



PRODUCT CANVAS

Aggieland Farmer's Market

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Manas Yogesh Gokhale
Yash Umeshkumar Katariya
Chaitanya Vasudeo Patil

AGGIELAND FARMERS MARKET : NEW WEB APPLICATION

VISION

- The new web-based system will serve as a single integrated system for Aggieland Farmer's market for managing vendors, sales, vendor fees and transaction tracking.

GOAL

- The new system's primary goal is to be user friendly and accessible, and easy to use. To create a system that can handle all the needs of the Aggieland farmer's market. The system should be able to combine and perform all tasks such as vendor management, vendor enrollment, fee payment, news broadcasting, payment tracking and budgeting.

THE BIG PICTURE

- To create a system that provides all the functionality for management and functioning of the Aggieland farmer's market and is both easy to use and intuitive.

PRODUCT SUCCESS METRICS

- The system can manage vendor successfully. It can add new vendors and manage their registration online.
- The system supports online payments and updates real time without the need to make manual entries to the database.
- Any new users registered, or payments received will be updated real time and the database remains consistent throughout.
- The system can maintain its speed and performance and does not decrease its performance with increasing data and users.
- Automation logic is built into the system it automatically updates sign up fee after deadline, vendor details after updates. Digitization of process increases by 80 %
- The system generates reports for trends and statistics based on sale data and revenue generated.
- The system is easy to use and can be operated without professional computer training.

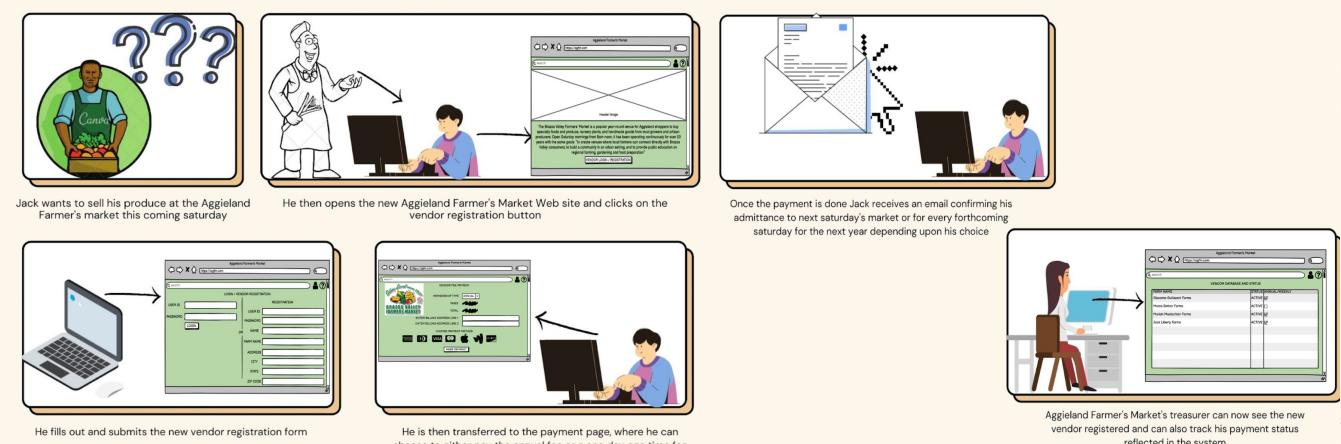
EPIC

- Epic 1 : To create a new web based system that can digitize all major functionality of the Aggieland farmer's market
- Feature 1: Allow vendors to create their accounts, submit application, select membership type and make payment online.
- Feature 2: Allow volunteers to create their accounts, review applications, post content and manage their dashboard.
- Feature 3: Develop automated vendor application approval process
- Feature 4: Create an integrated payment portal with a variety of payment options, show a separate calculation of taxes to provide clarity.
- Feature 5: Create interactive portal for vendors to see latest news, posts and trending items
- Feature 6: Implement interactive dashboard for admins to track vendors, email them and post content on the vendor portal
- Feature 7: Generate reports for upper management employees to track vendor registration, volunteer monitoring, budget planning

