

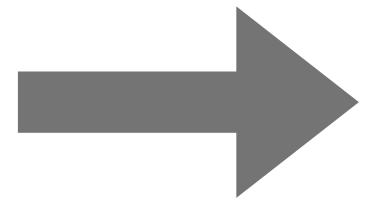
HUMBLE ROOTS

Case by Samuel Aguilar

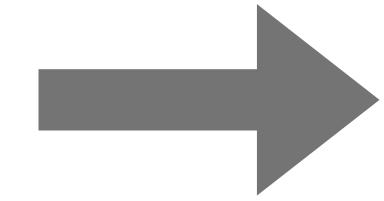
“The farmer is the only man in our economy who buys everything at retail, sells everything at wholesale, and pays the freight both ways.”

- John F. Kennedy

Research
February 2018



Business Plan
March - April



Prototype
April - May 2018

A photograph of a man in a cowboy hat and blue shirt riding a dark horse, holding a rifle. Another man is visible in the background.

RESEARCH

February 2018

Why Humble Roots?

- Consumers are primarily getting locally sourced produce from these 3 outlets:
 - Farmers Markets
 - Whole Foods
 - Farms



Why Humble Roots?

- Farmers Markets
 - Open only once a week in certain cities.
Inconvenient for most customers
- Whole Foods
 - Most “local” food comes from region (i.e. Northeast, Southwest), rarely is it from farms within county lines.
- Farms
 - The most determined customers will go out of their way to find local farms that provide an array of foods, from dairy to fresh greens.



Competitors

- **Whats Good**

- Similar service. Requires farms to deliver produce to an Aggregation Hub. Does not solve their own logistical nightmare. Purchase is only complete at the end of the week, so farmers don't receive payment until Saturday. Currently serves the Rhode Island area.

- **Good Eggs**

- Currently serving the Bay Area. High price point for most foods; mainly organic oriented.





- Spoke with Farmers in 4 States
 - Rhode Island
 - California
 - Oregon
 - Washington

Responses



- Over **12 Farms** were interviewed.
- Key Findings
 - Most were able to successfully sell their produce.
 - Would be able to grow more if they had more customers.
 - Have little time for extensive marketing



Responses

- Most of their produce was sold at farmers markets.
- Others were part of CSA's, or Community Supported Agriculture programs, where customers would preorder produce, and pick up a box at the end of each week.
- Logistically speaking, all but one were able to deliver at designated drop off points, or door to door.
- The food that goes unsold is often given back to the community, or used for other purposes (e.g. Sheep or Pig feed).

THE CHALLENGE



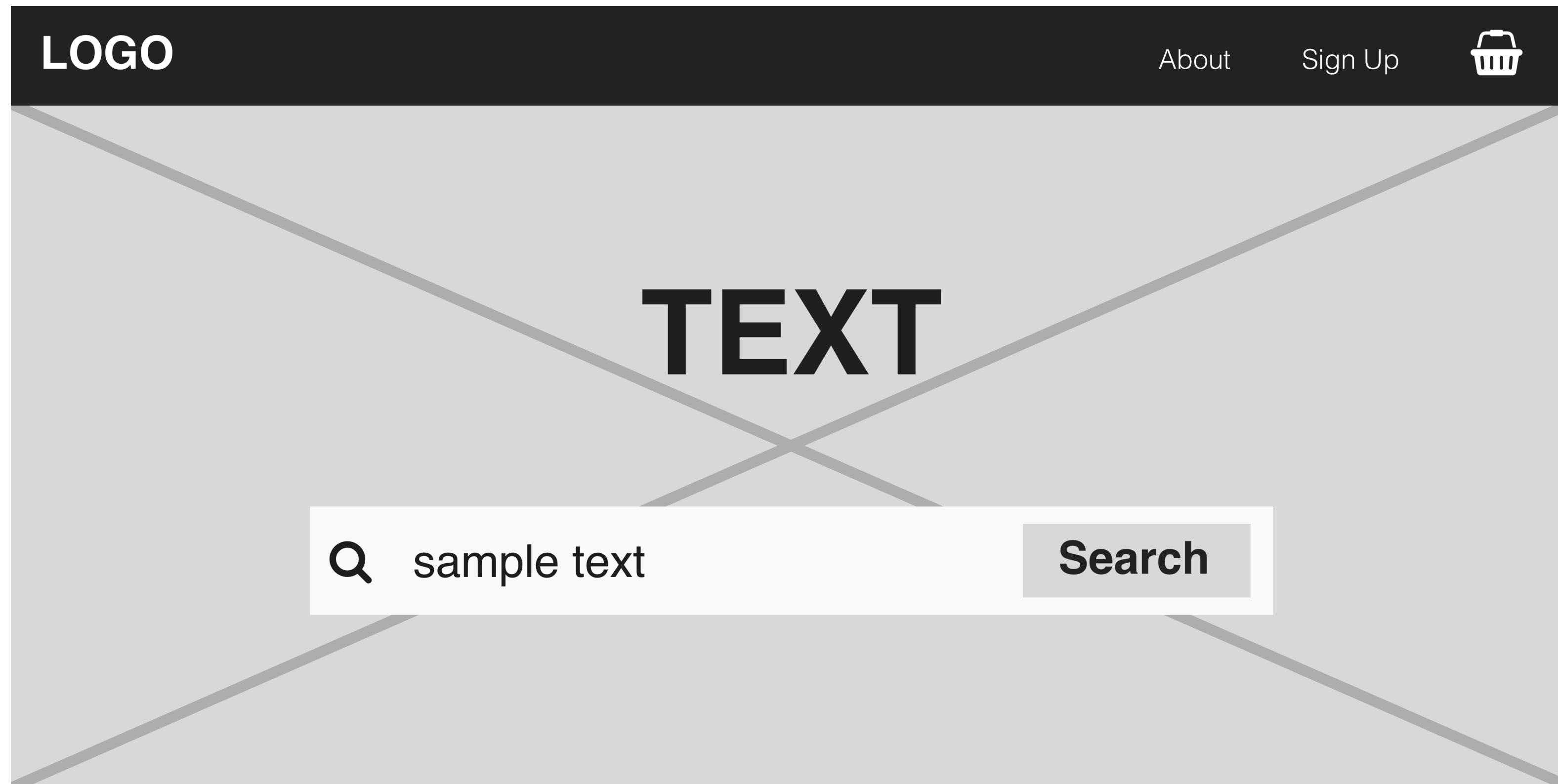
Develop an online marketplace that allows people to purchase locally sourced produce, while simultaneously allowing farmers to access a network of potential buyers.

