

## Phase 1 – Research (Questionnaire)

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A survey (questionnaire) was conducted to check what do people (users) will feel or want in this Lo-Grow Farm Application. This questionnaire consisted of **10 basic questions** and we got **19 responses**.

- The first question was the about the age of the respondent starting from **15 to 55+**, and below are the results:

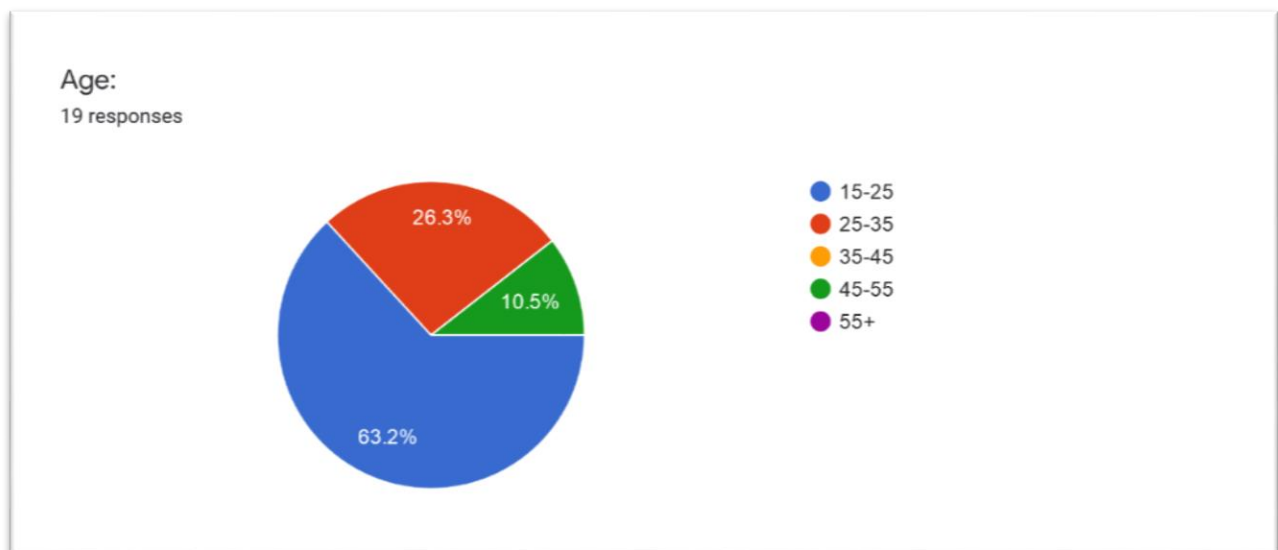


Figure 1: Age of respondents

- After that, the second question was asked to check the preference of respondents, as from where do they buy the products and why they like to **buy farm products** from that specific place. The answers were almost common ones like Walmart, save-on and superstores. Below are the responses:

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***From where do you usually buy your farm products from and why?***

1. I usually buy from frescho because of the quality of product and price.
2. Superstore because we got every stuff from one store and easy to reach things that we want.
3. Save on food and walmart because it's convenient. It's near my place.
4. Walmart because there are various fresh farm products which are of high quality and enrich with nutrients.
5. From T&T, Save On Food, H-mart, Local groceries store; It is fast and convenient.
6. Kins or Urban farmer's market
7. Aria Market (cheaper than No-Frills and better quality) (837 Bidwell St, Vancouver, BC V6G 2J7) also it's near my place where I live
8. From superstore or walmart, As I can get good quality and quantity
9. Superstore
10. Grocery stores as it's more convenient
11. Superstore, walmart, or crystal mall Chinese market
12. Walmart
13. Supermarket, because I can easily get all groceries under one roof.
14. Farm place or farming supermarket
15. From general store, to survive
16. Local supermarket

- The next question was asked to know that is there anything that **concerns the customer** while buying a product, to simplify we added some options so that it will be easy for the respondent to know what we are asking for. To most of the customers (17/19), freshness of product matters the most while other options vary.