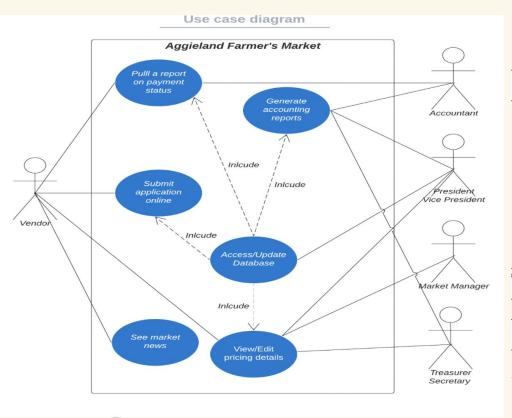
PERSONAS



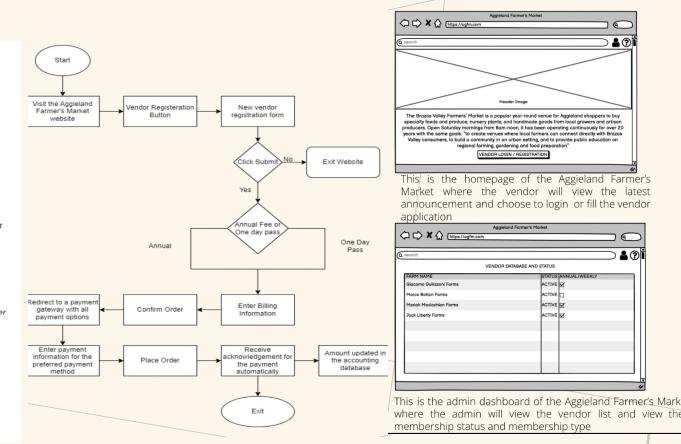
STORY BOARD



USE CASE DIAGRAM



WORKFLOW DIAGRAM



SPRINT PLANNING

Task Name	Duration	Start Date	End Date	Dec 5	Dec 12	Dec 19	Dec 26	Jan 2							
		S	M	T	W	F	S	M	T	W	F	S	M	T	W
Sprint 1:	7d	12/01/21	12/07/21												
1. Vendor Registration page	3d	12/01/21	12/09/21												
2. Employee Registration page	3d	12/10/21	12/14/21												
3. Digitally verify and approve vendor registration	6d	12/09/21	12/15/21												
4. Submit documents online	3d	12/10/21	12/14/21												
5. Pay applicable fees online	3d	12/10/21	12/15/21												
Sprint 2:	7d	12/16/21	12/24/21												
6. Laked posts and trending items in the market	5d	12/16/21	12/22/21												
7. Employee dashboard page	2d	12/17/21	12/20/21												
8. Vendor performance reports and financial report	2d	12/21/21	12/23/21												
9. Feedback reports	2d	12/23/21	12/24/21												
Sprint 3:	7d	12/27/21	01/04/22												
10. Save payment details	3d	12/27/21	12/29/21												
11. Report access to employees	3d	12/29/21	12/31/21												
12. Save application progress	3d	12/30/21	01/03/22												
13. Vendor connector with each other	2d	01/03/22	01/04/22												

SPRINT DETAILS

Sprint 1 (Length 7 working days, each working day 5 story pts)														
Feature Id	User Story	Acceptance Criteria	Priority	Points										
1.	1. As a vendor, I want to register an account so that, I am able to register for market online and submit my application.	The vendor is able to create an account after entering email id and password. There is a button to reset password, if the vendor forgets the password. There is an option to register for the market and allows the vendor to apply and submit the application.	Medium	7										
2.	2.1 As an employee, I want to set up an account so that, I am able to review application for vendor registration, create events and manage my dashboard.	The employee is able to set up an account after entering employee id and password. There is an option to filter the applications.	Medium	5										
3.	3.1 As a market manager, I want an automated application process so that I am able to digitally verify and approve vendor registration.	There is a digital format of the form which the vendor has sent. Forms submitted by the vendor should not be missed. All the data uploaded by the vendor should be visible without any data loss.	High	6										
4.	3.2 As a vendor, I want an automated application process so that I can digitally fill my application and submit all the necessary documents for registration.	All the information which is required must be only digitally entered. There should be an option to sign digitally.	Medium	6										
5.	4.1 As a vendor, I want to be able to select a payment method with surcharge information so that I am able to select the best option for me.	There are multiple options like debit/credit cards, wallets,etc. The vendor should be able to see the final charge in bold text	High	11										

Sprint 2 (Length 7 working days, each working day 5 story pts)														
Feature Id	User Story	Acceptance Criteria	Priority	Points										
1.	1.2 As a vendor, I want to save my card details on my account so that, I am able to use the card for future transactions.	The vendor is able to see the card or wallet information for a period of one year. The vendor is able to edit, delete and add a payment method to the account at any time. There is an option to update the billing address along with the payment method.	High	9										
2.	2.1 As an employee, I want to see various reports accessible to me on my dashboard.	The employee is able to see a different tab titled reports with the latest report first on their dashboard.	Medium	7										
3.	3.3 As a market manager, I want an option to save the review progress so that I can come back and review the remaining part of the application.	The report should be opened in a similar way in which it is opened externally.	High	12										
4.	3.2 As a vendor, I want an option to save the review progress so that I can plan the strategy for the next market.	There should be an option to start the review from start.	Medium	7										
5.	5.1 As a vendor, I want to be able to filter based on category and prices.	The vendor is able to filter based on category and prices.	Medium	7										
6.	6.1 As an employee, I want to have a dashboard so that I can email vendors and the email.	The employee is able to share the post with others.	Medium	7										
7.	7.1 As a vice president, I want to access reports on vendor performances and financial reports so that I can plan the strategy for the next market.	The vendor is able to export the report into a pdf, excel format. The reports should be generated based on monthly, quarterly and yearly duration.	High	11										
8.	7.2 As a head of human resource, I want to access reports on volunteers performance and feedback reports given by vendors, volunteers and customers so that I can reward some employees and improve the quality of market.	The vice president should get a reminder email whenever reports are generated. There is an option to save the report as an excel/pdf. The reports should have certain visualisations to better showcase trends.	High	11										

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PERSONAS



FRED GONZALEZ

31, College Station
VICE PRESIDENT

• STATUS • SALARY
SINGLE \$35K

• TIER
Market COMMITTEE

PERSONALITY

- Friendly
- Empathetic
- Collaborative
- Compassionate
- Leader

BIO

Fred holds a bachelors degree in Bio-science from Texas A&M University and is in search of Full-time employment in the same field. He often participates in Agricultural life sciences workshops and seminars. In his free time, He loves volunteering and community services. He enjoys reading books, travelling and learning about farming.

