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App Landing Page

Click [Here](#) for an intro to Market Wagon!

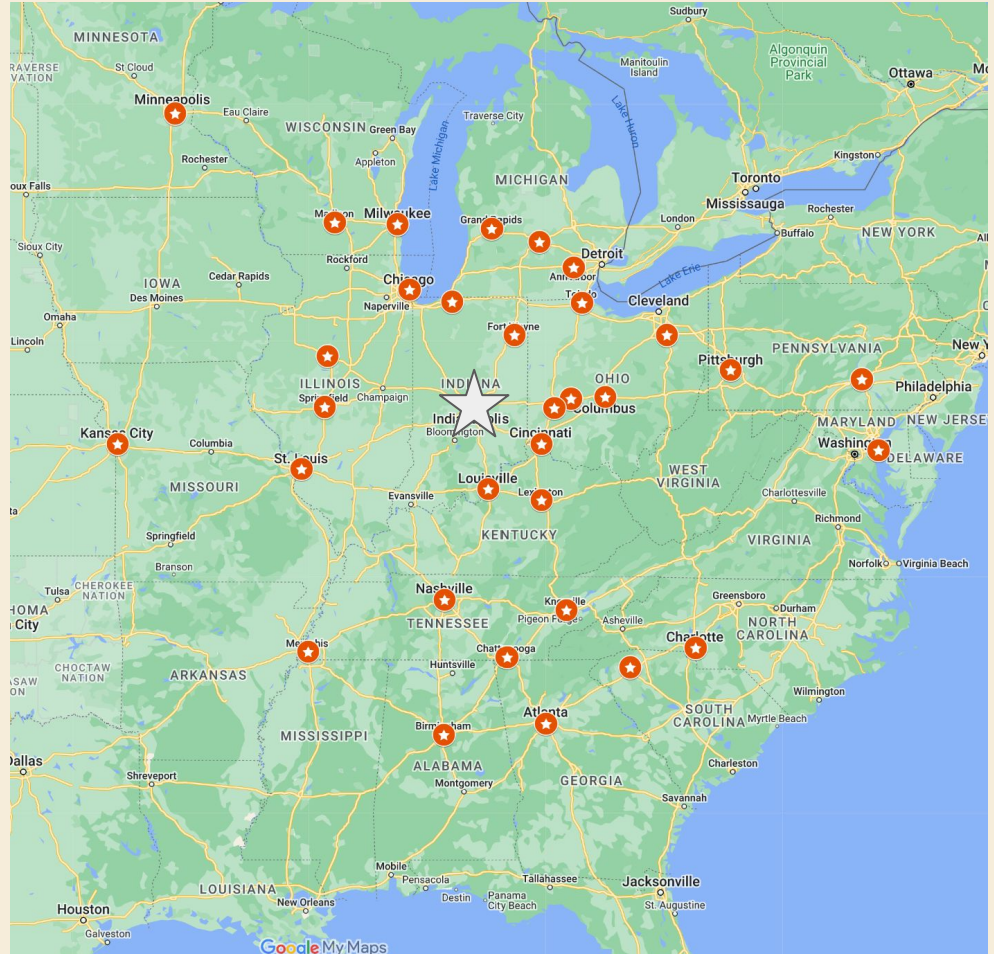


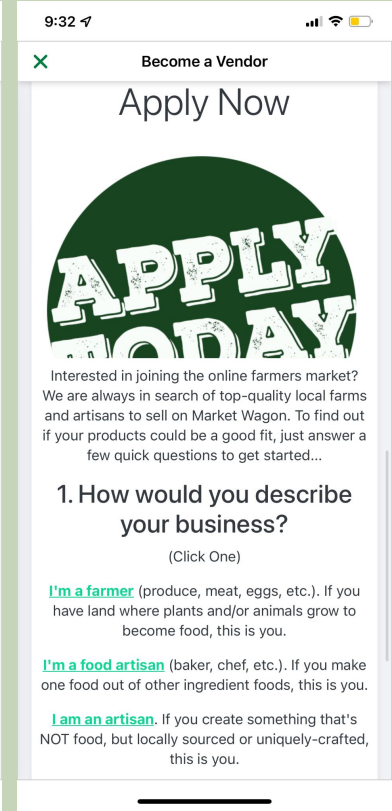
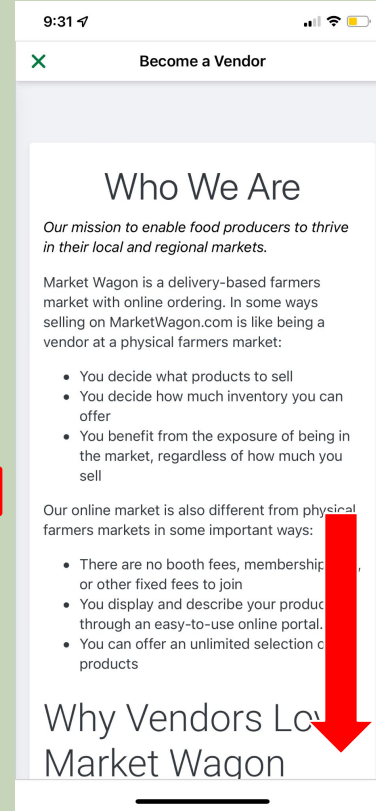
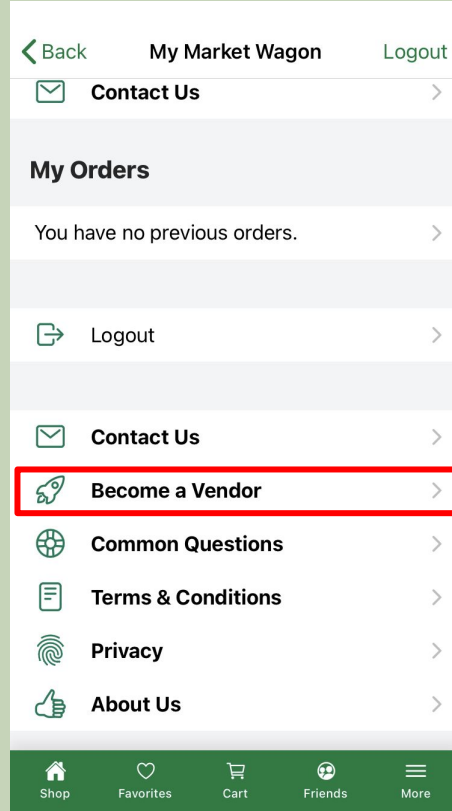
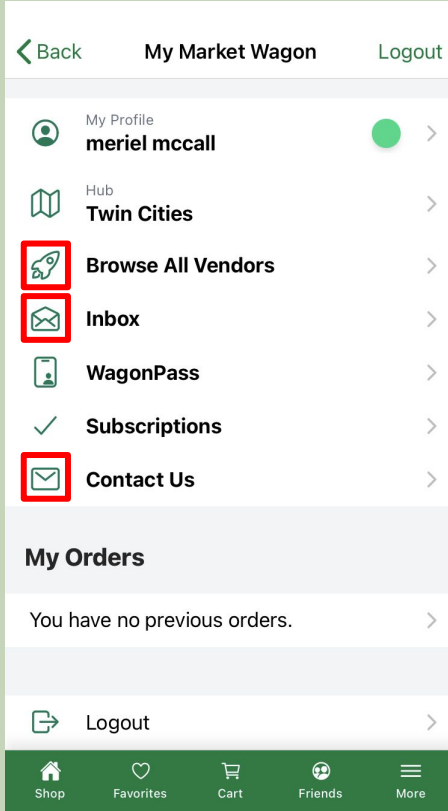
About Market Wagon

- Originated in Indianapolis in 2016.



In 2020, online grocery increase 103%






9:32

×

Become a Vendor



3. How long have you been in business?

☒ Under 2 years.

☐ 2 to 5 years.

☐ 5 to 20 years.


☐ 20+ years, or Multi-Generational.

[Next >>](#)

9:32

×

Become a Vendor



4. Which category(ies) best describes your products?

(Select all that apply)

0 Items

...


[Next >>](#)

9:32

×

Become a Vendor

Apply Now



4. Which category(ies) best

^


v

×

- ☐ Dairy Products
- ☐ Sweets & Chocolate
- ☐ Handmades & Crafts
- ☐ Fruits & Vegetables
- ☐ Grains, Granola, & Pasta
- ☐ Sauces & Condiments
- ☐ Butcher Shop
- ☐ Teas & Beverages
- ☐ Baked Goods

×

Become a Vendor



Let's get in touch!

Thanks for the information. We would like to send you the details about how vending through Market Wagon works. Let us know how we can contact you.