PROTOTYPE

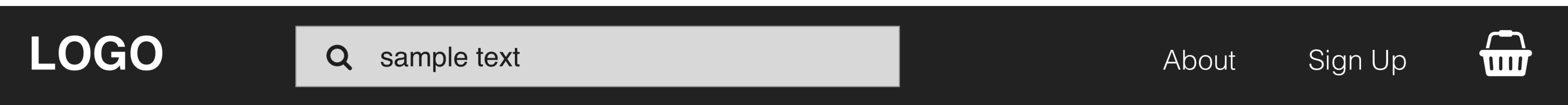
April - May 2018



First Iteration



- Simple Wireframe of the home page.
- Emphasis on Search
- Bottom half content was still in the air. Could be recommendations or most popular items in your area.



Refine by: **Results for: “apples”**

Sort by ▾ **Map View**

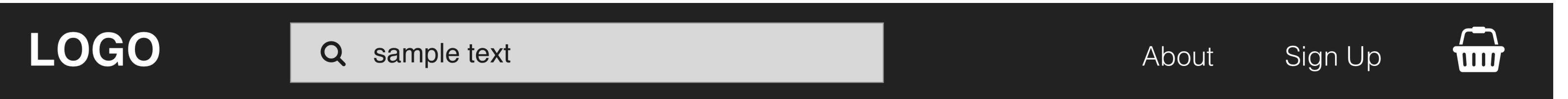
Price:
 to

Rating:
★★★••

Tags:
 Tag 1
 Tag 2
 Tag 3
 Tag 4
 Tag 5

A grid of nine placeholder cards arranged in three rows and three columns. Each card has a light gray top section with a large "X" through it, and a dark gray bottom section containing the text "\$\$\$ Text Text".

- Anywhere between 6-9 items should be displayed at once to reduce cognitive load and allow users to really process the items they have searched for.