Motivations

IMPACT TEAMWORK
LEADERSHIP OPERATIONS

Goals

- Vendor Registration and Billing
- Efficient Fund Utilization
- Market Space Allotment
- Addressing Visitor Grievances

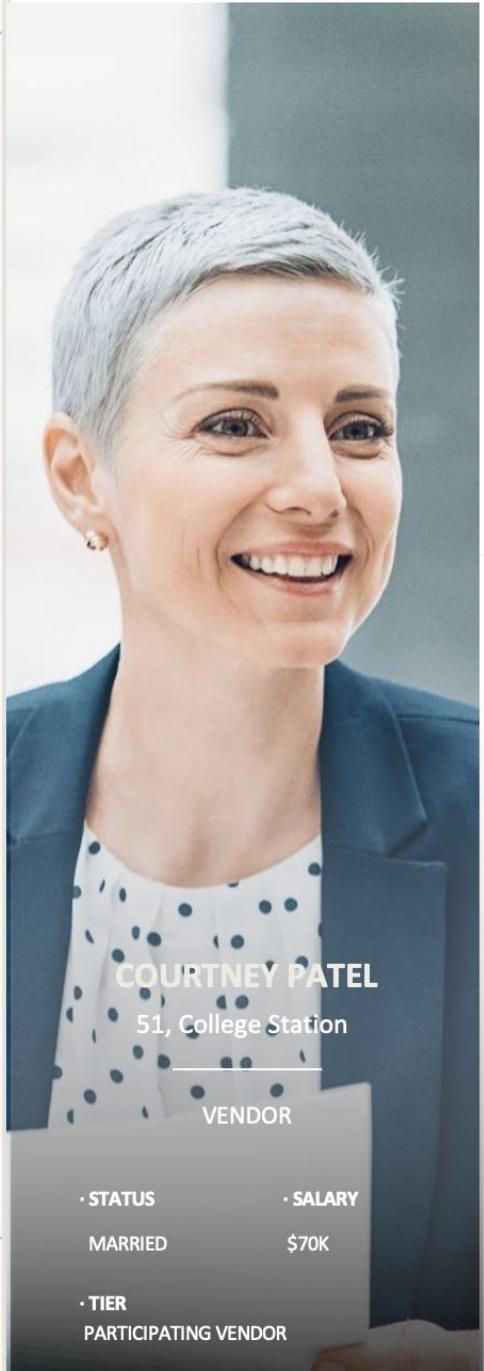
Frustrations

- Vendor Conflict Resolution
- Dealing with excess crowd.
- Managing Budget Overruns
- Market's Litter Provision

Traits

Management
Education
Experience
Responsibility

“ I am really excited for this year’s market, I am expecting a huge footfall, given the fact that it was cancelled last year due to COVID-19. ”



PERSONALITY

- Leader
- Manager
- Kind
- Collaborative
- Team Player
- Decision Maker



BIO

Courtney loves managing people and operates local firm that lends land to the farmers and sells the farm produce in the Farmer's Market. She moved to Texas when she was 16 from India. Courtney aims to increase the revenue of her firm through this year's great organic produce. Courtney enjoys hiking in her free time.



Motivations



Goals

- Fresh Farm Produce Distribution
- Including Diverse Products
- Uptick in Farm Produce Sales
- Increasing this season's farm produce
- Cumbersome vendor registration process
- Vague Farmer's Market Policy
- Lack of Support Staff on the Market Opening Day
- Market Governing Body Response Time



Frustrations

“ I want to establish our firm’s stronghold in the Market through fresh and quality organic produce. ”

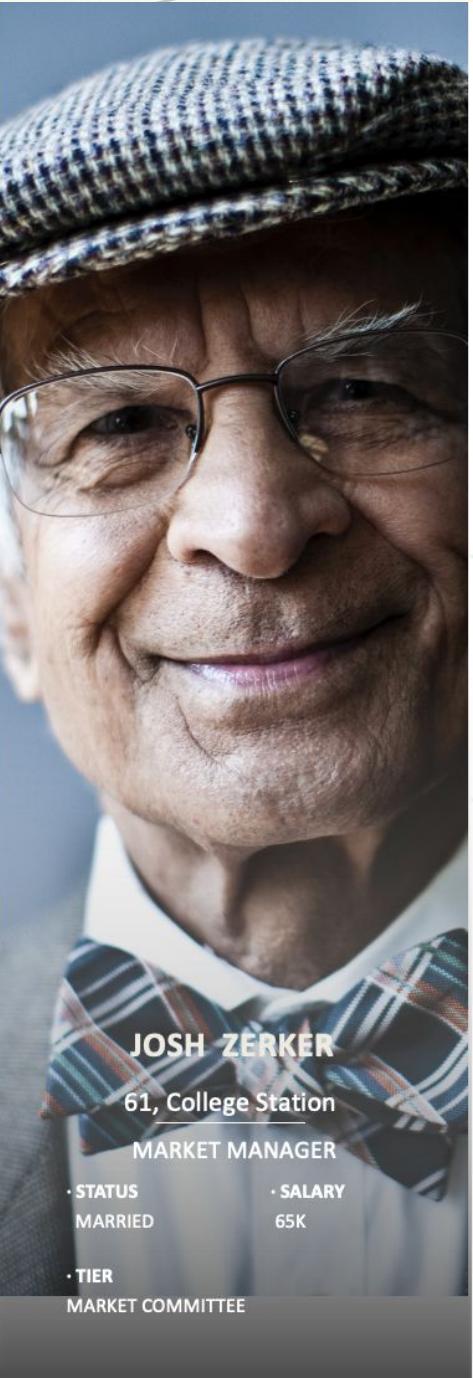
Traits

Management

Education

Experience

Responsibility



JOSH ZERKER

61, College Station

MARKET MANAGER

• STATUS
MARRIED

• SALARY
65K

• TIER
MARKET COMMITTEE



PERSONALITY

- Passionate
- Responsible
- Kind
- Affable
- Nature Lover



BIO

Josh has a loving family (A wife, 4 sons and 3 grandkids), His ancestors were into organic farming since 1941. He owns 56 acres of farmland in the outskirts of college station. He prefers organically produced food and advocates for banning canned food. He enjoys morning walks to in the farm and evening strolls with his grandkids.