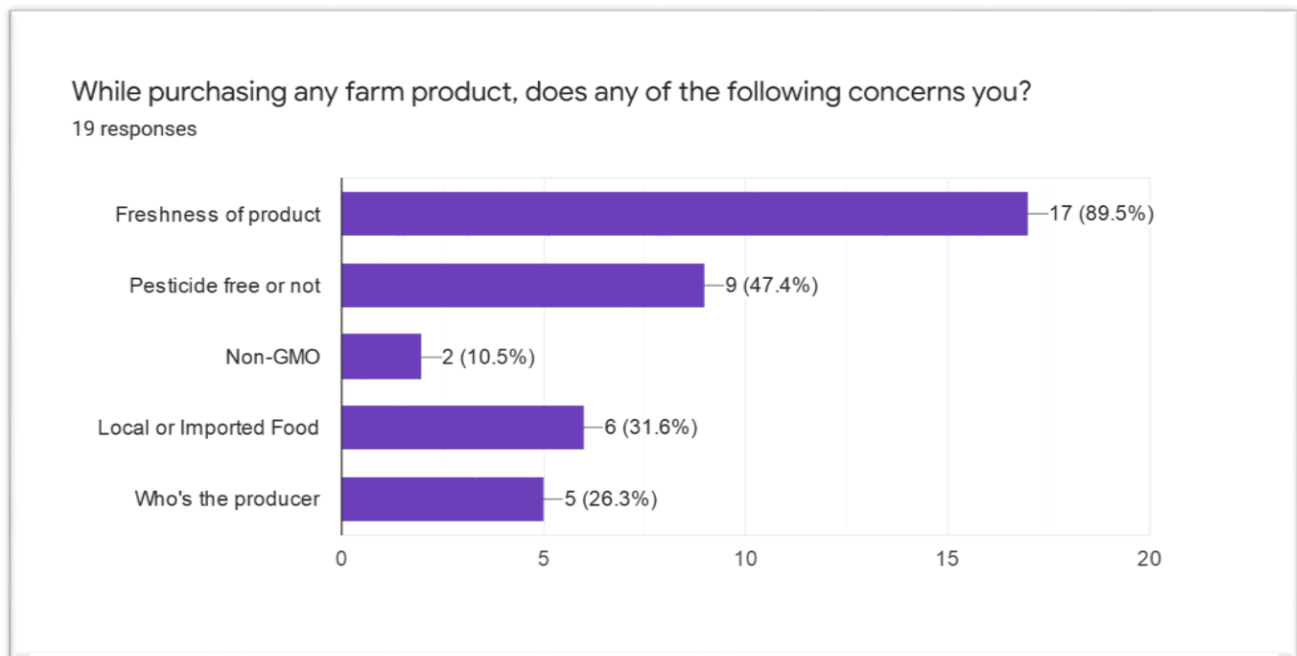


Figure 2: Concerns of respondents

- As our application is Farm related, we wanted to know whether common people usually visit Farmer's place or not. As, it is not so popular to **visit a Farm**, the options were set from 1 visit to per year to 5 or more visits per year. Fortunately, most of the respondents (7) visit Farms twice a year and 4 respondents visit 5 or more times a year which was good to know.

How often do you visit local farms or farmer markets on a yearly basis?

19 responses

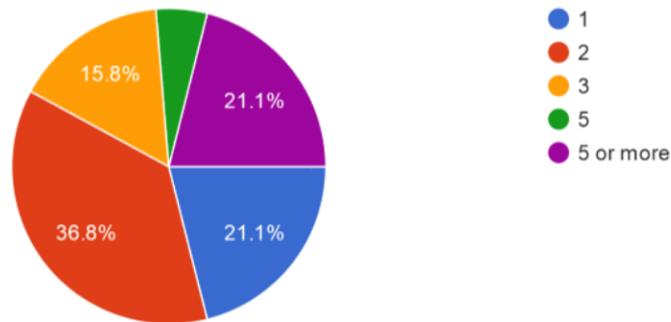


Figure 3: Respondents' visit to Farms on yearly basis

- It is important to know how much the customers **know about the Local Farm Products** and luckily, the respondents knew a lot about the benefits of locally produced farm products. The most common answer to this question was: *Products are organic and fresh.*

***Can you enlist any benefit of buying local farming product?***

1. Pesticides free and freshness.
2. Cheap price
3. It's fresh.
4. These are affordable and are of high quality.
5. Fresh, pesticide-free
6. Helps the economy I live in, rather purchase local than support another country
7. Better quality and price
8. Yes, the products are organic and are full of nutrients
9. Fresher, support local farmers
10. Quality is better and I tend to buy organic products for health reasons and locally produced are better.
11. Fresh (less transportation time and procedure keep better / more nutrition)
12. Organic, fresh, Fertilizer free
13. Products are fresher and more organic

14. Fresh tasty support local healthy
15. It is fresh and within my budget
16. Freshness and taste of the product

- It is important to know how much a customer is willing to **spend on the Farm Products**, so our 6<sup>th</sup> question was about their budget and the common response or average amount of expenditure was: \$110

***What amount of money are you willing to spend on local farming food on a monthly basis?***

1. \$50
  2. \$70-80
  3. \$200
  4. \$150
  5. \$150
  6. \$100-200
  7. \$60
  8. \$50
  9. \$200
  10. \$70
  11. \$70
- Further, we wanted to know whether people will like our application or not, so we added a question to know will they prefer to purchase products from an application or not and why. Fortunately, most respondents would prefer the application and below are the answers:

***Will you feel comfortable to buy local farming products from a mobile application and why?***

1. Yes, if the products are fresh and of good quality.
2. Yeah, it's easy to buy from mobile application and delivery's options are good.
3. Yes. It's just easy.
4. I will not feel comfortable to buy local farm products via mobile because there are chances of getting perishable products or expired. Moreover, I put my concern on freshness which can only be check by visiting the place.
5. I will feel comfortable to buy it, it is fast and I don't need to go so far to buy it.