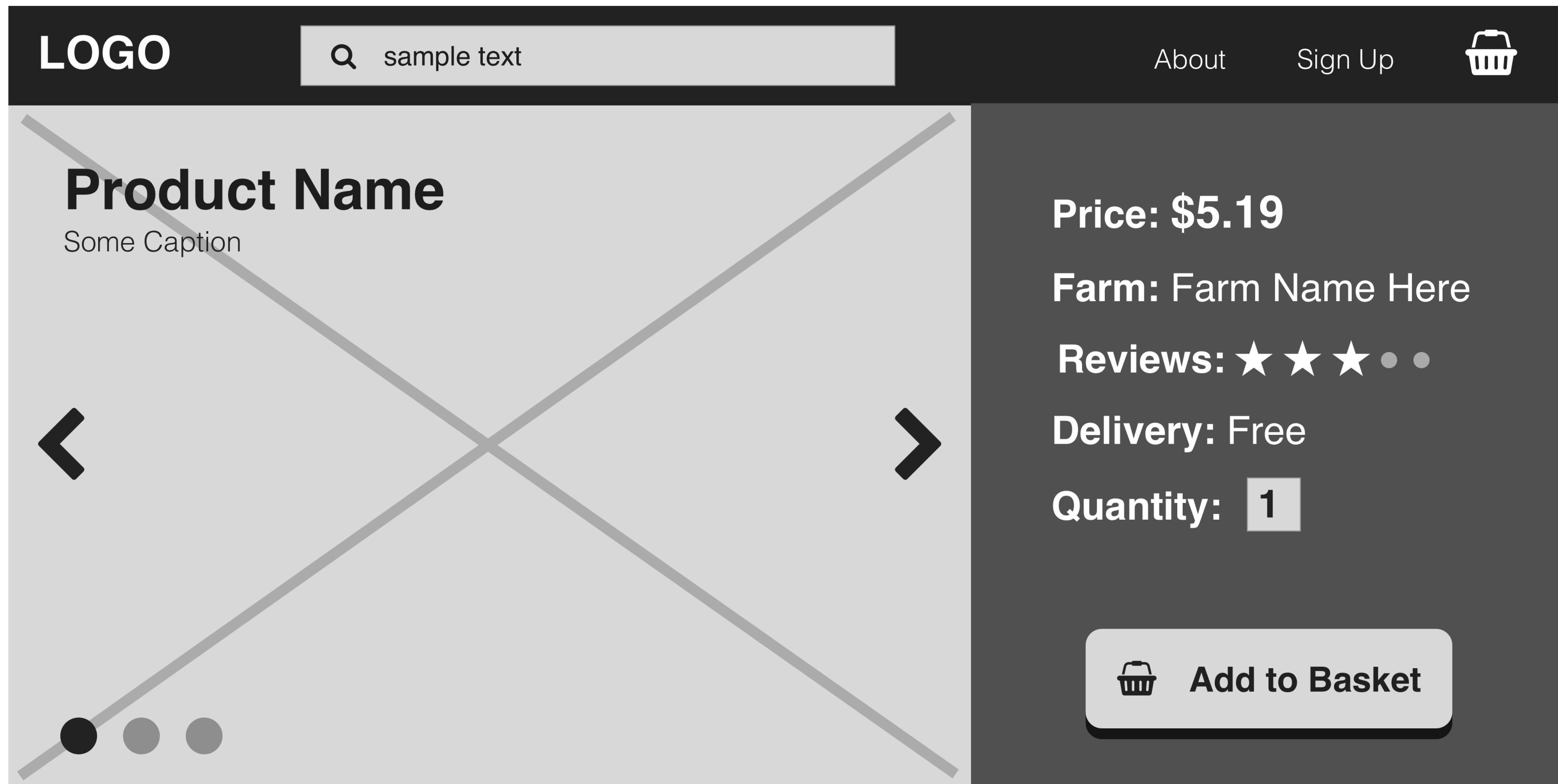
Results for: “apples”

Filters ▾ Sort by ▾ Standard View

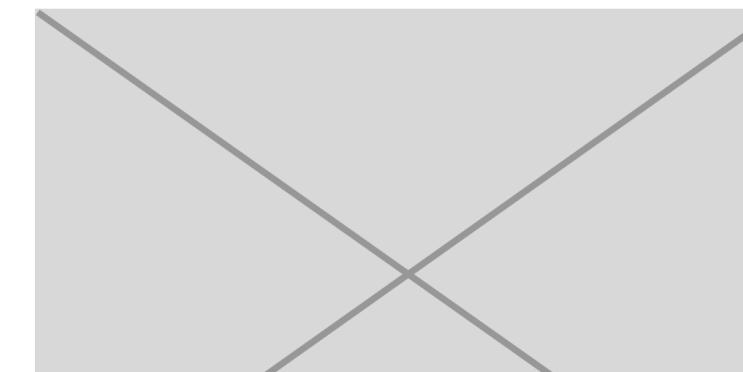
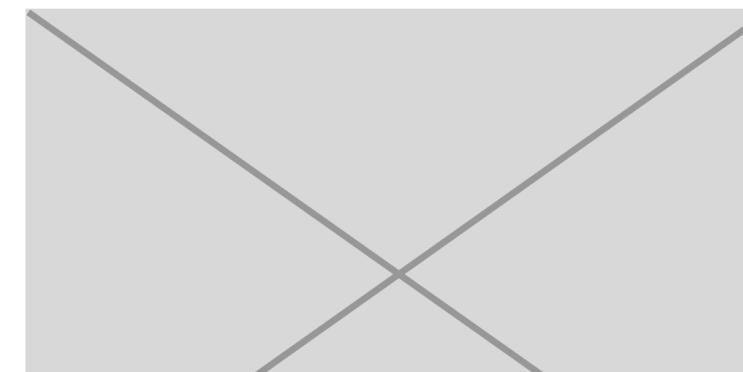
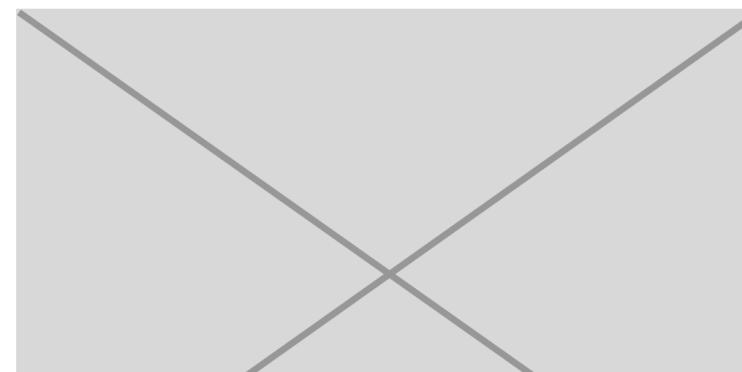
The results section displays five placeholder cards arranged in two rows. Each card has a light gray header and a dark gray footer. The footer contains three lines of placeholder text: "\$\$\$ Text Text". A large "X" is drawn across each card to indicate they are not yet populated.