Motivations

IMPACT



TEAMWORK



LEADERSHIP



EXPERIENCE



Goals

- Revise Vendor Enrollment Fees for this season.
- Develop New Membership Plans for Regular Vendors
- Educating Youth in Farming
- Seek Federal Help for Farmers



Frustrations

- Youth's Disinterest in Farming
- Overcrowding at Market
- Lack of Focus on Organic Farming

Traits

Farming Knowledge



Education



Experience

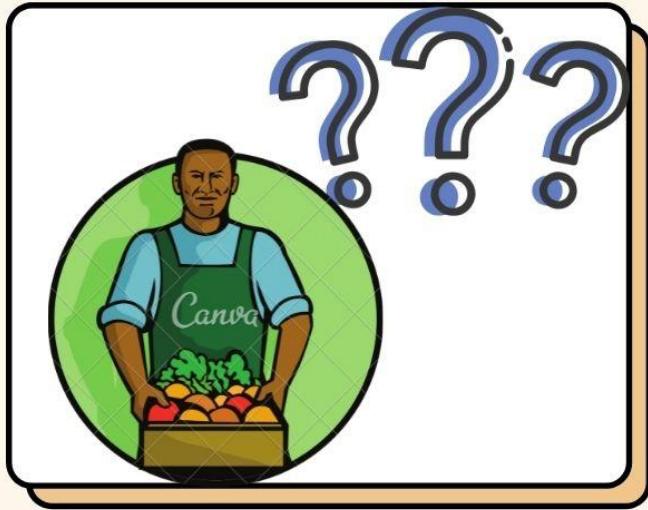


Responsibility

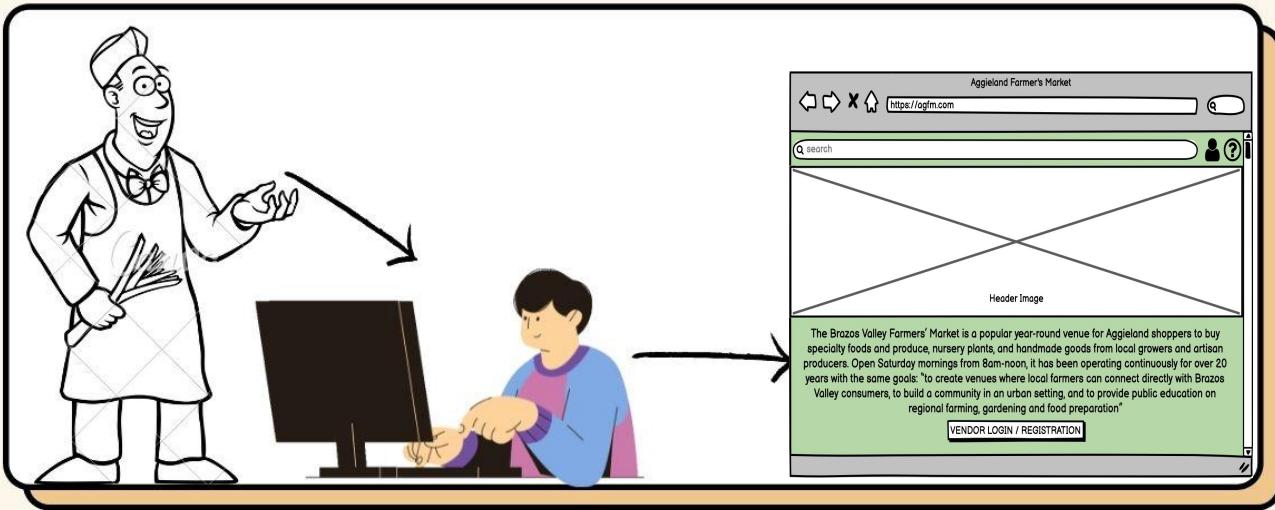


“ Farmer’s Market is really close to my heart, I often purchase from the market to support Farmers and local economy.”

