

CSCI 3172 – Web-Centric Computing  
Deliverable 1: Concept Design Report (10%) [GROUP]  
Due: October 16<sup>th</sup>, 2017

<b>Group's Name:</b>	Team Bits Please
<b>Date:</b>	October 16th, 2017

## 1. PROJECT OVERVIEW

<b>Application:</b>	FreshLocal
<b>URL:</b>	

A popular show named “market place” featured individuals purchasing wholesale produce goods and selling them as locally grown food at farmer markets. As a result, customers were being deceived, which gave us the idea to connect legitimate local farmers with their customers and vice versa.

This product is important because of the following:

- Connects legitimate local farmers with customers and vice versa.
- Provides a platform for customers to raise concerns about a vendor who may not seem to be a legitimate farmer, enabling future customers to make a more informed decision concerning purchases from that particular vendor.

## 2. APPLICATION DETAILS

### a. Target User Insight

Our target users for this application are:

- Local farmers that will be selling products at the farmer's market
  - This age range can vary from early 30's to late 60's.
  - The farmers using this could either be very tech savvy or have very little knowledge

about the computers.

- Because of these factors we can to make our application very easy to navigate and have a very simple look to it.
- Potential customers that want to go to a farmer's market but don't really know what they are looking for.
  - These users can be of all ages and have different knowledge about how to use technology.
  - Users of this application will want to know basic information about the farmer's market they want to go to and what items will be on sale at the time.

#### **b. Brand Attributes**

- The purpose of our application is for customers to connect with local farmers at farmer's markets and to be informed about these farmers through user reviews and comments.
- The application is meant to be user friendly for a wide range of people so we want to make each step simple, easy, and fast.

#### **c. Competitive Landscape**

Our main competitors for the application would be the farmer's markets themselves since most of them already have websites. The difference between all the competitors' applications and ours is that we will be condensing all their information into one application. We will also change the way the users will be looking for items (i.e., the users will be searching for the products they want, not looking for the farmer first). We will also be having a farmer profile where the users can see the rating of the farmer, comments from other users about the farmer, descriptions about the farmer and what products they sell, and the location of the farm in case they wanted to go to the farm.

#### d. Project Scope

Features:

- Login System

  - Admin

  - Farmer

*For the purposes of this project, we will be focusing on the 'Farmer' option*

  - Users (Potential Customers)

- Farmer's profile

  - Pictures and videos uploaded by farmer

  - Farmer information (background) to attract customers

  - Users can comment on farmer profiles

  - Users can report farmer profiles

  - Q/A

  - Frequently asked questions and answers (done by farmer)

- Navigation to different regions and farmer markets in Nova Scotia or possibly Atlantic Canada.