MAP

- Users were able to toggle the map view, allowing them to view local farms in their area and where the produce is coming from.



Customers Also Bought



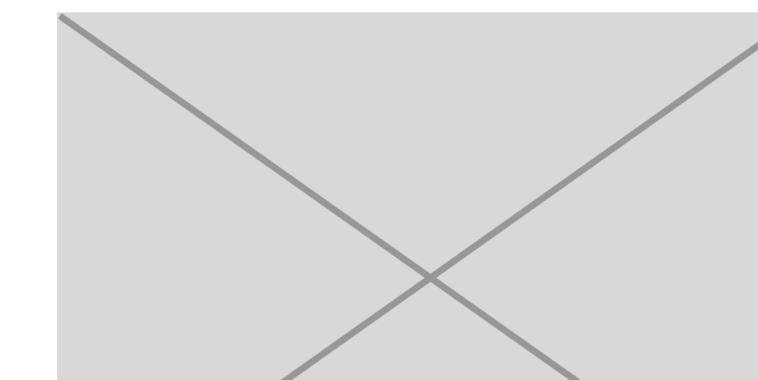
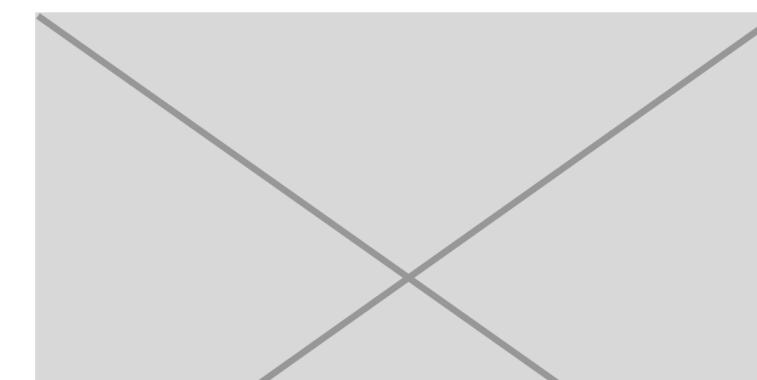
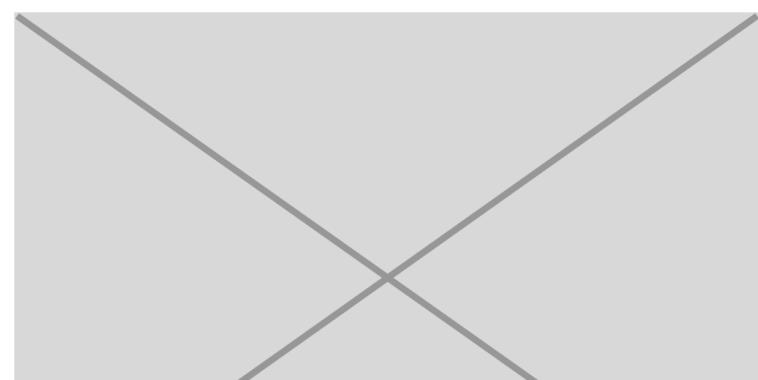
- The product view allows users to add items to their “Basket”.
- Early versions would allow for multiple image viewing, as well as previews of reviews on the product.