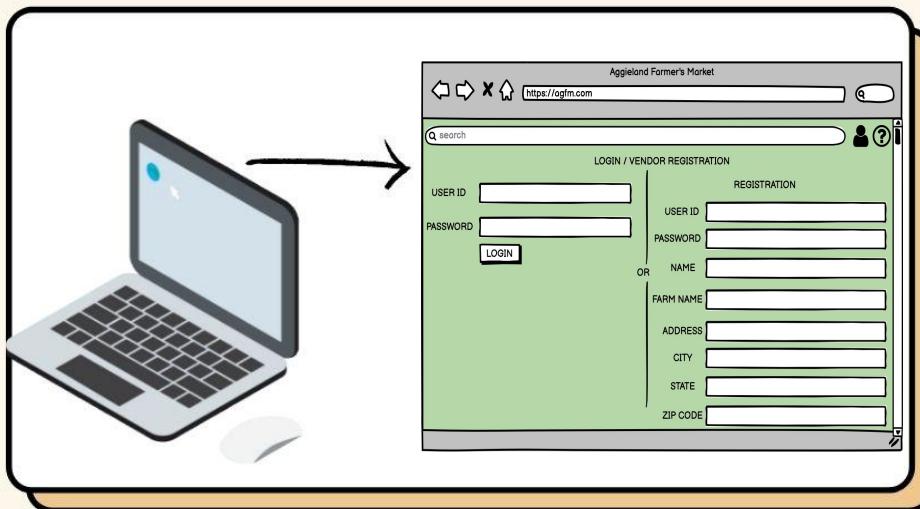
STORY BOARD



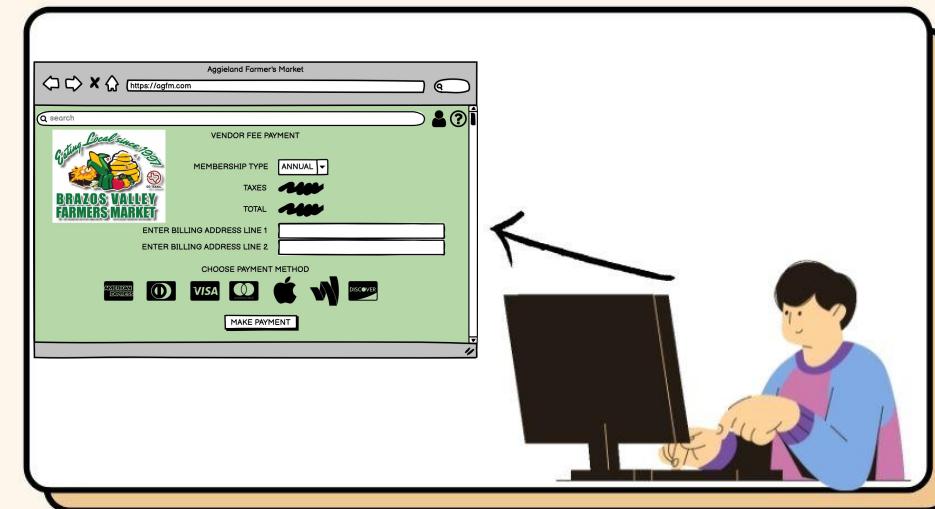
Jack wants to sell his produce at the Aggieland Farmer's market this coming saturday



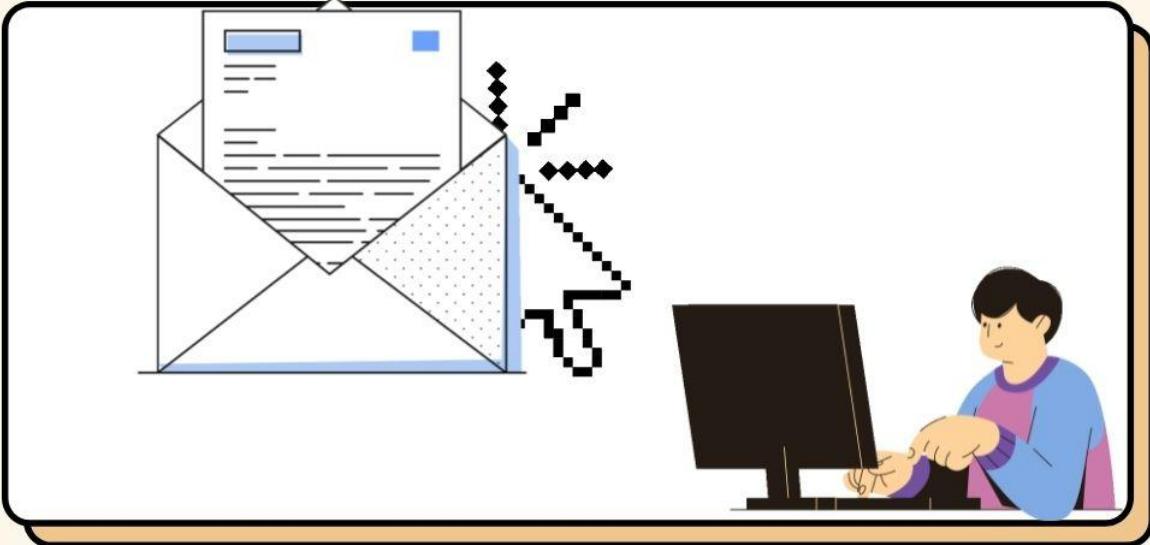
He then opens the new Aggieland Farmer's Market Web site and clicks on the vendor registration button



He fills out and submits the new vendor registration form



He is then transferred to the payment page, where he can choose to either pay the annual fee or a one day one time fee