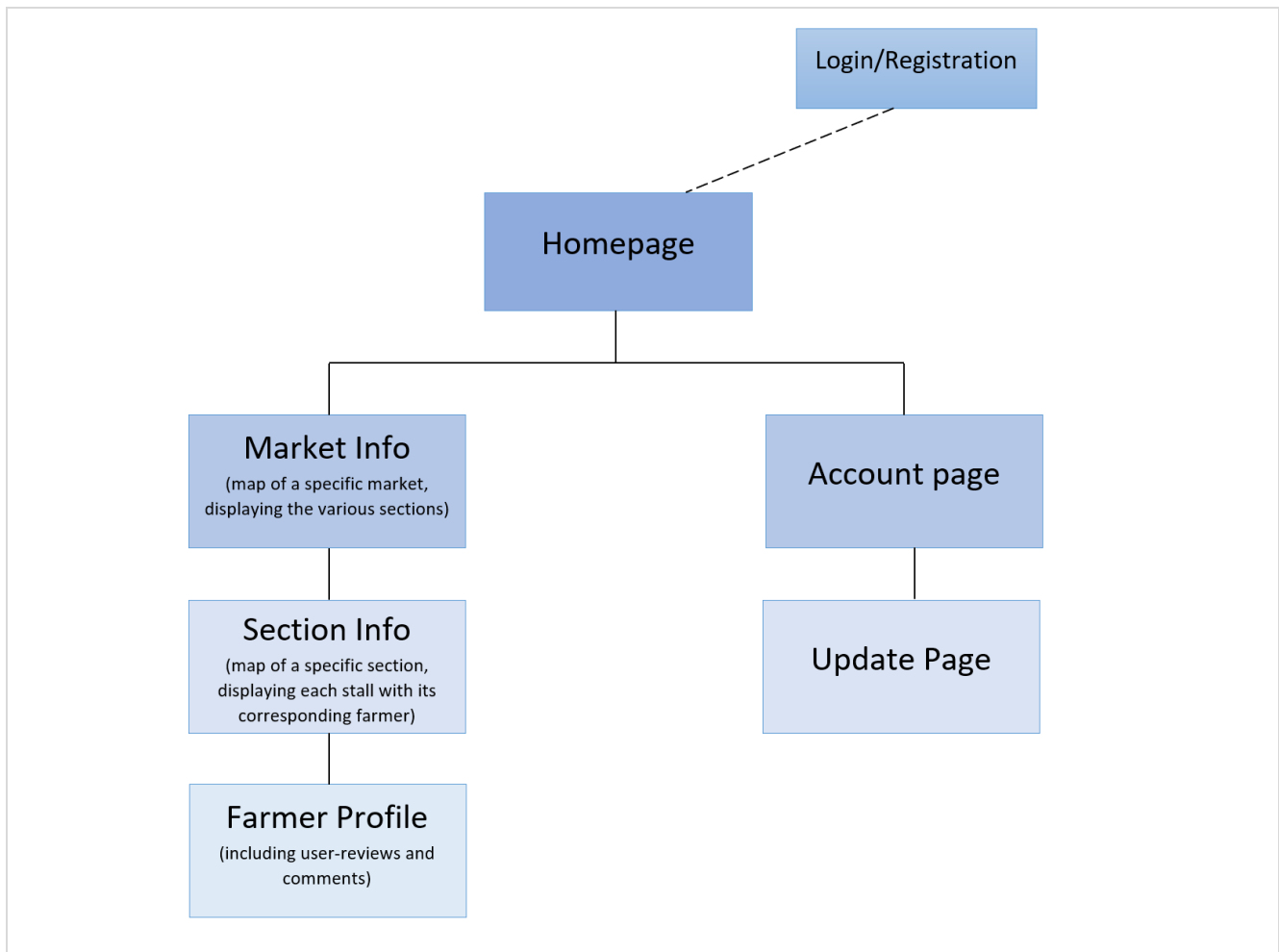
(The scope of this project will only focus on one particular market)

- Location (Button) that tracks the user's location dynamically and selects a nearby farmer's market as default.

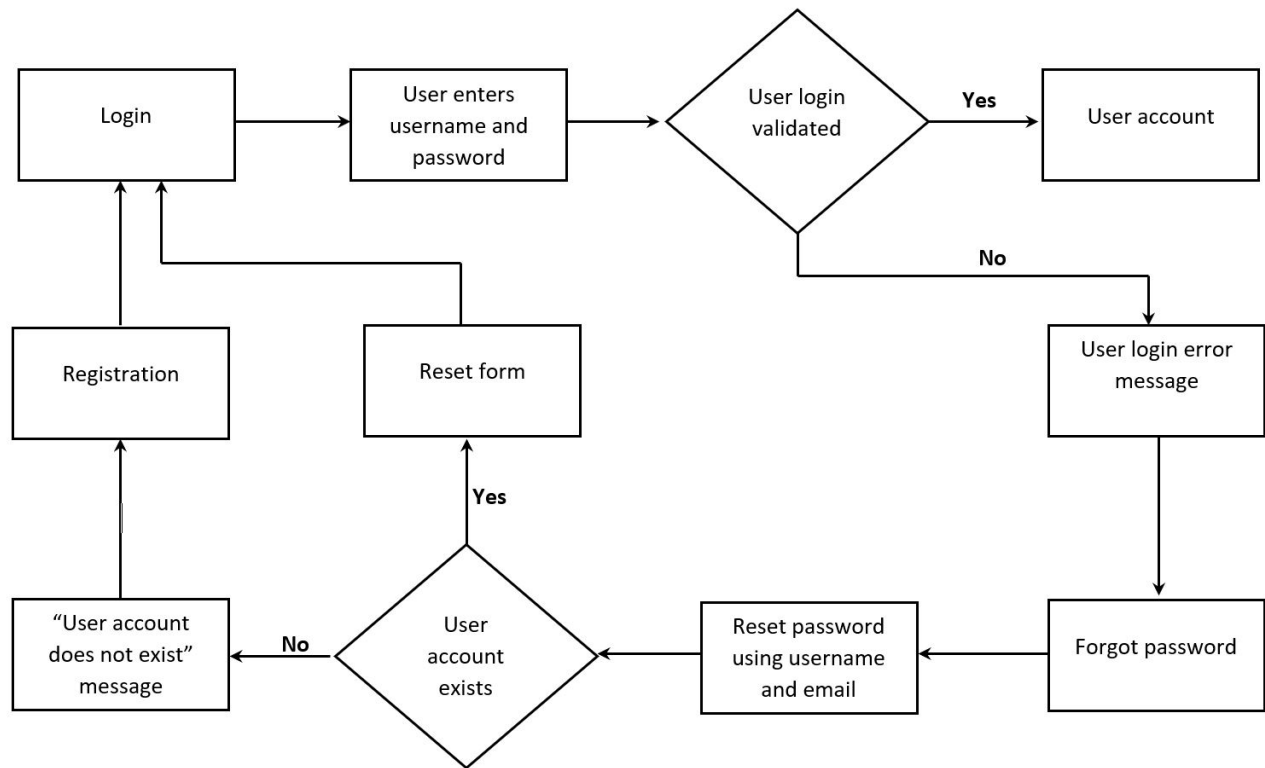
#### Features/services outside of the project's scope:

- Farmers upload farm locations for users to visit the farm or understand where their potential food is grown.
- Instant messaging feature between farmers and users.
- Verify email confirmation (send to farmer after registration).

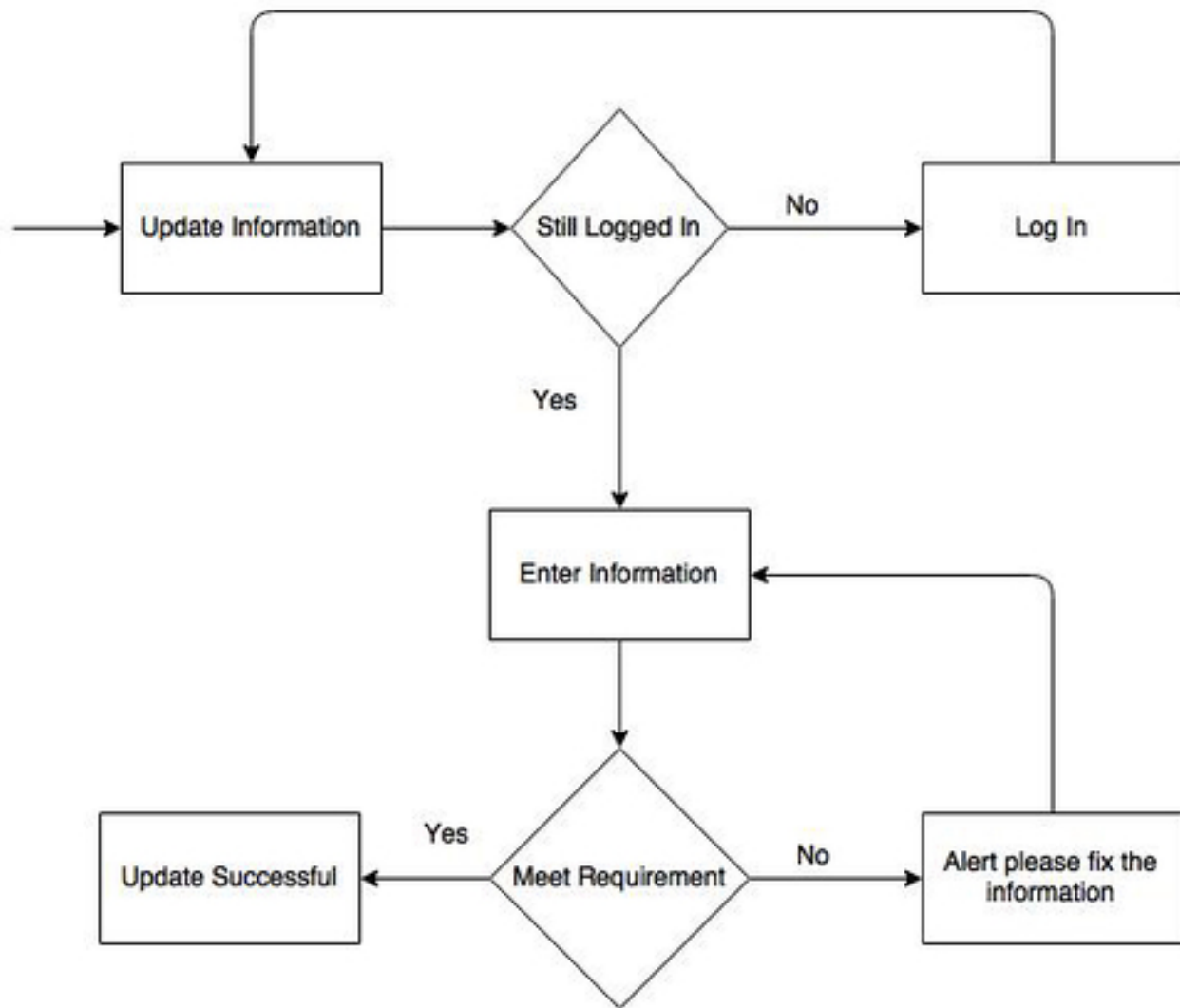
#### e. Information Architecture



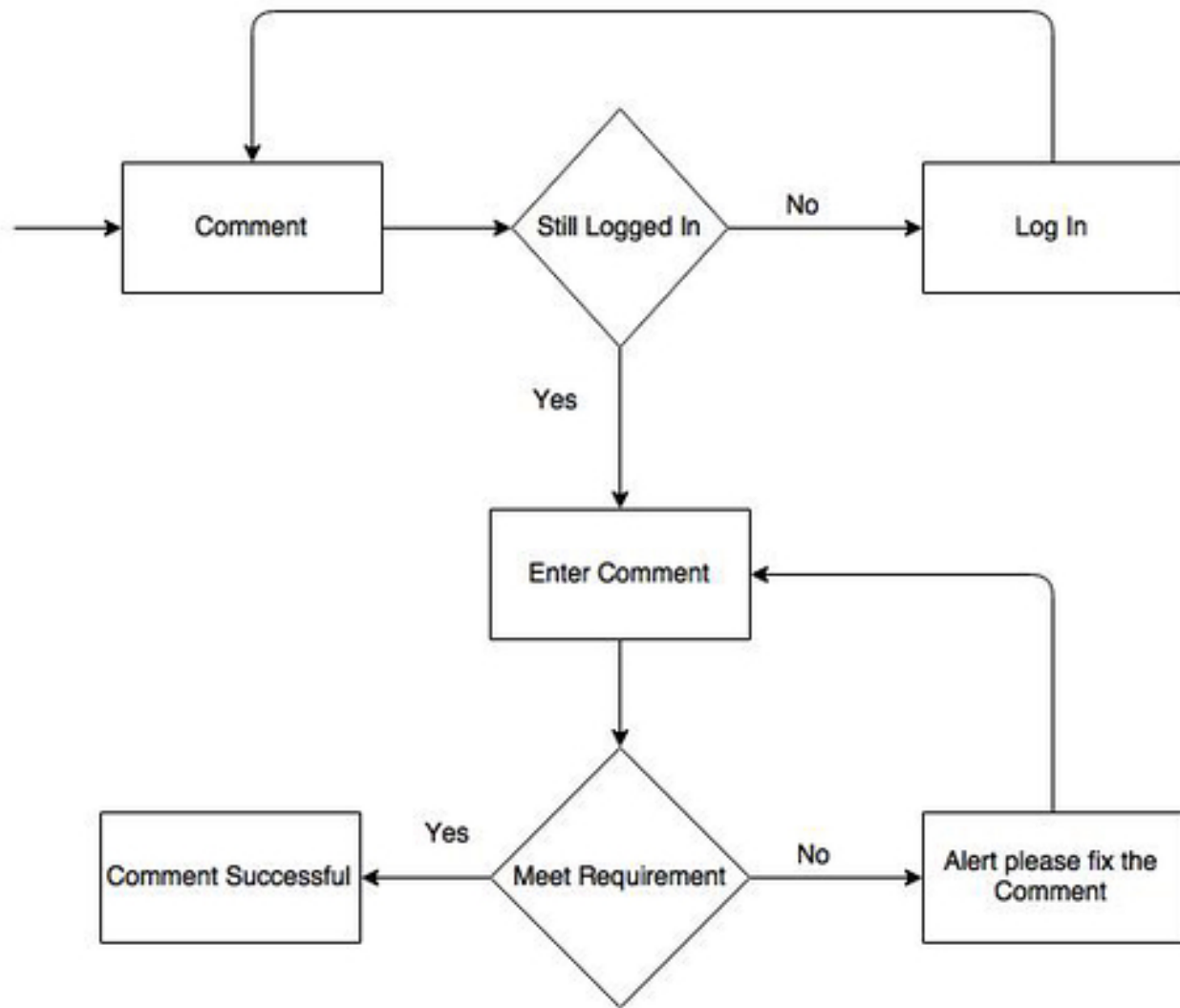