6. Sure, as long as the product selection is good, and I'm guaranteed the freshest and best quality.
7. Only if I absolutely know that the quality is going to be good (and price)
8. Yes, I can get my groceries at doorstep and also, Products will be of a good quality
9. No. Prefer be able to touch and look at them
10. Yes, if it provides more convenience and quality is guaranteed.
11. Yes, for convenience
12. Yes, it will be time saving and more comfortable
13. Yes, it would be an easy task and I would not need to visit store and lift heavy bags of products.
14. Even better
15. Yes, it will be quite faster.
16. Maybe, if the quality is good. Can order again

- As our application will also help customers to know more about farming practices, we wanted to know whether customers will like to help farmers with their work and know about farming or not and the responses were amazing and we got 100% YES in that factor.



Figure 4: Respondents interest towards local farming

- Next question was asked to know whether the customers would like to attend any sales event or music events related to local farming and almost 80% of customers responded with a Yes.

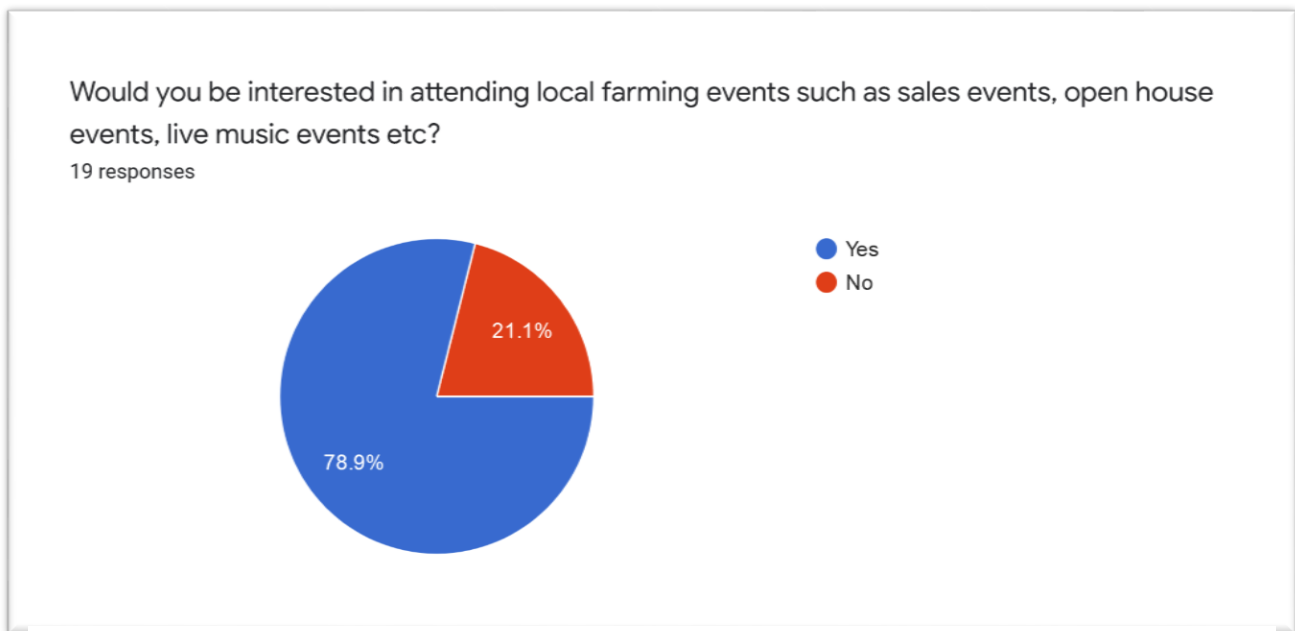


Figure 5: Respondents interest to attend local farming events

- Lastly, as our application will promote voluntary work like helping farmers in growing, packing and delivering food, we wanted to know what customers feel about this and we got a good response as 90% of respondents agreed to work for customers.

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Knowing that you can get credits from farmers (in exchange for free farm products), would you be interested to help local farmers to grow, pack and distribute food etc?

19 responses

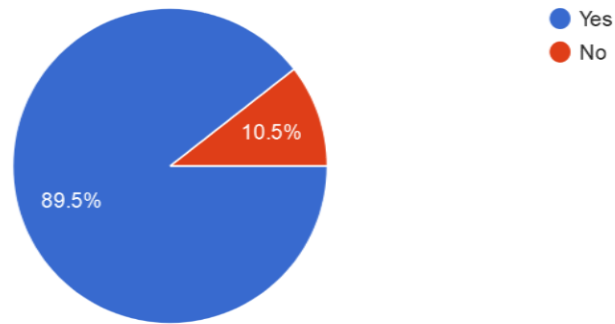


Figure 6: Respondents willingness to help farmers