

Placer County

Ag Guide Web Specificaions

- The following document outlines the user types, workflows and features for the Ag Guide website. The information here was developed jointly with a group of farmers, the county ag commissioner, UC cooperative extension, and Phd researcher Alex Mandel.
- The website is a re-envisioning of a printed product that lists all of the agricultural producers in the county and how to contact/locate them and their products. It's main focus is to encourage sustainable agriculture through the local food movement “Buy Local” concept.
- Additional themes include agritourism, value added agriculture (organic, free range, grass fed, etc.)
- If there are any question contact Alex Mandel
aimandel@ucdavis.edu

Wordle based on Survey of Participating Producers



Roles of User Groups

Administrators

Add All
Edit All
Bookmark Favorites
Invite Retail editors
Add users to Retail and
Producer
groups
Feedback
Comments on Pages?

Producers

Add Producer
Edit Other Producers
Bookmark Favorites
Feedback
Comments on Pages?

Retail

Edit Retail (By Invite)
Bookmark Favorites
Feedback
Comments on Pages?
Suggest a new Page

Regulars

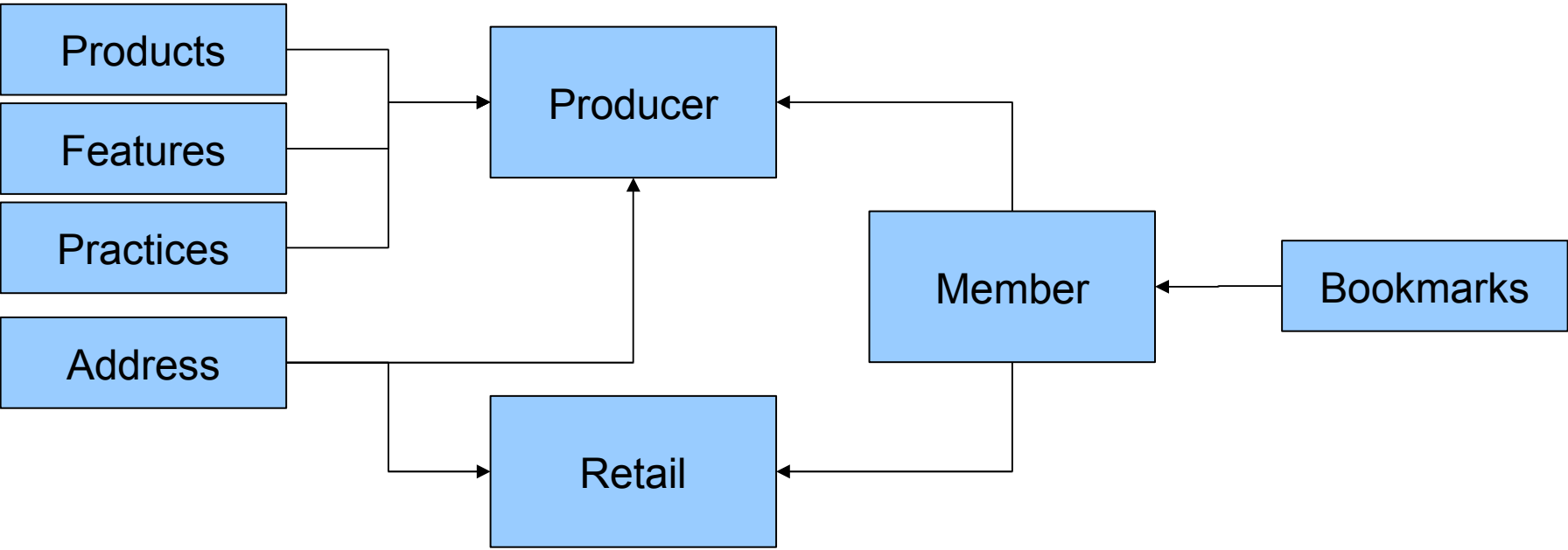
Bookmark Favorites
Feedback
Comment on Pages?
Suggest a new Page

Public

Visitors

Bookmark Favorites
Feedback
Comment on Pages?
Suggest a new Page

Models



Workflow

- Anyone can be a member of the site
 - All members can keep bookmarks of their favorite stuff
 - Administrators can promote members who are also producers or approved retail businesses (Markets, Restaurants, etc)
- Retail users can edit their business profile
- Producers can edit any Producer or Business profile
- Multiple members can be owners of a Producer or Business profile

Requirements - Feature List

- Interactive Map
 - Filters based on Crop, Features, Production Practices
 - Search based on location
 - Search based on proximity to selected Profiles
 - Ability to submit correction to OSM basemap (Alt. Mapquest OSM)
 - Custom icons by general product categories
 - Preferably implemented in JS and/or AJAX
- Producer Profile
 - Map showing location, toggle nearby Profiles
 - Link to driving directions which map to real location not necessarily address. Correct location and possibly last “mile” of directions provided by the Producers.

Requirements - Feature List

- Session Tracker
 - A tool that tracks a session from login to logout keeping track of each page and how long the user spends on a page
 - Optional feature – implement with javascript to capture all clicks in the interactive map.
- Public Registration
 - Allow anyone to register for an account
 - Use Captcha and/or email confirmation

Requirements - Feature List

- User Management
 - Allow admins to upgrade/downgrade user accounts to Public ↔ Retail ↔ Producer ↔ Admin
- User Facing Forms
 - Custom implementation of forms for the models that doesn't use the built in admin interface.
 - Critical to this is the use of checkboxes, drop lists, and multi-selects for Crops, Features, Practices

Requirements - Feature List

- Invitation
 - Admins can invite Businesses that carry items from Producers in the county.
 - After registration/confirmation the Business has access to edit their Profile.
 - Optional - Producers can trigger an invite.
- Public Views
 - Publicly accessible views that render the models in a useful manner.
 - Includes map of the data record
 - Includes photos, social media links
 - Includes internal links to related objects (All stores that sell a Producer's products.

Optional – Feature List

- Favorites
 - Let users bookmark and share their favorite pages with other users and via social media outlets.
- Trip Planner
 - Keep a list of bookmarked Producer and Business Profiles and produce driving directions based on their order. Allow re-ordering of Profiles and directions.
- Feedback Survey
 - Implement a survey designed by Alex (UCD) to assess the usability of the website
 - Allow each user to only take it once, possibly allow for a future repeat.
 - Protect the answers from security breaches.

Additional Notes

- The code for the website will be release under some liberal Open Source license, TBD (BSD or LGPL)
- Source code will be hosted in some publicly accessible repository (probably github)
- Beta testing of website will occur on servers provided by Alex Mandel at the University of California, Davis – Information Center for the Environment. Eventually the site will be moved to a server hosted or paid for by Placer County.