## f. User Experience



## Login



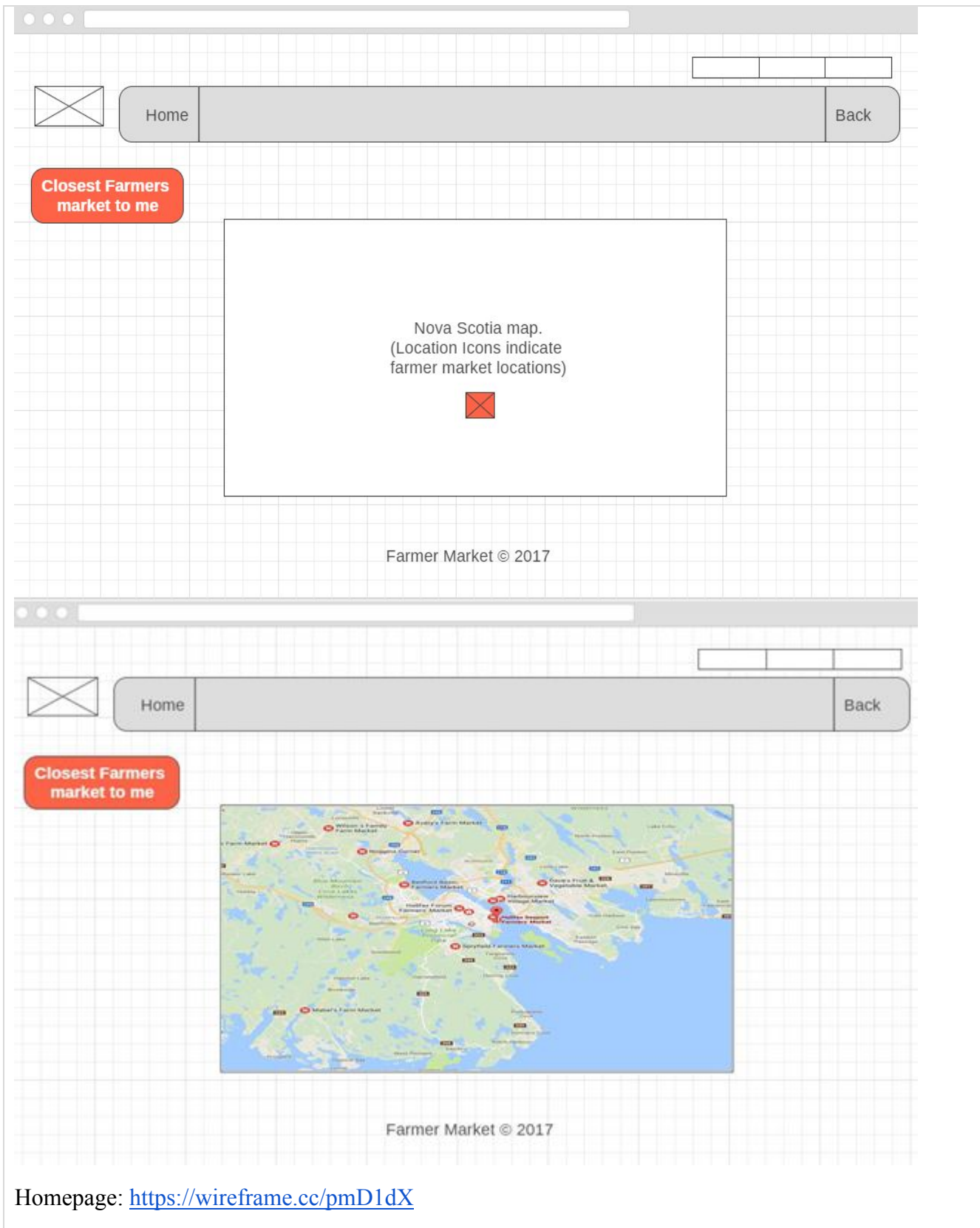
## Update Information



## Comment

### g. Wireframes

The wireframes in this section are created by using <https://wireframe.cc/>.





Home Back

**Rate [farm/productName]**

comments  
[Text box]

**Rating**

★★★★☆

**Submit**

Farmer Market © 2017

Rating page: <https://wireframe.cc/yLPUfO>

Home Back

**[Farmer/productName] Profile**

We are second generation farmers here in Nova Scotia. We grow everything from fresh blueberries to apples. It is very important for us to ensure our products align with the expectations of our fellow haligonians.

We look forward to seeing you!