First

Last

Your Family Farm

(555)555-5555

john@doe.com

1234 Address Ave.

City

St

00000

Submit

User Interviews and Insights

Research Question:

How can we improve the vendors experience for selling products online so they can increase their revenue?



Discouraged by delivery services and excess costs of selling online



Businesses feel empowered using an online platform that is not reliant on foot traffic

Problem Statement

The Problem: New vendors feel insecure and discouraged by Market Wagon's onboarding process because they feel like they don't have enough information about costs and commitments to make good decisions.



James Gouse

About

Age: 27

Occupation: Software Developer

Location: Fridley, MN

Relationship Status: Single

“Baking is my true passion and is how I unwind at the end of a long day working in front of a computer”

Goals

- To be able to turn his baking hobby into a successful business
- Increase his home business sales with an online platform
- Quit his fulltime job and focus 100% of his time on his baking business

Hobbies

- Baking and creating new recipes
- Playing the piano
- Riding his bike
- Reading cookbooks

Frustrations

- Has sold at farmer's markets in the past but loses profit when other large events are happening on the same day
- Wants to find a way to create a consistent network of buyers online
- Doesn't want to have to pay more for an online selling platform or spend time setting up his own site
- Not selling everything he makes

Frequently Used Apps





James Gouse

The Experience

Brainstorming

- 1 James bakes a cake for his sister's birthday. Everyone loves it and even suggest James should sell his cakes professionally.

- 2 James thinks about what starting a baking business would take and feels a little discouraged by the upfront cost.

Discovery

- 3 Discovers the Market Wagon app
- 4 Sees other vendors looking professional and having success selling their items

Application

- 5 Opens the app and spends time trying to find the application
- 6 Submits his application

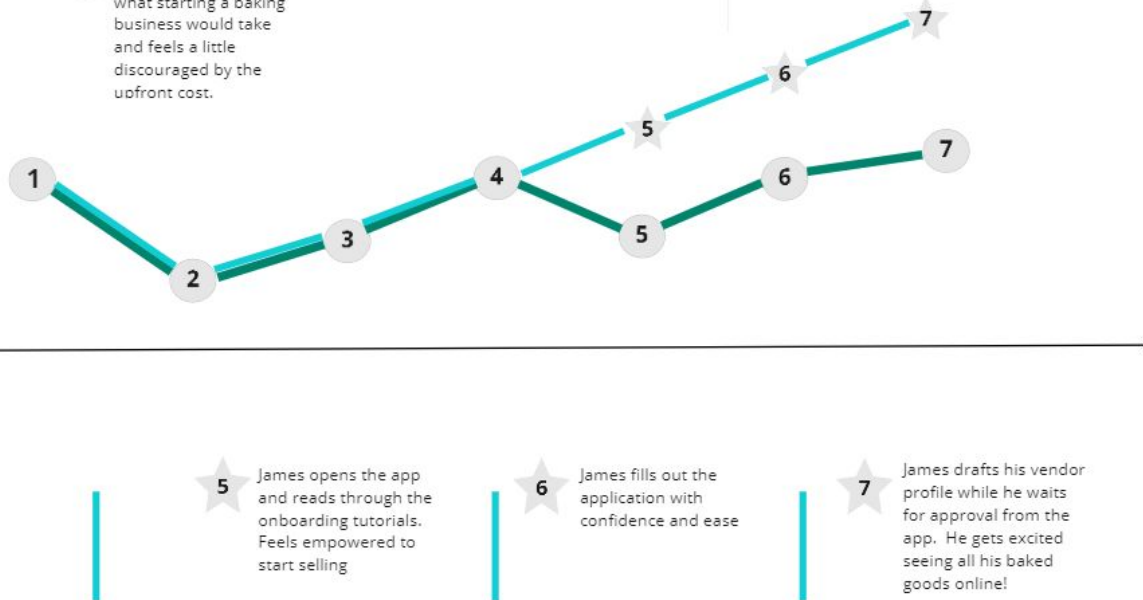
Confirmation

- 7 Receives email that application is pending

Confident

Unsure

Opportunities



- 5 James opens the app and reads through the onboarding tutorials. Feels empowered to start selling

- 6 James fills out the application with confidence and ease

- 7 James drafts his vendor profile while he waits for approval from the app. He gets excited seeing all his baked goods online!

Value Proposition ???

- My organization Market Wagon is developing a more informative onboarding process to help new vendors feel more confident in launching their business through our app.
- We're better because we replicate the farmers market experience through a platform for individual artisans, bakers, and crafters.
- We're believable because we support our local vendors and artisans.