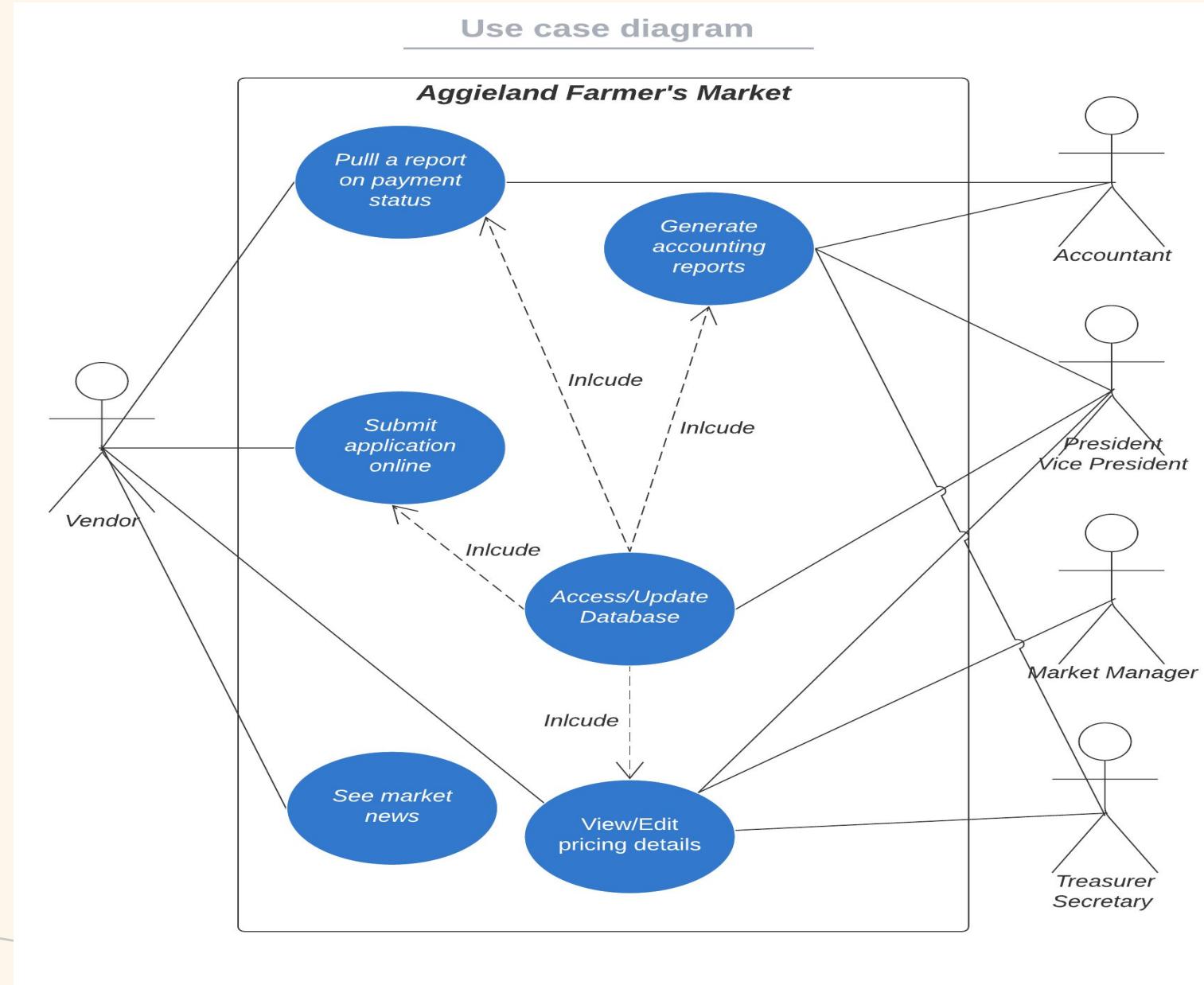
Once the payment is done Jack receives an email confirming his admittance to next saturday's market or for every forthcoming saturday for the next year depending upon his choice

An illustration showing a woman with long brown hair sitting at a desk, facing a computer monitor. An arrow points from her screen to a detailed view of a computer window titled "Aggieland Farmer's Market". The window shows a "VENDOR DATABASE AND STATUS" table with four rows of data. The columns are "FARM NAME", "STATUS", and "ANNUAL/WEEKLY".

FARM NAME	STATUS	ANNUAL/WEEKLY
Giacomo Giulizzoni Farms	<input checked="" type="checkbox"/>	
Marco Bolton Farms	<input type="checkbox"/>	
Mariah MacLachlan Farms	<input checked="" type="checkbox"/>	
Jack Liberty Farms	<input checked="" type="checkbox"/>	

