Course: CSTP1304 User Interface Design
Group Name: The Super Green Team
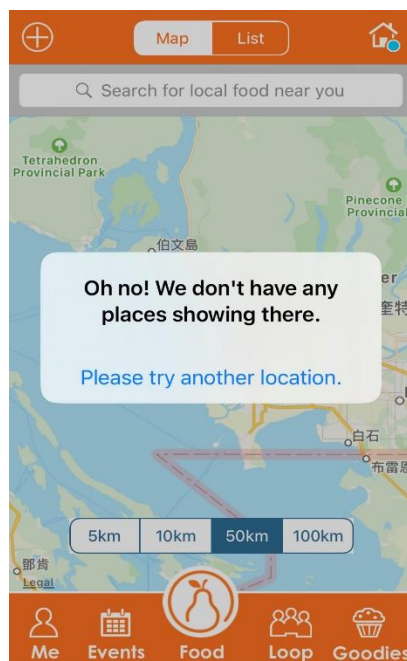Group Members: Pokai Huang, Harleen Jhamat, Eric Cheung
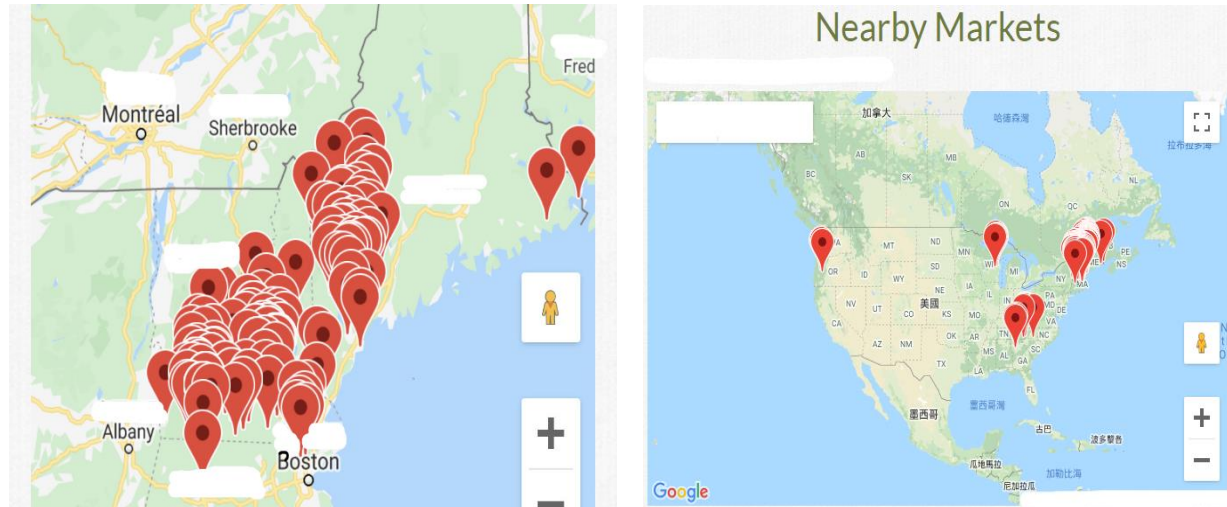
Competitor Research

Before we start our work, PoKai downloaded these local farm apps such as "SimplyLocal," "SavourOttawa," "Food loop," "Meatocracy," "My Farmer," "Fresh local" for our marketing sesearch.
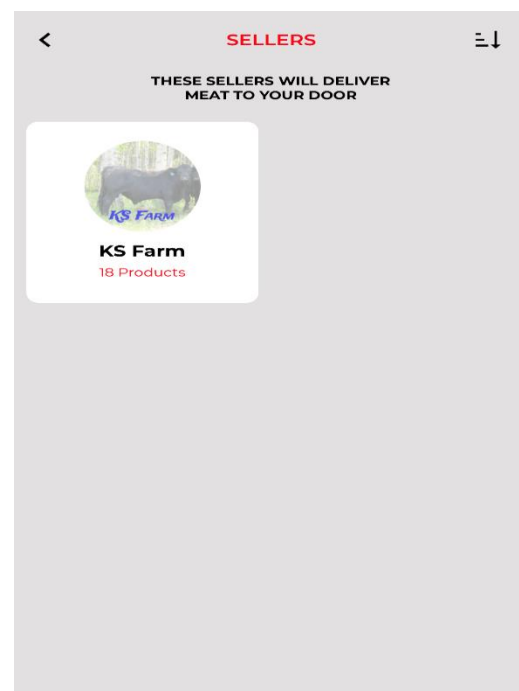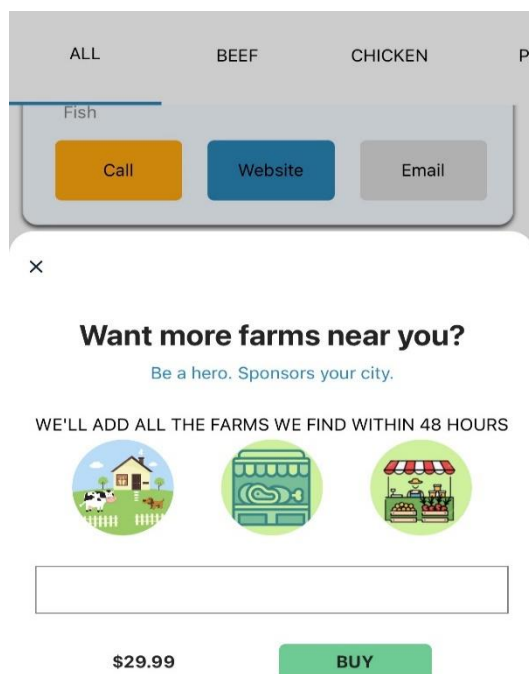

By using these apps, we found that all these apps have a geographic location function, food searching function and farm information sharing. But only two of apps support Vancouver, BC area. Most of the apps are only support Toronto or the US region, which is unfortunate.

Among the remaining two available apps, we found one that requires payment to search for farms and one that only gets information about one farm. The results of these uses disappoint me, but these shortcomings also allow us to have better ideas and plans for Designing new software.

Through these applications, we learned that if we want our applications to be more supported and used, we should make some changes:

1. Free of membership fee: We hope to connect users and farmers in a better way so that all information is more transparent without paying additional fees.

2. Add some new activities to the app: We believe that adding activities such as farm music, one-day farm experience, farm bazaars, etc., will increase users' awareness of the local farm and increase consumers' interest in visiting.

3. Use voluntary activities to exchange credits and exchange for food or goods: We often see "do something to earn credits in exchange for goods" in larger online stores. For example, Save on food can use each consumption accumulation In exchange for free goods. We hope to use this method to stimulate consumer demand for this application.