Features



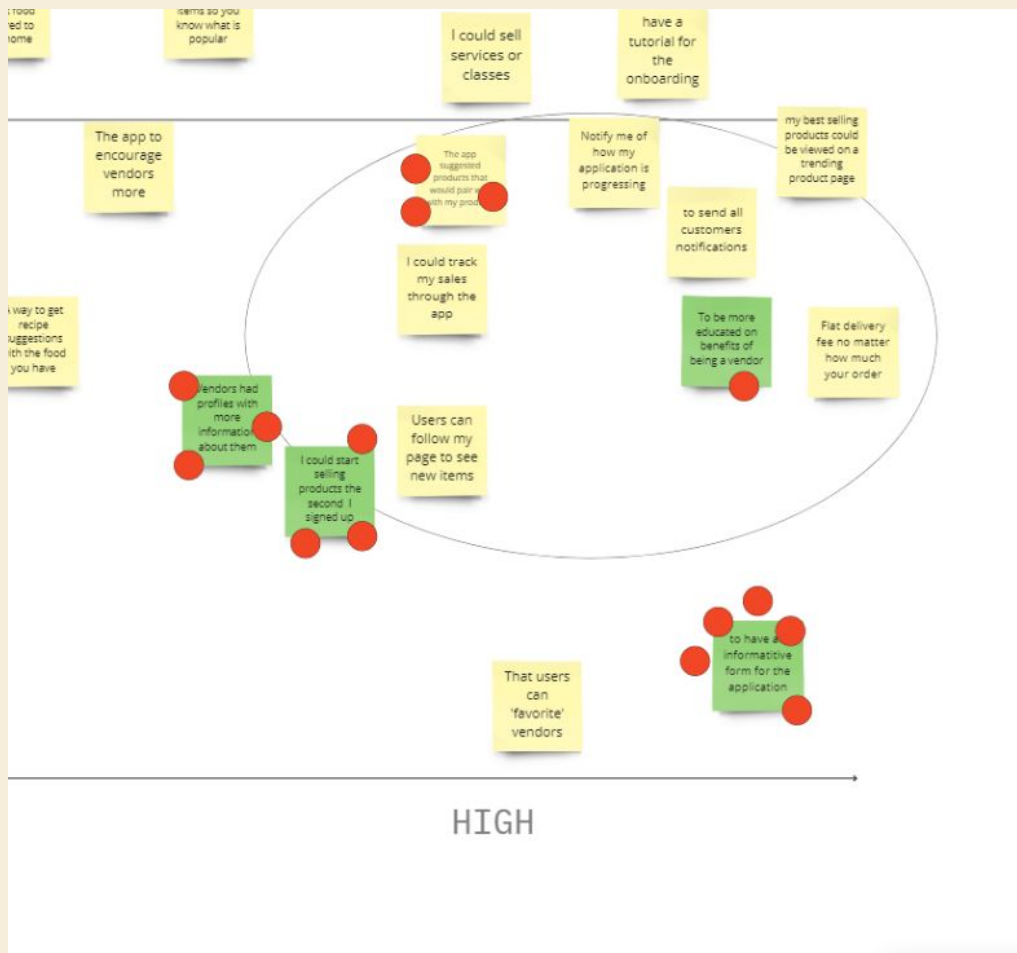
Create a clear one-page sign-up form



Educate users on the benefits of being a vendor and dispel new vendor fears









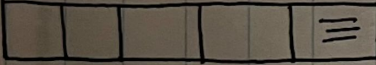
Set up a user profile as soon as they sign up



Sketches

< Back MW Logout

-  My Profile Sabrina Onuma >
-  My Hub Twin Cities >
-  My Orders >
-  Inbox >
-  Subscriptions >
-  Become a Vendor >




2:45 PM Will 5/16/20

X Become A Vendor

How It Works

- You decide what to sell
- You set your inventory
- You can offer an unlimited number of products
- X No booth fees, membership fees or other fixed fees
- X No set up and tear down
- X No more rainy days



"Enabling producers to thrive in their local market"

...

Vendor Sign-Up

2:45 PM Will 5/16/20

X Become A Vendor

How It Works

- Receive your orders early Monday mornings
- Deliver your product to our warehouse in Fridley on Tuesday morning (8-10 am)
- Get paid every Friday!

