in what a lot of the stands are selling. Instead, these groups are opting to browse and walk around while they chat. Some older folks participate in the same flow as well, but it is definitely more of a trend among the younger individuals here.

- Those that aren't walking and talking are moving with a purpose. Many market goers walked swiftly to very specific stands with their reusable tote bags in hand and grabbed exactly what they wanted. One customer was actually speed walking behind me as I entered the market area and went right for one of the vegetable stands with her reusable grocery bags.
 - One individual who walks with another market goer around the same age as them commented on how the market is in such a great location because it lies right in the path of Bloomington's B-Line Trail. This is a short trail that runs north from Switchyard Park for about three miles. This person commented on how great it is to see runners or people walking the trail coming through the market. He almost seemed to be giving his companion a tour of the market as if it were the person's first time there.
 - I observed the artists for a while and noticed that they're eager to interact with customers to sell them their products but also because they genuinely seem excited to talk about their work even if nobody buys it. For the same reason, they seemed excited to talk to one another across their tents to learn more about what the vendor next to them was selling.
 - After observing for a while, I realized how well the market catered to its regular attendees. The vendors obviously had personal relationships with some of the folks who carried their reusable bags and walked with a purpose. Families that seemed to attend every weekend greeted each other happily, and their kids seemed excited to see their friends. There wasn't much in the way of advertising from each vendor, but it didn't seem like they needed it. Their products were displayed proudly and spoke for themselves. This market really seems to cater to the local crowd that aren't students, and it was refreshing to see this part of the Bloomington community come together to socialize with one another and support local businesses.
-

Dristi's Observation Notes

Date: October 14, 2023

Time: 9:17am-10:15am

Location: Switchyard Park Pavilion, 1603 S. Rogers Street

- The most abundant items at this market are the fresh, locally-grown vegetables and fruits. Tomatoes, cucumbers, and apples are particularly abundant during this season.
- The market-goers are a mix of families, students, young professionals, and seniors. They come from diverse backgrounds and share a passion for locally sourced products.
- The demographic is quite diverse, with people from various age groups and backgrounds. It's a reflection of the vibrant and inclusive Bloomington community.
- There is a significant presence of fresh produce, and many vendors proudly offer organic and pesticide-free options.
- The market is advertised through local radio, social media, and posters distributed throughout the community. It's a well-known event in the area.
- Customers at the market are friendly and often engage in conversations about their purchases, recipes, and cooking tips. It's a sociable environment where people exchange ideas and recommendations.

- Vendors are welcoming and offer samples of their products. They are knowledgeable about their goods and provide insights to customers on how to use their items effectively.
- Vendors interact with each other as well, sharing stories and experiences. It's a tight-knit community, and they often collaborate on events and promotions.
- Besides shopping, visitors can enjoy live music performances on a small stage set up at the pavilion, and there's a designated area for children's activities like face painting and games.
- The atmosphere is vibrant and positive, with people enjoying the fresh air, music, and the opportunity to support local businesses. It's a delightful experience for both customers and vendors alike.
- A large, colorful banner at the entrance of the market displays the event's name, date, and sponsors. It features a cheerful design with images of fresh produce, highlighting the community and eco-friendly aspects.
- There are long lines at a vendor offering gourmet cheeses and another selling fresh-baked bread. These vendors are particularly popular due to the high-quality products they offer.
- Socialization is a key aspect of this market. Groups of students come with friends, chatting and browsing without specific interests in the products. Some older folks also participate in this social flow, but it's more common among the younger attendees.

Interviews

Megan's Interview 1 Notes

Date: October 11, 2023

Time: 7:00 pm

Interviewee: This person is a senior at IU studying human biology. They have attended farmers markets in Bloomington both for classwork and on their own.

Q: I'm aware of you having been to farmers markets in the past. Can you elaborate on why you chose to go to the Bloomington Community Farmers Market in particular?

A: I haven't heard of others. That's the one I've heard people talk the most about.

Q: Okay. What was your experience like there? Could you walk me through it?

A: It was good! I enjoyed it, and it showed a lot of community engagement and involvement. Uhm, I also really enjoyed the live musicians there. It really uplifted the environment and the mood of the whole market. It created a more welcoming vibe I guess.

Q: When exactly did you go to this market?

A: It was still chilly out. I think it was in September.

Q: Did you go early in the morning?

A: Yeah, I went early in the morning. Around 10 am.

Q: Okay. Did you have a positive experience?

A: I did. I had a great experience. Uhm, I think it was because it's something that college students don't encounter on a daily basis, so it was really refreshing to see all the local farmers and businesses come together.