**Frequent Asked Question:**

**Do you grow this food yourself and is it organic?**  
Yes, all the food we sell is grown in our local farm and everything is 100% organic, I pinky promise ;)

.....  
.....

**User comments**

Help us by giving us your feedback by clicking here to rate our farm

**Our Video!**

Farmer Market © 2017

Profile page: <https://wireframe.cc/u3DUVT>

The wireframe shows a profile page layout on a grid background. At the top, there is a browser-like header with three dots and a search bar. Below this is a navigation bar with a home icon (a square with an 'X'), a 'Home' button, and a 'Back' button. The main content area is divided into three sections: 'Profile Headline' with a text input field containing 'Text goes here..'; 'Content' with a large text area containing 'Any informations that you would like your audience to know!'; and 'Embeded Youtube Video' with a text area containing 'Copy and paste the embeded youtube link'. At the bottom center, there is a red 'Submit' button. The footer text 'Farmer Market © 2017' is centered at the bottom.

Home Back

**Profile Headline**  
Text goes here..

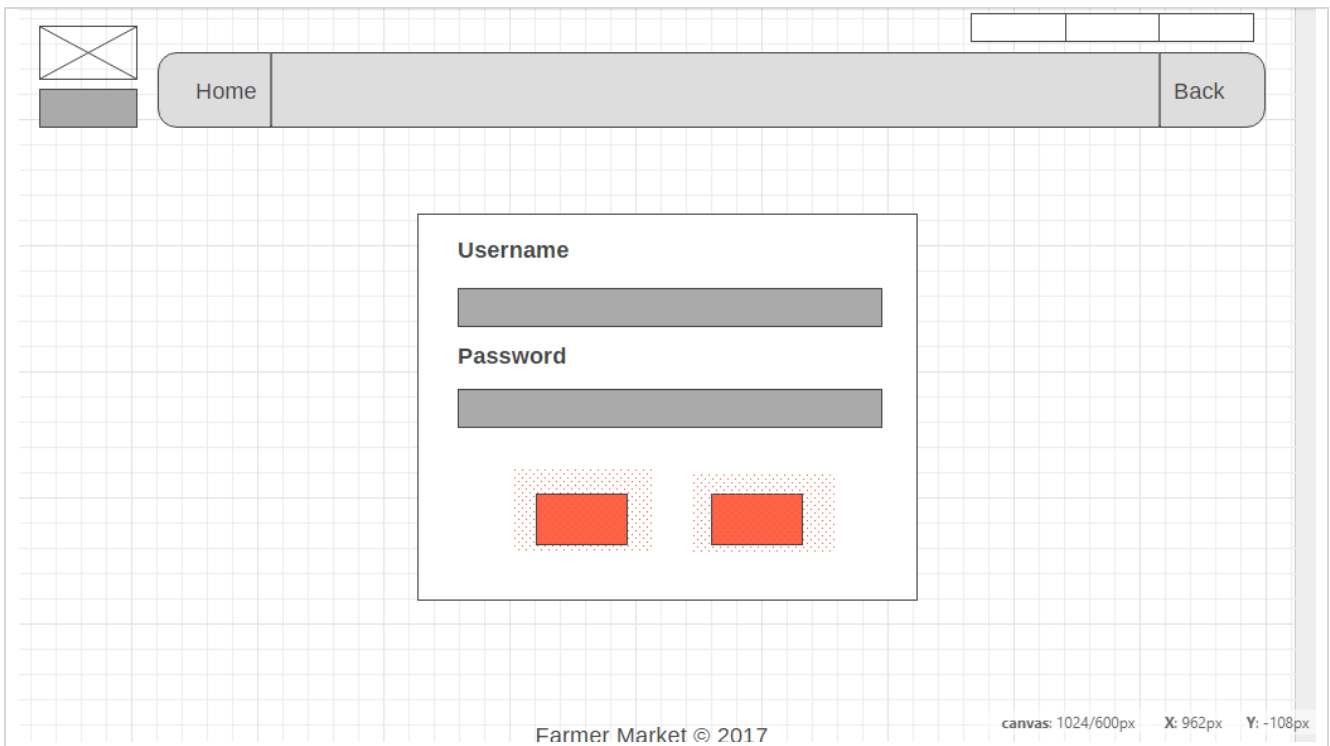
**Content**  
Any informations that you would like your audience to know!

