

Informative Document

1. Name, Place and Date

- a. Name: Placita to go
- b. Place: Mayagüez P.R.
- c. Date: TBD

2. Partners

- a. Merchants from Placita del Mercado.

3. Current Situation

- a. The current customer experience in the plaza del mercado is too underwhelming because prices are not fixed, and the process of shopping is intimidating and slow due to the large amount of kiosks and merchants.

4. Needs and Ideas

Needs	Ideas
Sell their products in an innovative way	Develop centralized platform that enables merchants to sell their goods and compare prices online
Local merchants need to reach more people and motivate them to buy their goods	Pay with services like ATH Movil
Prices of articles fluctuate based solely on the merchants judgement	Regulate prices for fair experience to shoppers

5. Concepts and Phenomena

a. Concepts

- i. Category - can be represented as a set of articles with similar characteristics. It is defined by the merchant.
- ii. Item - Physical object that the client wants to buy.

b. Phenomena

- i. Kiosks/store - can be represented as a location inside "La Plaza del Mercado" which is managed by a Merchant and contains a set of articles items into different categories.
- ii. Merchant - can be represented as an entity which manages one kiosk by selling articles to customers and organizing said articles in their respective categories. Our main client.
- iii. Customer - Entity which views or buys a collection of articles.
- iv. "La Plaza del Mercado"/farmer's market - Place where various local kiosks/stores sell products (particularly tubercles).



6. Scope and Span

- a. **Scope** - Understand and facilitate interactions between customers and merchants in the Mayagüez farmer's market (placita).
- b. **Span** - Create Network of Customers and merchants for the purpose of "Grocery Ordering and Shopping" in La Plaza del Mercado. Now busy people can buy groceries from local vendors easier by modernizing local kiosks in La Plaza del Mercado Mayagüez, P.R.

7. Assumptions and dependencies

- a. **Assumptions**
 - i. The Developers have the appropriate tools, technology and facilities to start with the project.
 - ii. Merchants in la placita are willing to accept the reengineering of the current process of grocery shopping.
 - iii. Developers have access to merchants with enough knowledge of the respective parts of their domain such as how they manage shoppers needs and how products are organized.
- b. **Dependencies:**
 - i. All assumptions must be fulfilled in order to better the grocery shopping experience.

8. Implicit/Derivative Goals

- a. Economy of Puerto Rico is positively affected by improving local commerce in Mayagüez.
- b. Less crowded local markets and more sales in less time.
- c. Serves as advertisement for local supermarkets.

9. Synopsis

Currently, the Plaza del Mercado (Farmer's market) at Mayagüez suffers from a lack of customers due to the difficulty of accessing its current location and its outdated underwhelming customer experience. The overall customer experience consists of visiting the plaza and finding a large amount of local merchants competing to sell you different or similar products. There is a need for a centralized platform that facilitates the shopping experience at La Plaza del Mercado. The idea of the new system consists of creating a network between customers and merchants that removes the burden of arriving at the Plaza del Mercado by displaying the articles in our platform and being able to purchase them directly from the said platform. When arriving at the Plaza del Mercado, your only burden is going to the kiosks to pick up your items.



10. Teams

a. Developers

- i. Jose A. Rivera Morales
- ii. Brandon D. Fung Rivera
- iii. Jose L. Vera Colon
- iv. Jose D. Maldonado Torres
- v. Kenneth J. Rosario Acevedo

b. Consultants

- i. Marko Schütz-Schmuck