Q: Did you end up buying anything?

A: I got flowers.

Q: Did you think about buying anything else?

A: Produce. Produce is a lot more cost efficient when you buy at farmers markets compared to Kroger or Target.

Q: Would you prefer to buy produce there?

A: I would.

Q: Did you go and see the stands for the local artists?

A: I did.

Q: Were you able to get everything at the market that you went for?

A: I-I did. I did find what I was looking for. Uhm, I guess I wasn't looking for something specific when I went. I didn't really have anything in mind. Except I just wanted to talk to some of the farmers and small businesses owners to get their perspective on things and why they do what they do.

Q: Did you go for class, or did you just go to go?

A: I went for a class, but I've also gone for not a class.

Q: Would you back to the farmers market?

A: Yeah.

Q: What was your favorite part about the farmers market?

A: I just liked how everyone was so interactive, and people weren't like focused on their work or anything. They were just there to shop, look for produce, and support these small businesses, and help out our community.

Q: Did you notice what the crowd was like?

A: There were a lot of families, children, and I saw a lot of older folks, too. I didn't see a lot of college students. I saw a lot of locals.

Q: If you were to pick, what would you say your least favorite part of the market was?

A: I wish there was a lot more diversity within like - each like - vendor almost, because how would I differentiate...like when buying something, why would I buy from one person over another. Like if two vendors have lettuce, why would I pick one instead of the other. It puts me in a dilemma.

Q: Are you familiar with shopping locally and its role in sustainability?

A: Yes.

Q: Is there any mention in the market of its role in sustainability? Did you notice anything?

A: Well I think it mostly is good for just the economical value of our city in general. Imagine if nobody here was supporting small businesses or farmers. Those individuals would be out of jobs and would be like basically wouldn't have a source of income, so through that you're participating in helping those businesses that cannot go as global as bigger organizations or companies...I guess you're helping them.

Q: Did you feel like the vendors were advocating for themselves and sustainability?

A: I didn't really see it. I think it's mostly in like public health like campaigns that I see it. I didn't necessarily see it when interacting with some of these vendors.

Q: You're in public health, so you know those things, but not everybody would. Uhm, do you have any suggestions for improving your experience or the general experience of the farmers market?

A: Uhm, I think like with the produce that isn't used, there should be like a way for people to order leftover produce and have it delivered or something. Like Uber Eats.

Q: Would you go to other farmers markets based on your experience with this one?

A: I don't think I would stay to this one. I think I want to explore to local farmers markets.

Q: How did you find out about this farmers market?

A: I honestly thought this was the only one that people really went to. Like I knew about it. That there was always one farmers market open by Park on Morton, and also like was just the most convenient one for me. It was the only one that showed up for the times I needed.

Q: So it was like a mix of word of mouth and online?

A: Yep.

Megan's Interview 2 Notes

Date: October 17, 2023

Time: 7:05 pm

Interviewee: This person is a senior at IU studying psychology. They have never attended a Bloomington farmers market before.

Q: Are you familiar with farmers markets in and around Bloomington?

A: Yes.

Q: Have you heard of any in particular and which ones?

A: No. I just know there are farmers markets.

Q: And you haven't attended a farmers market?

A: No.

Q: In Bloomington. Have you ever attended a farmers market outside of Bloomington?

A: Yes.

Q: Which one?

A: [Their hometown market name].

Q: And why did you choose to go to that one?

A: I had to drive to the post office, and it was happening right next door.

Q: So, it just so happened to be going on.

A: Yeah just circumstances.

Q: What about that market stood out to you?

A: I don't know it had pretty flowers. And that I had never been to one.

Q: Was there anything else about it that you liked?

A: The vendors were nice. I don't know. We were only there for a short time/

Q: So you had a positive experience despite only being there for a short time?

A: Yes.

Q: Is there any reason why you haven't been able to attend a farmers market in Bloomington?

A: I don't like waking up early and going to it, and they're on gamedays.

Q: Where do you normally get your produce from here?

A: Kroger.

Q: Why do you prefer to get them there?

A: It's easier.

Q: So just convenience. Have you found that information about the farmers markets in Bloomington is accessible?

A: I feel like if you know where you need to look then yes, but if you have no idea that they're going on, not really. They're not advertised that well to students. If I'm like out at a restaurant or in a local store then maybe there's a poster on the street somewhere about it, but other than that, not really.

Q: What would persuade you to attend a Bloomington farmers market?

A: If they weren't on gamedays.