**Embeded Youtube Video**  
Copy and paste the embeded youtube link

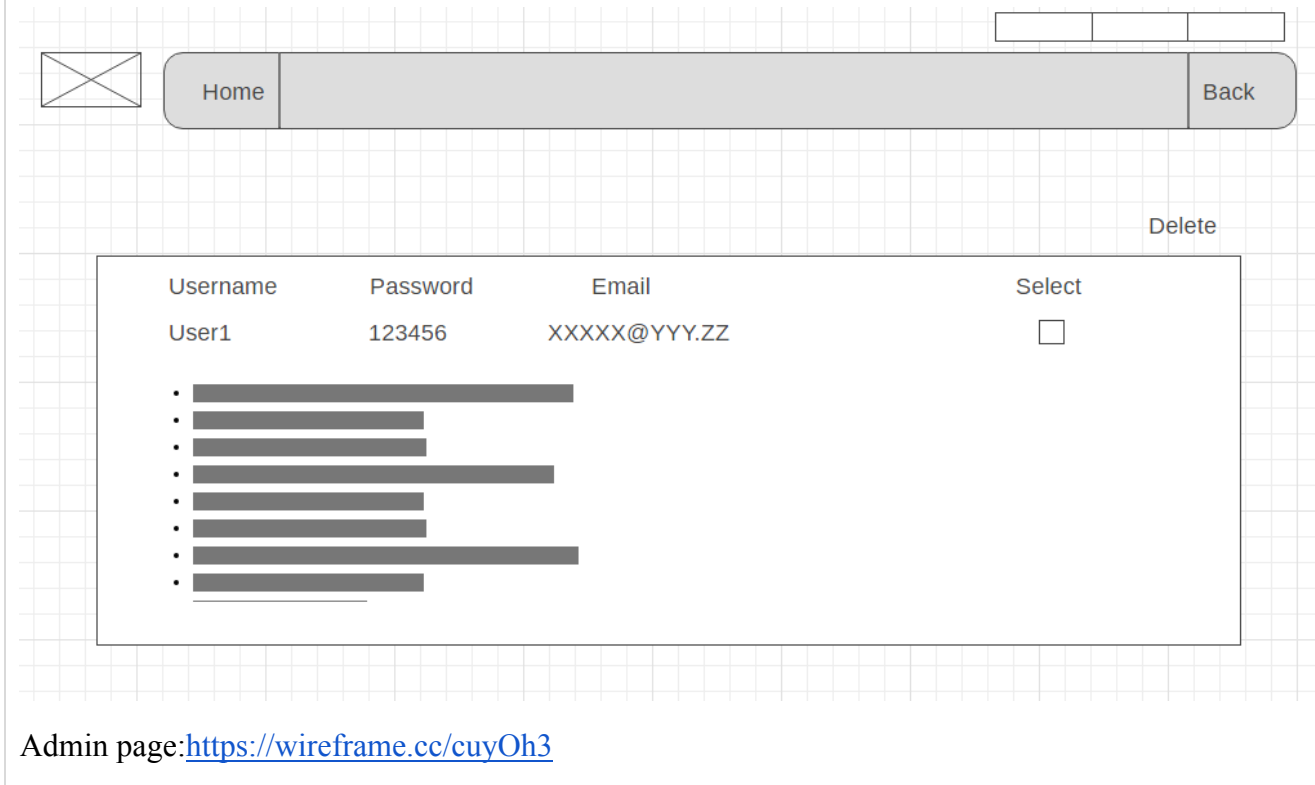
Submit

Farmer Market © 2017

Updating profile: <https://wireframe.cc/91bTb6>



Login page: <https://wireframe.cc/jczAOm>





Home

Back

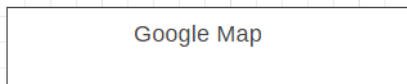
## Scotia Farmer Market



### Time of Open

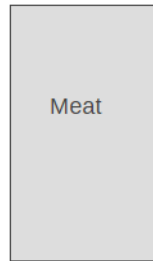
- [Placeholder bar]
- [Placeholder bar]
- [Placeholder bar]
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- [Placeholder bar]