Vendor Sign-Up

2:45 PM Will 5/16/20

X Become A Vendor

We're here to grow with you

- No membership fee
- No per-listing fee
- No upfront costs
- We retain 25% of total sales

Vendor Sign-Up

< Back Become a Vendor

Application

Personal Info:

First name

Last name

Street Address

City State

Zip code

Phone

Email

Vendor Info:

Business Name

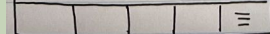
I am a (Select all):

- ☐ Farmer
- ☐ Food Artisan
- ☐ Artisan

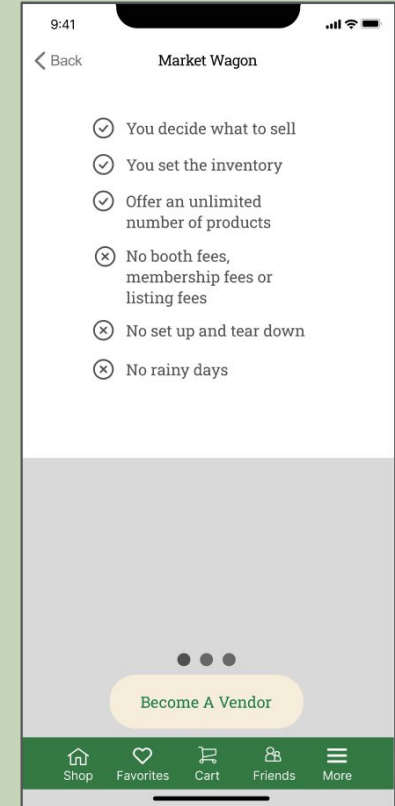
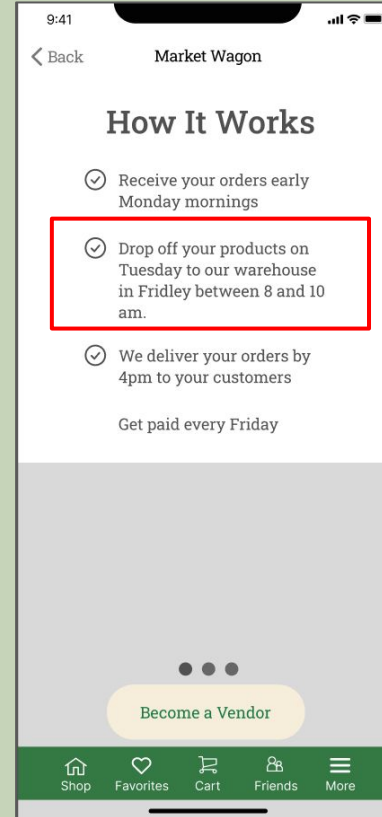
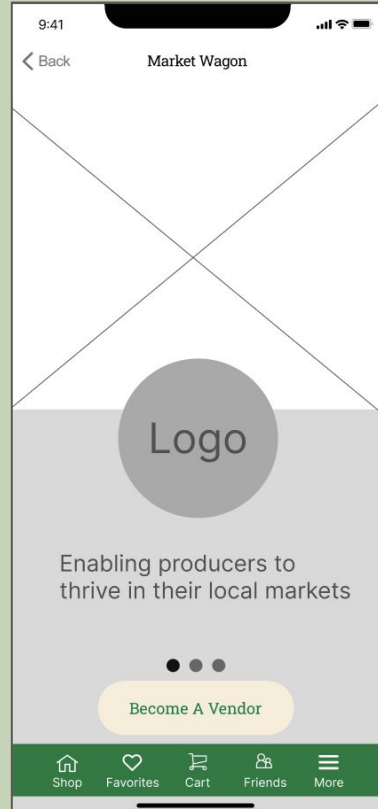
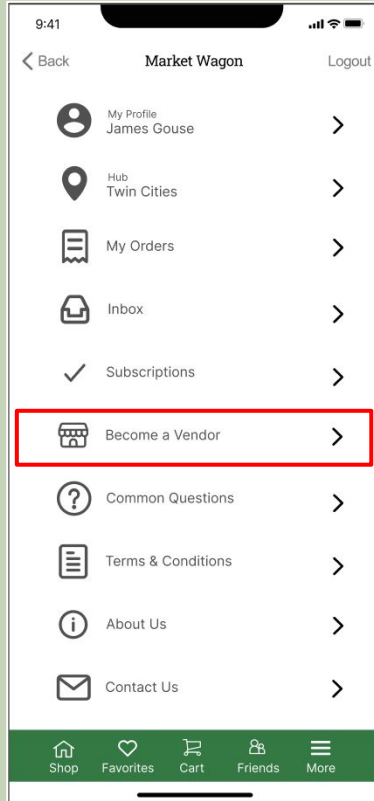
What best describes your products?