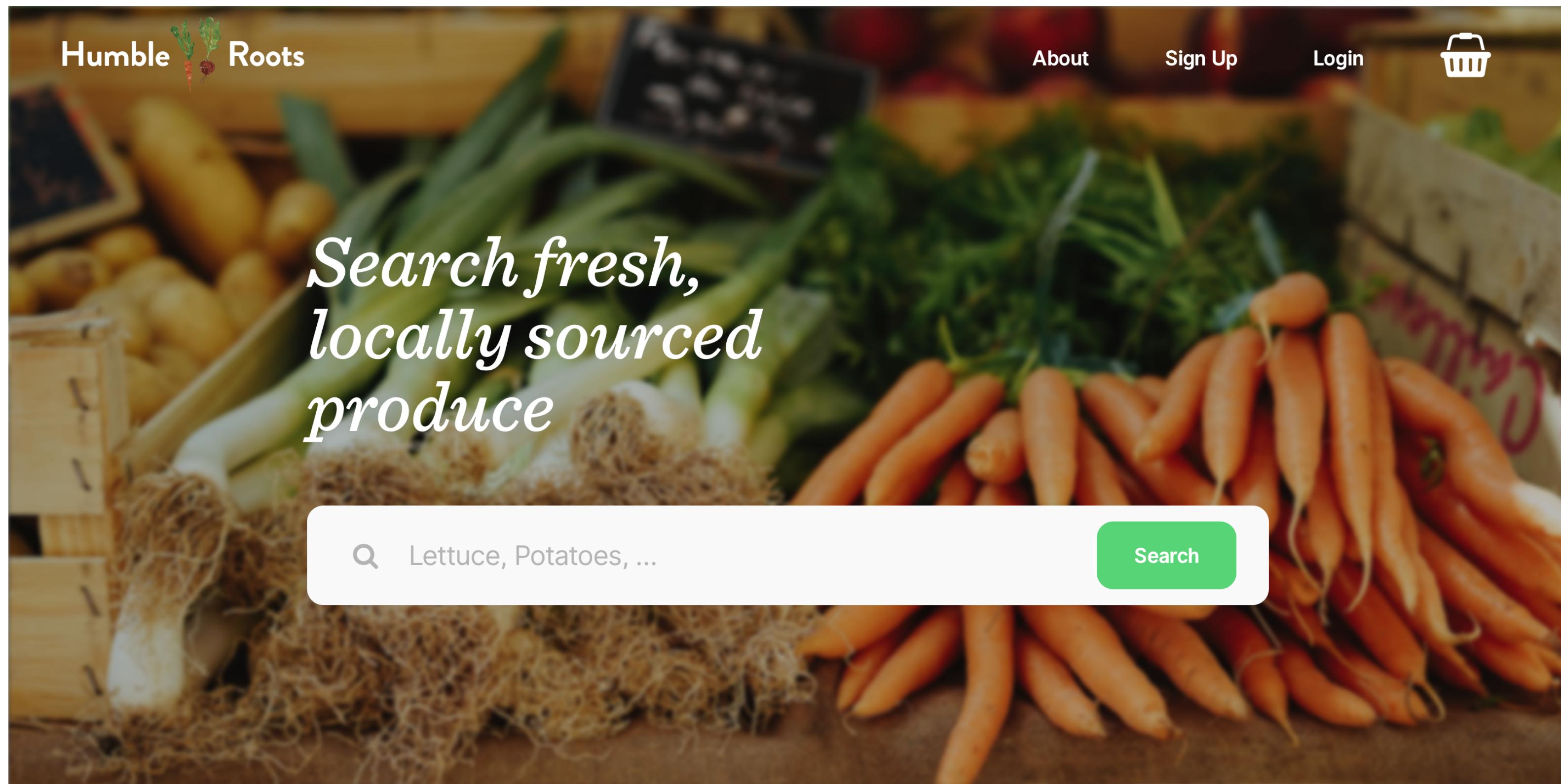
Two wireframe interface mockups. The left one shows a product card for "Apples" with a large X over it, indicating it's unavailable. It includes fields for "Quantity" and "Price". The right one shows a checkout summary with items for "Apples", "Delivery", and "Tax", and a subtotal of "\$\$\$". A "Checkout" button is at the bottom.

- Standard checkout process, where users would also get one last chance to pick up items that go well together.

Have you considered...



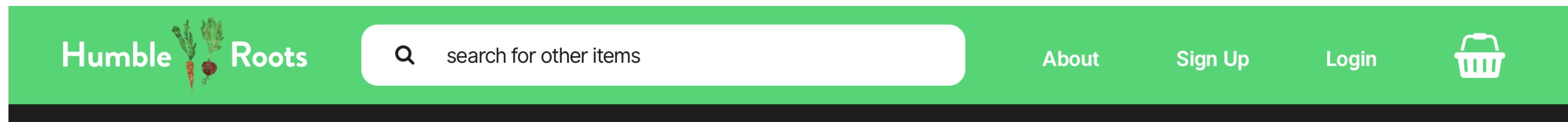
Second Iteration



This Weeks Picks



- Minor improvements, including weekly picks in the home page that would consist of trending produce for that season.



Results for: “random”

Sort by ▾

Refine by:

Price:

 to

Rating:

★★★••

Tags:

Certified Organic

Non-GMO

Gluten Free

Vegan

Truly Local ?



- Map View was hidden for this iteration
- Tiles were made larger, with an even greater emphasis on the images of the products.
- Filters were added to the right hand side, allowing for greater control over search results.

Humble Roots

search for other items

About Sign Up Login

Organic Tangerines

Suq Farms (5.19 miles away)