Q: There is one on Tuesdays.

A: I didn't know they had one on Tuesdays. I only knew about Saturdays.

Q: There is a Tuesday one, but it's during the summer and through September. Uhm. Are there any specific products you'd be interested in at a farmers market?

A: Not really. They're just interesting and fun to go to to see what you can find.

Q: Would you prefer to go with other people?

A: Yes.

Q: Are you familiar with shopping locally and its role in sustainability?

A: No.

Q: Would you be more likely to go to a farmers market if you knew the impact of shopping locally?

A: Maybe. I don't know. I am still more concerned about the convenience.

Q: Are there suggestions you have for Bloomington farmers markets to make them more appealing and increase attendance?

A: Advertise more to the 40,000 students here that live around town.

Dristi's Interview 1 Notes

Date: October 17, 2023

Time: 3:00 pm

Interviewee: This person is a junior at IU studying finance.

Q: Are you familiar with farmers markets in and around Bloomington?

A: Yes, I'm familiar with farmers markets in and around Bloomington.

Q: Have you ever attended a market in the area?

A: Yes, I have attended several markets in the Bloomington area.

Q: What markets have you gone to?

A: I've been to the Bloomington Community Farmers' Market and the Bloomington Farmers Market at the Switchyard Park.

Q: Could you walk me through your experience at the farmers market?

A: My experience usually involves strolling through the market, exploring the different stands, talking to local farmers and vendors, and sampling some of the products. It's a great way to spend a morning and a place to go with my friends.

Q: Why did you decide to attend this market?

A: I attend farmers markets because I like to support local farmers and I find it fun going with friends and walking around the different markets.

Q: Did you have a positive experience at the market?

A: Yes, I've generally had positive experiences at the markets. It was a lot of fun and I feel like there is much to do.

Q: What parts of the market impacted your perception of it?

A: The quality and variety of the produce, the friendliness of the vendors, and the sense of community are all aspects that impact my perception of the market.

Q: Were there any observations you made about things you'd like to improve about the market? What are they?

A: I'd like to see more emphasis on sustainability and environmental practices. It would be great if the market could reduce single-use plastics, encourage recycling, and provide information about the benefits of shopping locally.

Q: Did you purchase anything?

A: Yes.

Q: What did you purchase?

A: I've bought tomatoes, apples, and handmade soaps.

Q: Were you able to get all the products you went for?

A: Most of the time, yes. However, there have been a few occasions when certain items were sold out.

Q: If no, why not? Did not getting what you went for impact your experience? How?

A: Not getting what I went for can be a bit disappointing, but it hasn't had a significant impact on my overall experience. It's part of the charm of farmers markets – you never know exactly what will be available.

Q: Do you go to the market regularly?

A: I try to go to the farmers market regularly, especially during the growing season. I enjoy the social aspect and the opportunity to buy fresh, local products.

Q: If so, is it for social reasons or to pick up specific items?

A: It's a bit of both. I go for the social aspect, but I also have specific items in mind that I want to purchase, like fresh produce and artisanal products.

Q: What is your favorite part about the market?

A: My favorite part is the sense of community and the opportunity to support local businesses and farmers. I also enjoy discovering unique, locally-made items.

Q: What is your least favorite part about the market?

A: Sometimes, the market can get crowded, making it challenging to move around. Additionally, on hot days, the heat can be a bit uncomfortable.

Q: Have you noticed whether the stands remain the same, or do they change?

A: The stands tend to change seasonally. Some are consistent, while others vary depending on the time of year and what's in season.

Q: Are you aware of the market's schedule?

A: Yes, I am aware of the schedule. The Bloomington Community Farmers' Market is typically open on Saturdays, while the Bloomington Farmers Market at the Switchyard Park operates on Saturdays and Tuesdays during the summer.

Q: Do you choose to visit farmers markets for any particular reason? If so, what is it?

A: I visit farmers markets to support local businesses, enjoy fresh and organic produce, and find unique items that I can't get in conventional stores.

Q: Do you get the same thing at the market every time you go?

A: I usually get some staples like fresh produce, but I also like to explore and try new products, so it's not always the same.

Q: Do the products at stands remain the same, or do they change?

A: The products often change with the seasons. You'll find different fruits and vegetables, as well as seasonal products like holiday decorations or handmade gifts.

Q: Are you familiar with shopping locally and its role in sustainability?

A: Yes, I'm aware that shopping locally can reduce the carbon footprint and support the local economy, which is important for sustainability.

Q: Would you be more likely to go to a farmers market if you knew the impact of shopping locally on the environment?