### Address:

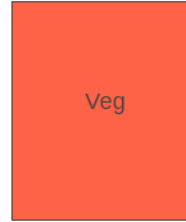


### Contact:

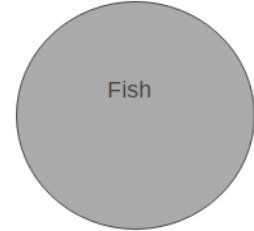
902-XXX-XXXX



Meat



Veg



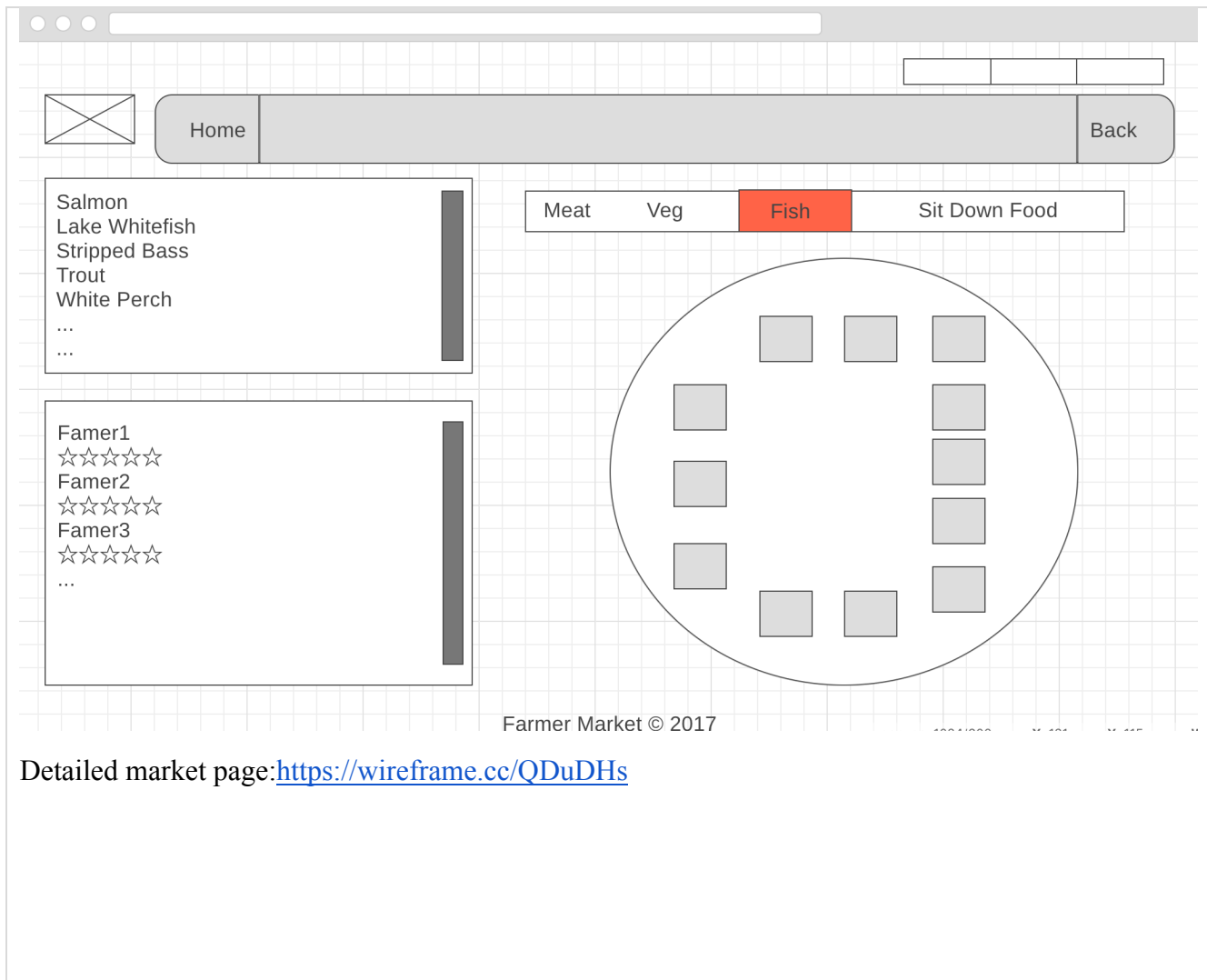
Fish



Sit Down Food

canvas: 1024/600px X: 1018px Y: -87

Market home page: <https://wireframe.cc/DTGq7a>



#### h. Asset Inventory

**HTML 5**

**CSS 3**

**Javascript**

**JQuery**

**PHP**

**MySQL**

### **i. Group Roles**

**front end: Primary role: Bowen - Secondary role: Yanjun**

**back end: Primary role: Rami - Secondary role: Bowen**

**Lead designer: Primary role: Yanjun - Secondary role: Julia**

**tester and document manager: Primary role: Sean - Secondary role: Rami**

**Coordinator: Primary role: Julia - Secondary role: Sean**

## **3. REFERENCES**

[1] Minimal wireframing tool , <https://wireframe.cc/>.