Price: \$0.59 per lb

Certified Organic, Pesticide Free

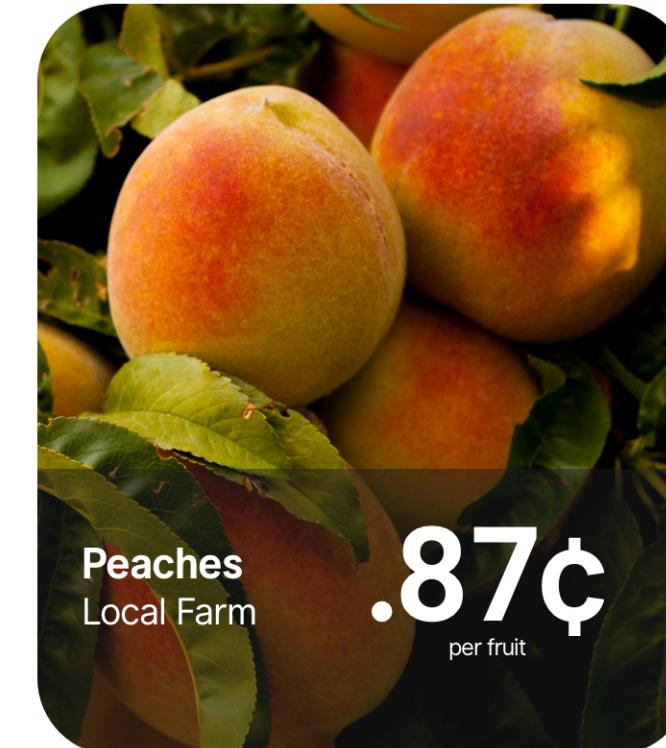
Reviews: ★★★★•

Delivery: Free

Quantity: 1

Add to Basket

Customers Also Bought



- Recommended items were added to the bottom, allowing users to conveniently add items that other users have purchased.

Additional Field Research

- I spoke with more users who had tested my Invision and web based prototypes, and noticed that the information they really cared about when searching for products, was the price.
- If they were searching for apples, they already knew what an apple looked like, they just wanted to know what the best bargain was.
- I looked at signs at farmers markets and grocery stores, and decided to apply this layout to the ‘cards’ in the final iteration.
- The little square signs served as the inspiration for a simpler, more informative card that users might feel like they can pick up and interact with. The price per unit, item name, and image were rearranged in accordance to the information the user was really trying to get at from the search results.



Final Iteration

The screenshot shows the homepage of the Humble Roots website. At the top, there's a yellow header bar with the logo "Humble Roots" featuring a stylized root vegetable icon. To the right are links for "About", "Members", "Log In", and a shopping cart icon. Below the header is a large blue banner with the text "The World's Produce. Delivered." in white. On the right side of the banner is a close-up image of oranges hanging from a tree. Below the banner is a search bar with a placeholder "Search locally sourced produce" and a location input field with a "Location" button. To the right of the search bar is a green "Search" button. The main content area has a light gray background. On the left, a sidebar titled "Departments" lists categories: Dairy, Meat & Seafood, Fruits, Vegetables, Beverages, Sweets, and Bakery. The main content area features two sections: "Weekly Deals" showing "Gala Apples" for \$1.59 per lb and "Grade A Eggs" for \$3.02 per Case, each with a small image of the produce; and "Recipe of the Day" showing a recipe for "Fish Tacos - with Locally Sourced Cod" with a small image of the dish.

- A cleaner, more simplified look.
- Recipes were also integrated as they form an important part of how users purchased their groceries.
- If a user likes a recipe they see on the website, they may feel driven to purchase the ingredients necessary to cook that meal.
- The users I spoke with also like cooking for friends and family, and its this communal aspect around purchasing food that was sorely lacking from my previous iterations.