Any schedule conflicts for delivery?

SUBMIT



Lo-Fi Prototype



Lo-Fi Prototype

9:41 Market Wagon

< Back

Application

First Name* Last Name*

Street Address*

City* State*

Zip Code*

Phone Number*

Email Address*

Business Name

I am a (Select all that apply)*

☐ Farmer (I sell produce, meat, eggs, etc.)

☐ Food Artisan (I sell baked goods, prepared foods etc.)

☐ Artisan (I sell handmade non-food items)

What best describes your products (Select all that apply)*

Any scheduling conflicts for delivery?

Submit Application

Shop Favorites Cart Friends More

9:41 Market Wagon

< Back

Congratulations!

Your Application is Submitted

You should receive an email confirmation soon!

While you wait...

Start setting up a vendor profile

Browse other vendors in your area

See what other vendors like about using Market Wagon

Contact Us

Shop Favorites Cart Friends More

9:41 My Business Profile

< Back

Your name here:

Location:

Bio:

0 Products 0 Followers 0 Endorsements

My items

Name of Item:

Item Description:

Shop Favorites Cart Friends More

Style Tile and Logo Redesign

UI STYLE TILE: Market Wagon

UI STYLE DIRECTION

Market Wagon is an app that allows vendors to sell their produce and hand made items at local farmers markets.

Market Wagon makes becoming a vendor more easy and accesible.

It bridges customers with regional goods and creates community exchange.

UI Style Adjectives

Fresh Approachable
Local Organic

TYPOGRAPHY

The typography used for our redesign of the app Market Wagon is Roboto Slab. Roboto Slab is a legible and clean slab serif font that matches the typeface used in our app's logo.

H1 - Headline (Roboto Slab Bold 36)

H2 - Subhead (Roboto SemiBold 36)

H1 - Headline (Roboto Regular 24)

H2 - Subhead (Roboto Light Regular 24)

Market Wagon Body Text (Roboto Slab Regular 18)

Market Wagon Body Text (Roboto Slab Regular 12)

TYPOGRAPHY BODY COPY

☒ Receive your orders early Monday mornings



☒ Deliver your products on Tuesday to our warehouse in Fridley between 8 and 10 am.

(Roboto Slab Reg 18)











BRAND LOGO

– LOGO ON WHITE

– LOGO ON DARK



ICONOGRAPHY



BUTTON STATES

Hover

Focused

Active

Disabled

COLOR PALETTE

– BRAND COLORS

#177A41

R/G/B

#132528

R/G/B

#FFFFFF

R/G/B

#F6EDDA

R/G/B

#013F34







R/G/B

– PRIMARY INTERACTION COLOR

– SECONDARY INTERACTION COLOR

– COLOR GRADIENT

IMAGE SAMPLES




BUTTON STYLES

Normal



Pressed

Dropdown

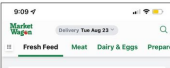
ORIGINAL APP ICON LOGO:



NEW LOGO ITERATIONS:




ORIGINAL LOGO FEATURED IN APP:



COLOR PALETTE:

#177A41

#F6EDDA

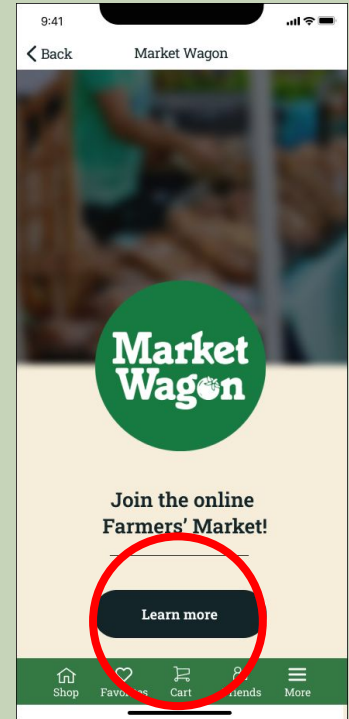
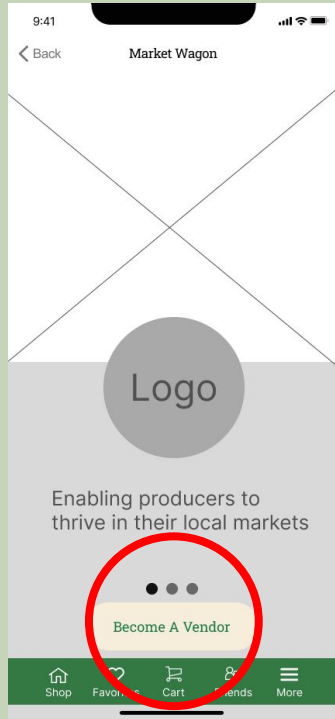