A: Absolutely, I believe in the importance of sustainable practices, so knowing the positive impact of shopping locally would make me even more inclined to visit farmers markets.

Q: Is there any mention in the market of its role in sustainability?

A: I've seen some farmers markets promote their sustainability efforts, such as reducing plastic waste or encouraging eco-friendly practices, but it could be more widespread.

Q: Do any of the stands openly advocate for sustainability?

A: Yes, some stands proudly display their commitment to sustainability, such as using organic farming methods or using recycled materials for their products.

Q: What are some suggestions you have for improving your experience at Bloomington farmers markets?

A: I'd suggest promoting sustainability more actively, reducing single-use plastics, and providing more shade and seating areas for hot summer days. Additionally, extending the market hours in the evening or during weekdays could accommodate those with different schedules.

Dristi's Interview 2 Notes

Date: October 19, 2023

Time: 6:00 pm

Interviewee: This person is an alimini that went to IU.

Q: Are you familiar with farmers markets in and around Bloomington?

A: Yes.

Q: Have you ever attended a market in the area?

A: Yes, I used to attend the farmers' markets during my time at IU.

Q: What markets have you gone to?

A: I visited both the Bloomington Community Farmers' Market and the Bloomington Farmers Market at the Switchyard Park.

Q: Could you walk me through your experience at the farmers market?

A: My visits usually involved exploring the diverse stalls, engaging with local farmers and vendors, and enjoying the lively atmosphere with friends.

Q: Why did you decide to attend this market?

A: I attended these markets to support local agriculture and to savor the unique experience of strolling through vibrant markets.

Q: Did you have a positive experience at the market?

A: Yes, I had generally positive experiences, finding them enjoyable and refreshing.

Q: What parts of the market impacted your perception of it?

A: The quality and variety of produce, the friendliness of the vendors, and the sense of community were the key factors that influenced my perception of the market.

Q: Were there any observations you made about things you'd like to improve about the market? What are they?

A: It would be great to see more emphasis on sustainability and environmental practices. Reducing single-use plastics and increasing recycling efforts would be beneficial.

Q: Did you purchase anything?

A: Yes, I often purchased fresh produce and unique artisanal products.

Q: What did you purchase?

A: I bought fresh produce like apples and tomatoes, as well as handmade soaps and candles.

Q: Were you able to get all the products you went for?

A: Most of the time, yes. However, occasionally, certain items were sold out, which didn't significantly impact my experience.

Q: Do you go to the market regularly?

A: During my time at IU, I tried to visit the farmers' markets regularly, especially during the spring and summer.

Q: If so, is it for social reasons or to pick up specific items?

A: It was a mix of both – for social reasons and to pick up fresh produce and other items.

Q: What is your favorite part about the market?

A: My favorite aspect was the sense of community.

Q: What is your least favorite part about the market?

A: Sometimes, the markets could get quite crowded, making it challenging to move around. Additionally, on hot days, the heat could be a bit uncomfortable.

Q: Have you noticed whether the stands remain the same, or do they change?

A: Stands tend to change seasonally, with some being consistent and others varying based on the season.

Q: Are you aware of the market's schedule?

A: Yes, I was aware of the schedule during my time at IU. The Bloomington Community Farmers' Market typically operated on Saturdays.

Q: Do you choose to visit farmers markets for any particular reason? If so, what is it?

A: I visited farmers' markets to support local businesses, enjoy fresh and organic produce, and discover unique, locally-made items that you couldn't find in regular stores.

Q: Do you get the same thing at the market every time you go?

A: I usually got some staple items like fresh produce, but I also liked to explore and try new products, so it varied.

Q: Do the products at stands remain the same, or do they change?

A: The products often changed with the seasons. You could find different fruits and vegetables, as well as seasonal items like holiday decorations.

Q: Are you familiar with shopping locally and its role in sustainability?

A: Yes, I understand the importance of shopping locally and how it can contribute to sustainability.

Q: Would you be more likely to go to a farmers market if you knew the impact of shopping locally on the environment?

A: Absolutely, knowing the positive impact of shopping locally on the environment would make me even more inclined to visit farmers' markets.

Q: Is there any mention in the market of its role in sustainability?

A: I did see some farmers' markets promote their sustainability efforts, such as reducing plastic waste or encouraging eco-friendly practices, but it could have been more widespread.

Q: Do any of the stands openly advocate for sustainability?

A: Yes, some stands openly displayed their commitment to sustainability, using organic farming methods or recycled materials for their products.