Filters

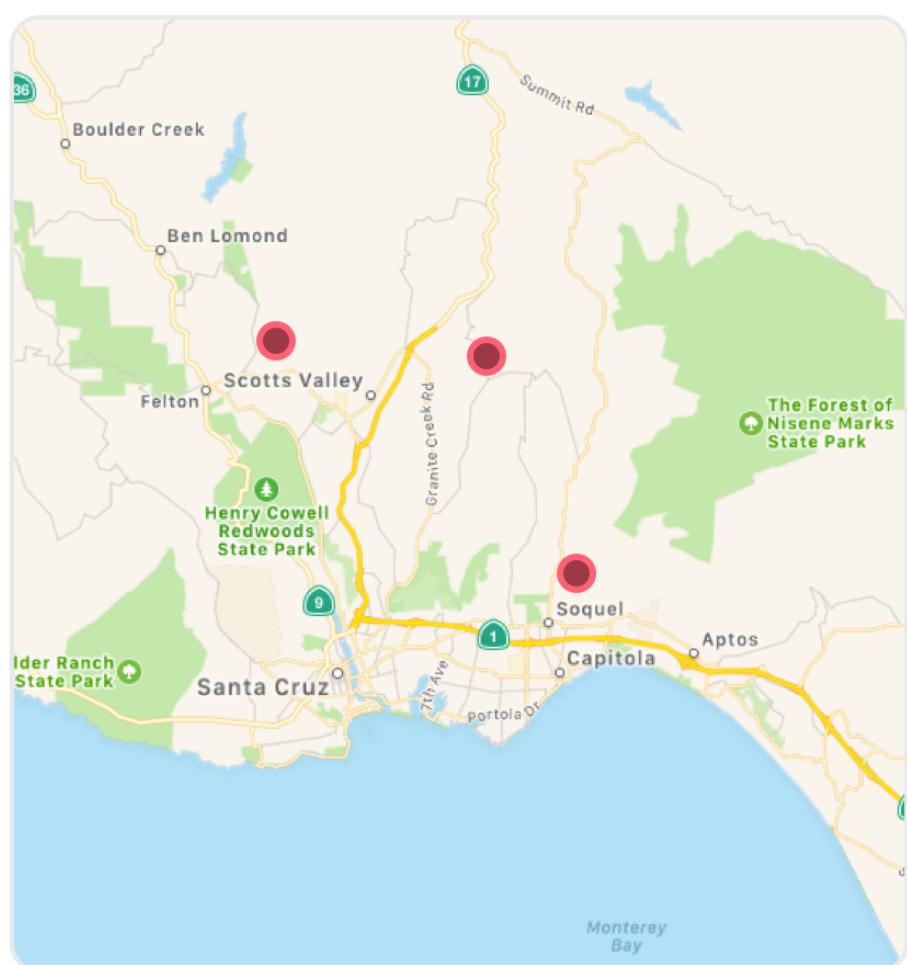
Price : to

Sort by

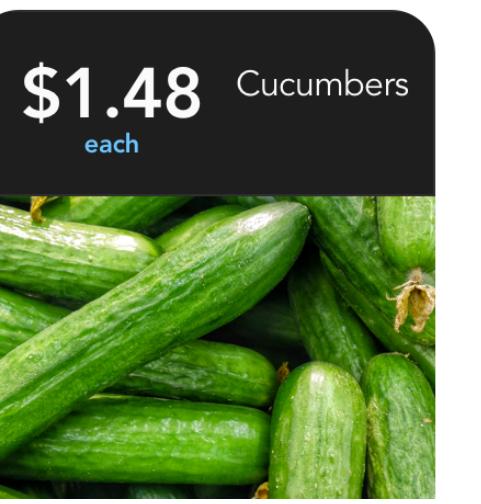
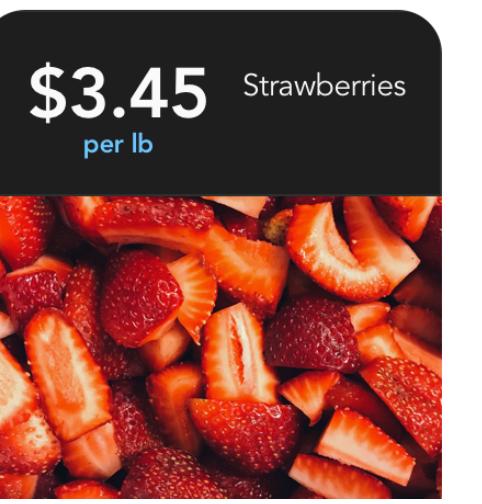
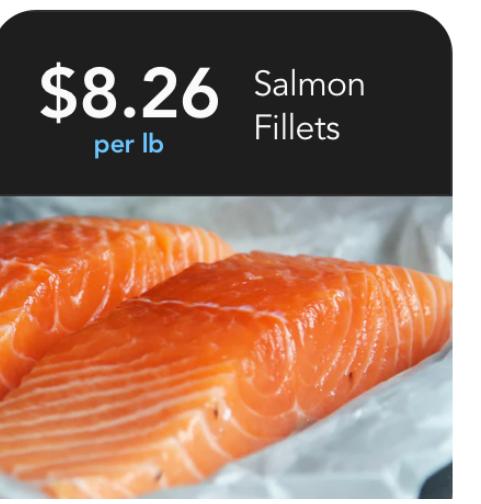
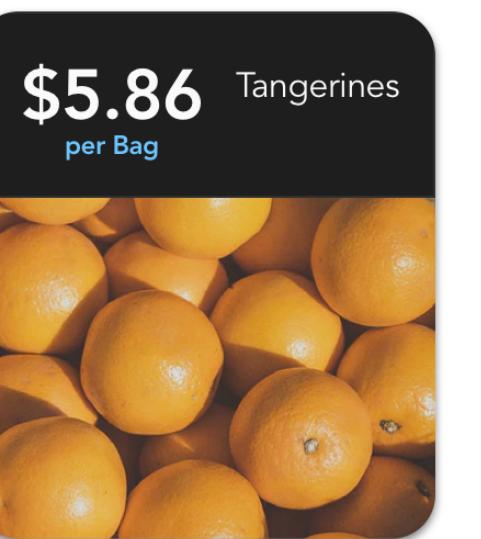
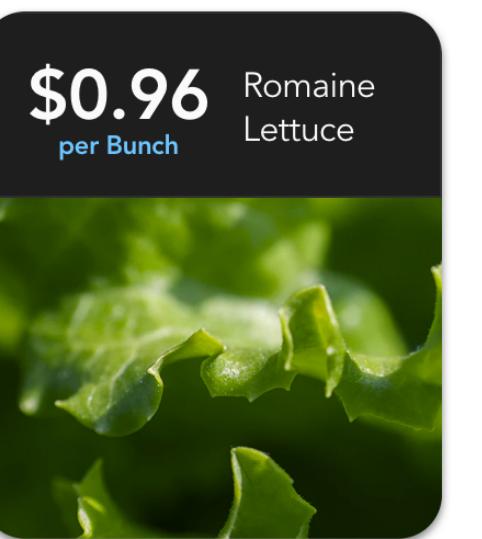
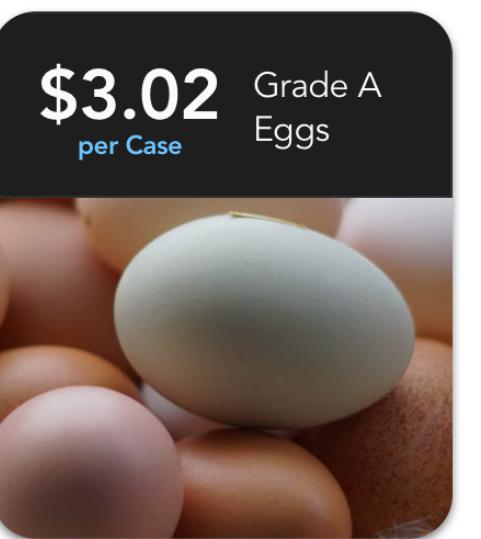
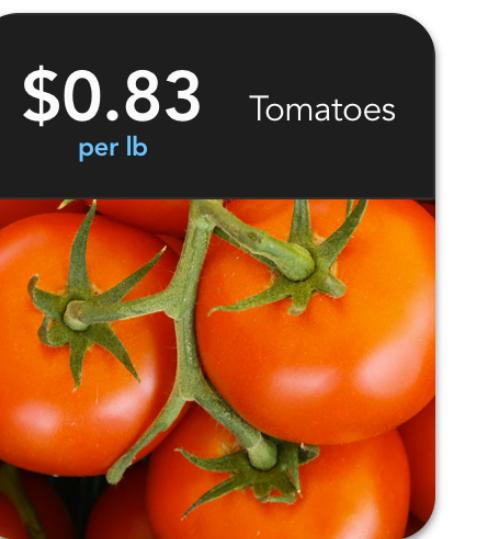
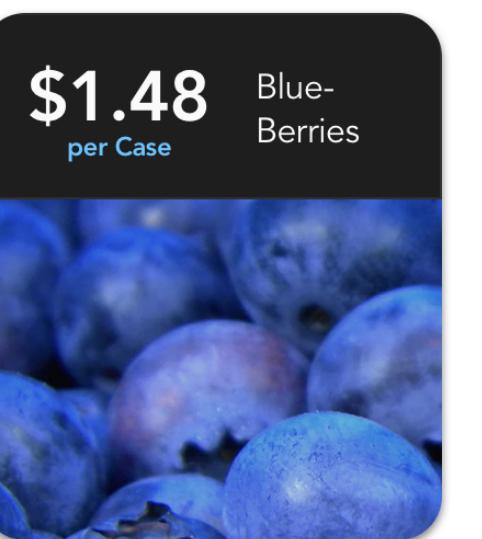
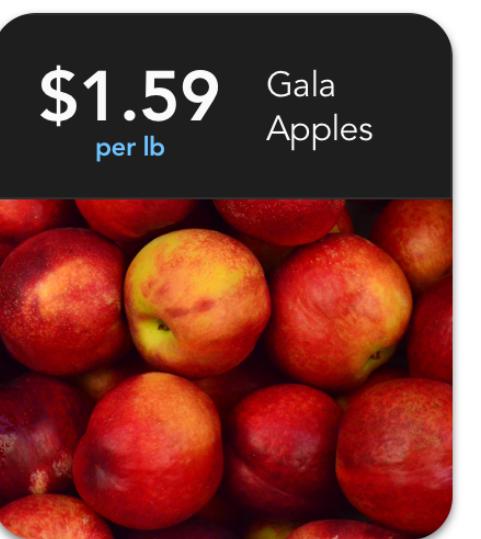
Department

