

## **Project: Farmer's Market Web/Mobile Application**

### **Goal**

To provide up-to-date, detailed and convenient fresh produce information and delivery in the US.

### **Subgoal**

1. To provide a platform for consumers to easily buy fresh produce from their favorite farmers on a daily basis.
2. To provide a platform for better communication between farmers and consumers.

### **Objectives**

1. Locate farmer's market based on user's zip code.
2. Provide market detailed physical information.
3. Provide a list of local farmers and their information (introduction, type of food, organic or nonorganic, making/growing process etc).
4. Provide weekly promotion information and featured farmers.
5. Provide seasonal (quarterly) veggies and fruits information (month of produce, place of produce etc.) and nutrition tips.
6. Provide customer report function to build a link between customer and the market's management organization and also to help improving the customer experience at the market.
7. Links to social media. Photos can be posted and the farmers can be exposed to the world.
8. Provide home delivery or pick up choices.
9. Provide membership benefits for farmers.