Q: What are some suggestions you have for improving your experience at Bloomington farmers markets?

A: To enhance the experience, I would suggest more active promotion of sustainability, reducing single-use plastics, providing shaded areas during hot days, and possibly extending market hours to accommodate different schedules.

Nick's Interview 1 Notes

Date: October 20, 2023

Time: 1:20 PM

Interviewee: This is a freshman at IU who has been to a farmers market in a different city

Q: Are you familiar with farmers markets in and around Bloomington?

A: Yeah I don't know where they are though.

Q: Have you ever attended a market in the area?

A: No

Q: What markets have you gone to?

A: I've been to one at home in Carmel, IN

Q: Could you walk me through your experience at the farmers market

A: It was a very nice experience, everyone seemed happy and the food was good. It was kind of expensive though.

Q: Why did you decide to attend this market?

A: My family and I went right after church on a Sunday because it was close by.

Q: Did you have a positive experience at the market?

A: Yeah it was a cool experience.

Q: Were there any observations you made about things you'd like to improve about the market? What are they?

A: That the prices are too high, but maybe that was just for the one I went to in Carmel.

Q: Did you purchase anything?

A: Yeah I got a homemade doughnut and my dad bought some fancy BBQ sauce.

Q: Were you able to get all the products you went for?

A: We weren't looking for anything specific, so I guess so.

Q: Do you go to the market regularly?

A: Not at all.

Q: What is your favorite part about the market?

A: The atmosphere.

Q: What is your least favorite part about the market?

A: The prices.

Q: Have you noticed whether the stands remain the same, or do they change?

A: Haven't noticed but I assume that they change weekly.

Q: Are you aware of the market's schedule?

A: No I am not.

Q: Do you choose to visit farmers markets for any particular reason? If so, what is it?

A: If I went to a market in Bloomington it would probably be for the food or for a fun thing to do with my girlfriend or friends.

Q: Are you familiar with shopping locally and its role in sustainability?

A: Yes I am.

Q: Would you be more likely to go to a farmers market if you knew the impact of shopping locally on the environment?

A: Yeah I think a lot of people would but I just don't know when or where they are.

Samantha's Interview 1 Notes

Date: October 22, 2023

Time: 8:10 pm

Interviewee: This person is a senior at Indiana University. They are from Lawrence, IN and are studying Contemporary Dance. They have not attended any Bloomington farmers markets, but have been to some in their hometown.

Q: Are you familiar with farmers markets in and around Bloomington?

A: Yes, but not much. I know there are several, I just haven't looked into the details.

Q: Have you ever attended a market in the area?

A: No

Q: What markets have you gone to?

A: I've been to some in my hometown.

Q: Could you walk me through your experience at the farmers market

A: It was pretty small, but they had fresh fruits and vegetables, food from small and family-owned businesses, fresh pastries, and flowers.

Q: Why did you decide to attend this market?

A: My parents have attended before and wanted me to go with them.

Q: Did you have a positive experience at the market?

A: I did have a positive experience because I enjoy all of the things they offer at the market. It was a very positive environment and everyone was very kind.

Q: Were there any observations you made about things you'd like to improve about the market? What are they?

A: I think more vendors would make the markets better.

Q: Did you purchase anything?

A: Yes, I bought a fruit smoothie and some homemade jelly.

Q: Were you able to get all the products you went for?

A: Yes, because we didn't go looking for anything specific.

Q: Do you go to the market regularly?

A: No

Q: What is your favorite part about the market?

A: Homemade and fresh food products.

Q: What is your least favorite part about the market?

A: Nothing specific

Q: Have you noticed whether the stands remain the same, or do they change?

A: There are some that stay the same, but a lot of them change.

Q: Are you aware of the market's schedule?

A: No.

Q: Do you choose to visit farmers markets for any particular reason? If so, what is it?

A: Mostly, because they are close to home.

Q: Do you get the same thing at the market every time you go?

A: No.

Q: Do the products at the stands remain the same, or do they change?

A: Usually they do because fruits and vegetables will go out of season.

Q: Are you familiar with shopping locally and its role in sustainability?

A: A little bit.

Q: Would you be more likely to go to a farmers market if you knew the impact of shopping locally on the environment?

A: Probably, I try to be as sustainable as possible, but it's hard because I'm broke.

Q: Is there any mention in the market or the stands of their role in sustainability?

A: Not that I noticed.

Q: What are some suggestions you have for improving your experience at farmers markets?

A: I wish the prices were a little lower, but I also understand that the products are better and take more time to make fresh for the market.