Hi-Fi Prototype

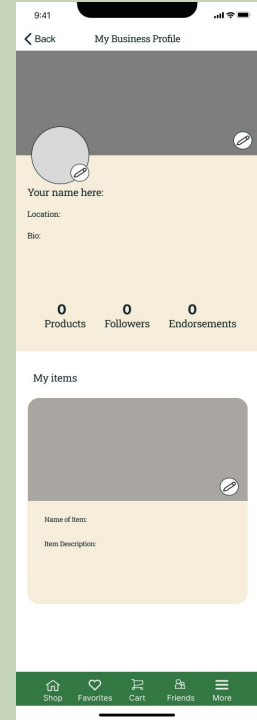
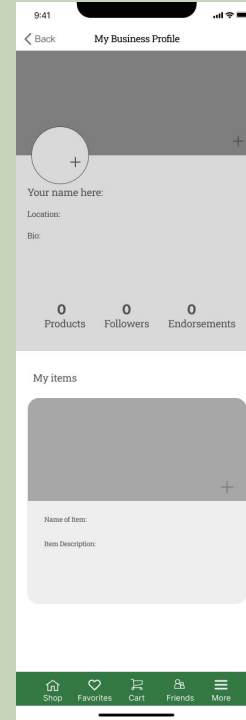
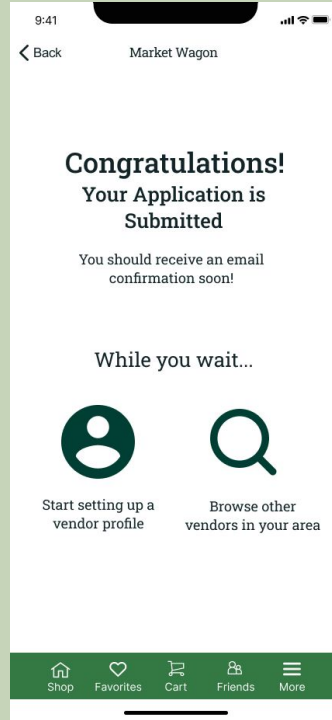
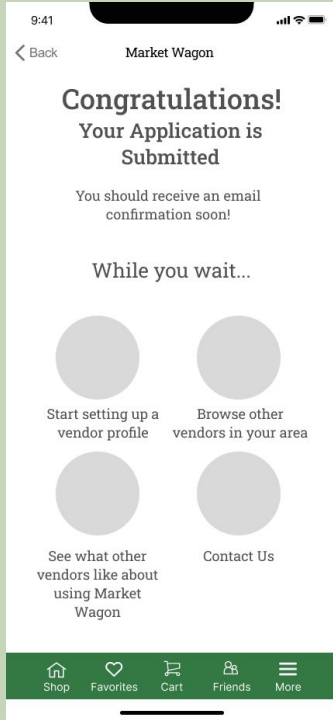


[Link to our High Fidelity Prototype](#)

Usability Testing



Usability Testing Cont..



Our Next Steps...

- Developing more interaction with *My Business Profile*
Focus on features: Adding items, Photos, Information
- Give vendors an analytics page
- Check on number of orders throughout the week



Sources

<https://www.forbes.com/sites/joanverdon/2022/03/15/the-pandemic-changed-how-we-shop-for-groceries-adobe-report-shows/?sh=672fd4154bb1>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7900660/#:~:text=For%20neighborhood%20weekend%20markets%20that,79%25%20lower%20than%20in%202019.>

<https://www.insideindianabusiness.com/articles/ceo-market-wagon-growth-accelerated-by-pandemic>

Feedback

- Nav bar has components that jump around when you change pages
- Add rewards to encourage people to shop on it
- Everyone tied everything together well!!
- Overall product is solid!
-