Tags

Local Farms



Results for: assorted produce



- Cards were made smaller to accommodate more items per screen, while staying within the limit of 9 items.
- The map view was kept in a fixed location along with filters, allowing users to refine their search results to a specific region.
- Cards were completely redesigned, emphasizing price and product name, over the image. Users are now able to scan the cards, and determine the prices before they really process the images.



Humble Roots

Search

Departments ▾

About

Log In



Wild Caught Salmon Fillets

Valley Farm

\$8.26 per lb

In Stock

Quantity

 Add to Basket

Popular Recipes

Grilled Salmon



About

Valley Farm

When Felix "Curly" and Eleanor Marso opened Valley Farm Market in 1956, their four children helped operate the business, sweeping the parking lot, washing vegetables and sorting bottles. Derek Marso, a former Kansas State University Defensive End who played in the NFL, is now the third generation to own

- The product view page was also extensively redesigned.
- Users could now learn more about where they're getting their food from, how it was sourced, and additional information about the grower/farmer.
- Recipes were also integrated right under the item. This allows users to quickly see the kinds of things they may be able to do with their food. It's one thing to buy salmon and cook it on your own. It's another to be inspired by what you can create with that fresh produce you're about to buy.

Special Thanks to

- Davin Lewis
- Kate Reed
- Samantha Altschuler
- Nicholas Lorence
- Julie Pham
- Kirby Belmonte



THE END