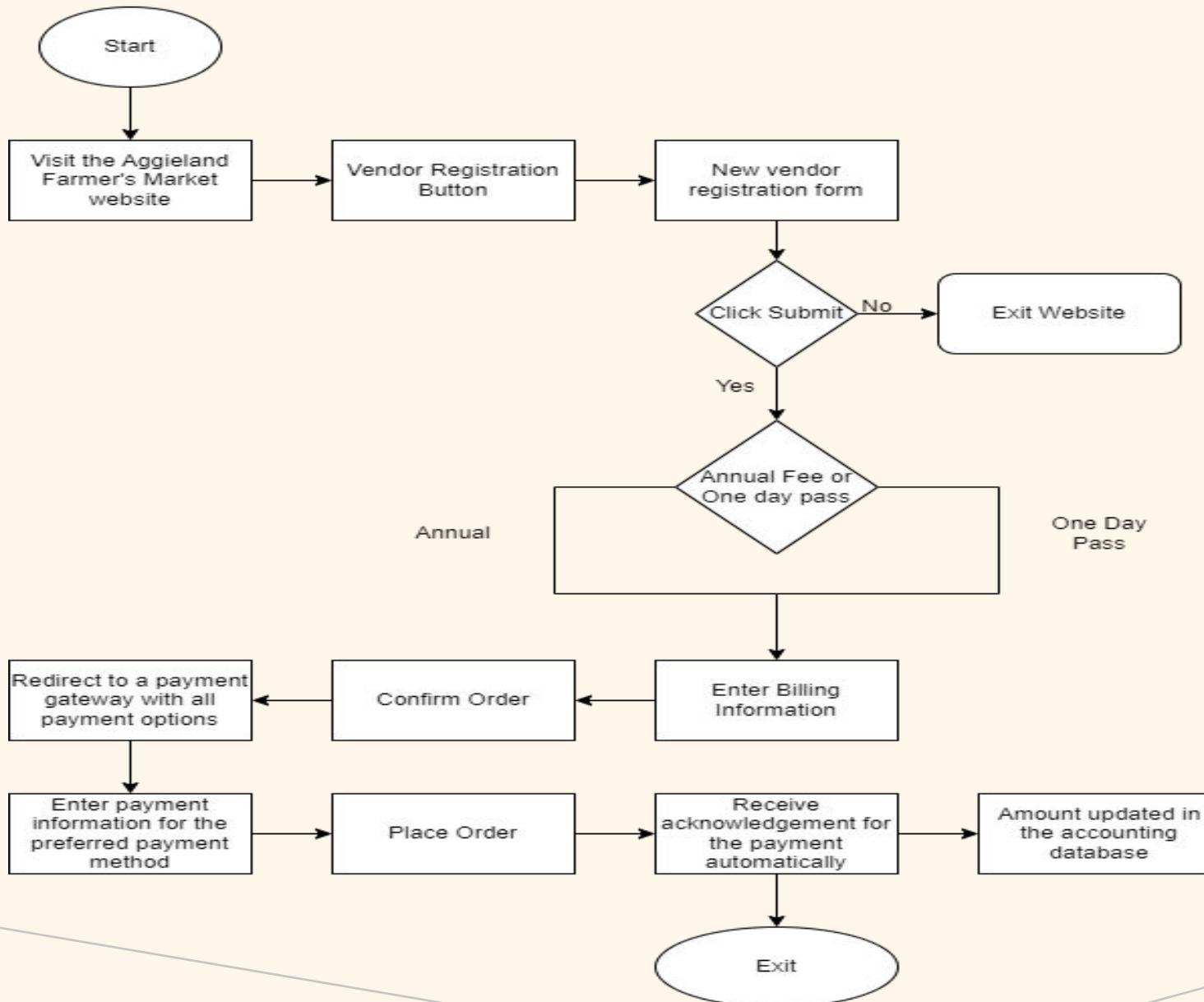
Aggieland Farmer's Market's treasurer can now see the new vendor registered and can also track his payment status reflected in the system

USE CASE DIAGRAM



WORKFLOW DIAGRAM

Work Flow diagram for Vendor Registration



WIREFRAMES

This wireframe shows the homepage of the Aggieland Farmer's Market. It features a header image with a large 'X' mark. Below the image is a paragraph of text about the market's history and goals. At the bottom is a 'VENDOR LOGIN / REGISTRATION' button.

The Brazos Valley Farmers' Market is a popular year-round venue for Aggieland shoppers to buy specialty foods and produce, nursery plants, and handmade goods from local growers and artisan producers. Open Saturday mornings from 8am-noon, it has been operating continuously for over 20 years with the same goals: "to create venues where local farmers can connect directly with Brazos Valley consumers, to build a community in an urban setting, and to provide public education on regional farming, gardening and food preparation"

VENDOR LOGIN / REGISTRATION

This is the homepage of the Aggieland Farmer's Market where the vendor will view the latest announcement and choose to login or fill the vendor application

This wireframe shows the login/application page. It has two main sections: 'LOGIN / VENDOR REGISTRATION' on the left and 'REGISTRATION' on the right. The registration section includes fields for User ID, Password, Name, Farm Name, Address, City, State, and Zip Code. There is also an 'OR' option for logging in with User ID and Password.

Aggieland Farmer's Market

https://agfm.com

search

Header Image

LOGIN / VENDOR REGISTRATION

REGISTRATION

USER ID
PASSWORD
LOGIN

OR

USER ID
PASSWORD
NAME
FARM NAME
ADDRESS
CITY
STATE
ZIP CODE

This is the login/application page, here the vendor can login with their credentials or fill the application to register themselves with the market

This wireframe shows the payment page. It includes fields for 'MEMBERSHIP TYPE' (set to 'ANNUAL'), 'TAXES' (marked as 'NO'), and 'TOTAL'. There are fields for 'ENTER BILLING ADDRESS LINE 1' and 'ENTER BILLING ADDRESS LINE 2'. At the bottom, there is a 'CHOOSE PAYMENT METHOD' section with icons for American Express, MasterCard, Visa, Discover, Apple Pay, and Google Pay, followed by a 'MAKE PAYMENT' button.

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search

Vendor Photo

VENDOR FEE PAYMENT

MEMBERSHIP TYPE ANNUAL

TAXES NO

TOTAL

ENTER BILLING ADDRESS LINE 1

ENTER BILLING ADDRESS LINE 2

CHOOSE PAYMENT METHOD

AMERICAN EXPRESS
MASTER CARD
VISA
DISCOVER
APPLE PAY
GOOGLE PAY

MAKE PAYMENT

This is the payment page of the Aggieland Farmer's Market where the vendor will select the type of membership and make the payment using the variety of payment options

This wireframe shows the admin dashboard's vendor database and status page. It displays a table with columns for 'FARM NAME' and 'STATUS'. The table lists four farms: Giacomo Gulizzoni Farms (Active), Marco Botton Farms (Inactive), Mariah MacLachlan Farms (Active), and Jack Liberty Farms (Active).

Aggieland Farmer's Market

https://agfm.com

search

VENDOR DATABASE AND STATUS

FARM NAME	STATUS	ANNUAL/WEEKLY
Giacomo Gulizzoni Farms	ACTIVE	<input checked="" type="checkbox"/>
Marco Botton Farms	ACTIVE	<input type="checkbox"/>
Mariah MacLachlan Farms	ACTIVE	<input checked="" type="checkbox"/>
Jack Liberty Farms	ACTIVE	<input checked="" type="checkbox"/>

This is the admin dashboard of the Aggieland Farmer's Market where the admin will view the vendor list and view their membership status and membership type

This wireframe shows the announcement page. It features two large boxes, each with a large 'X' mark, representing placeholder content for news and announcements. At the bottom is a 'VENDOR LOGIN / REGISTRATION' button.

Aggieland Farmer's Market

https://agfm.com

search

NEWS AND ANNOUNCEMENTS

VENDOR LOGIN / REGISTRATION

This is the announcement page of the Aggieland Farmer's Market where the vendor will view the latest announcements and news related to the market

SPRINT PLANNING

SPRINT DETAILS

Sprint 1 (Length 7 working days, each working day 5 story pts)

Feature Id.	User Story	Acceptance Criteria	Priority	Points
1.	1.1 As a vendor, I want to register an account so that, I am able to register for market online and submit my application.	<ul style="list-style-type: none">•The vendor is able to create an account after entering email id and password.•There is a button to reset password, if the vendor forgets the password.•There is an option to register for the market and allows the vendor to apply and submit the application..	Medium	7
2.	2.1 As an employee, I want to set up an account so that, I am able to review application for vendor registration,create events and manage my dashboard.	<ul style="list-style-type: none">•The employee is able to set up an account after entering employee id and password.•There is an option to filter the applications.	Medium	5
3.	3.1 As a market manager, I want an automated application process so that I am able to digitally verify and approve vendor registration.	<ul style="list-style-type: none">•There is a digital format of the form which the vendor has sent.•Forms submitted by the vendor should not be missed.•All the data uploaded by the vendor should be visible without any data loss.	High	6
3.	3.2 As a vendor, I want an automated application process so that I can digitally fill my application and submit all the necessary documents for registration.	<ul style="list-style-type: none">•All the information which is required must be only digitally entered.•There should be an option to sign digitally.	Medium	6
4.	4.1 As a vendor, I want to be able to select a payment method with surcharge information so that I am able to select the best option for me.	<ul style="list-style-type: none">•There are multiple options like debit/credit cards, wallets,etc.•The vendor should be able to see the final charge in bold text	High	11

Sprint 2 (Length 7 working days, each working day 5 story pts)

Feature Id.	User Story	Acceptance Criteria	Priority	Points
5.	5.1 As a vendor, I want to see latest posts and trending items so that I can plan the prices and quantity of my items.	<ul style="list-style-type: none"> The vendor is able to filter based on category and prices. The vendor is able to like and comment on posts. The vendor is able to share the post with others. 	Medium	7
6.	6.1 As an employee, I want to have a dashboard so that I can email vendors and post content on the vendor portal.	<ul style="list-style-type: none"> The employee is able to select any number of vendors to send the email. The employee can post any type of media content on the vendor portal 	Medium	7
7.	7.1 As a vice president, I want to access reports on vendor performances and financial reports so that I can plan the strategy for the next market.	<ul style="list-style-type: none"> There is a option to export the report into a pdf, excel format. The reports should be generated based on monthly, quarterly and yearly duration The vice president should get a reminder email whenever reports are generated.. 	High	11
7.	7.2 As head of human resource, I want to access reports on volunteers performance and feedback reports given by vendors, volunteers and customers so that I can reward some employees and improve the quality of market.	<ul style="list-style-type: none"> There is an option to save the report as an excel,pdf. The reports should have certain visualisations to better showcase trends. There should be a share button to share the reports. 	High	10

Sprint 3(Length 7 working days, each working day 5 story pts)

Feature Id.	User Story	Acceptance Criteria	Priority	Points
1.	1.2 As a vendor, I want to save my card details on my account so that, I am able to use the card for future transactions.	<ul style="list-style-type: none"> The vendor is able to see the card or wallet information for a period of one year. The vendor is able to edit, delete and add a payment method to the account at any time. There is an option to update the billing address along with the payment method. 	High	9
2.	2.1 As an employee, I want to see various reports accessible to me on my dashboard so that I can easily manage and review the reports	<ul style="list-style-type: none"> The employee is able to see a different tab titled reports with the latest report first on their dashboard. The report should be opened in a similar way in which it is opened externally. 	Medium	7
3.	3.3 As a market manager, I want an option to save the review progress so that I can come back and review the remaining part of the application.	<ul style="list-style-type: none"> There is a option to the save progress of the review. There should be an option to start the review from start. 	High	12
5.	5.2 As a vendor, I want to connect with other vendors on the portal so that I can collaborate and learn from other vendors.	<ul style="list-style-type: none"> There is should be a button to send a message to other vendors. There should be an option to block messages from vendors and also report other vendors. 	Medium	7

THANK YOU!



Scan the QR code for video explanation of the Canvas