# EZHomesteading MVP

Content

- Types of Registration

  - Account Registration and Adding Goods

- Circle definition

- Visibility (who sees whom)

Registration

- Most online stores have three types

  - Guest, Buying Guest, Registered Customer

- EZH has two categories

  - Imported and Voluntary

    - Imported Farms – publicly recorded millennium farm

    - Voluntary includes five types

      - Guest, Buying Guest, Registered Customer, CO-OP, and Producer

# Registration Table

| | Guest | Buying Guest | Registered Customer | CO-OP | Producer |
|---|---|---|---|---|---|
| Name | **N** | Y | Y | Y | Y |
| Email | **N** | **Y** | Y | Y | Y |
| Phone ## | **Optional** | **Optional** | Y | Y | Y |
| Username | **N** | N | Y | Y | Y |
| Password | **N** | N | Y | Y | Y |
| Payment | **N** | Y | **N*** | **Y** | **Y** |
| Address(i) | **N** | Y | **Y** | Y | Y |

## Optional
*Payment will not be demanded until someone attempts to make a purchase
Visibility of information from registrations is found in Visibility slides

# Perishability Example Template

| | Highly Perishable | Perishable | Non-Perishable |
|---|---|---|---|
| Time to Spoil Unrefrigerated | 1 day | 1 week | 1 month |
| Time to Spoil Refrigerated | 1 week | 1 month | 3+ months |

These are not strictly defined terms. This slide is only meant to provide visual understanding.

Visibility

- No exact location will be made public until a transaction is made
- Below is a table of who's location will be visible to others
- Circle – Approximate Location with a radius of 1-5 miles

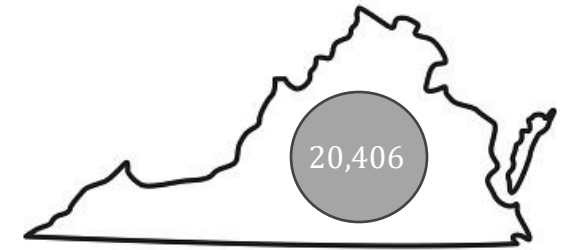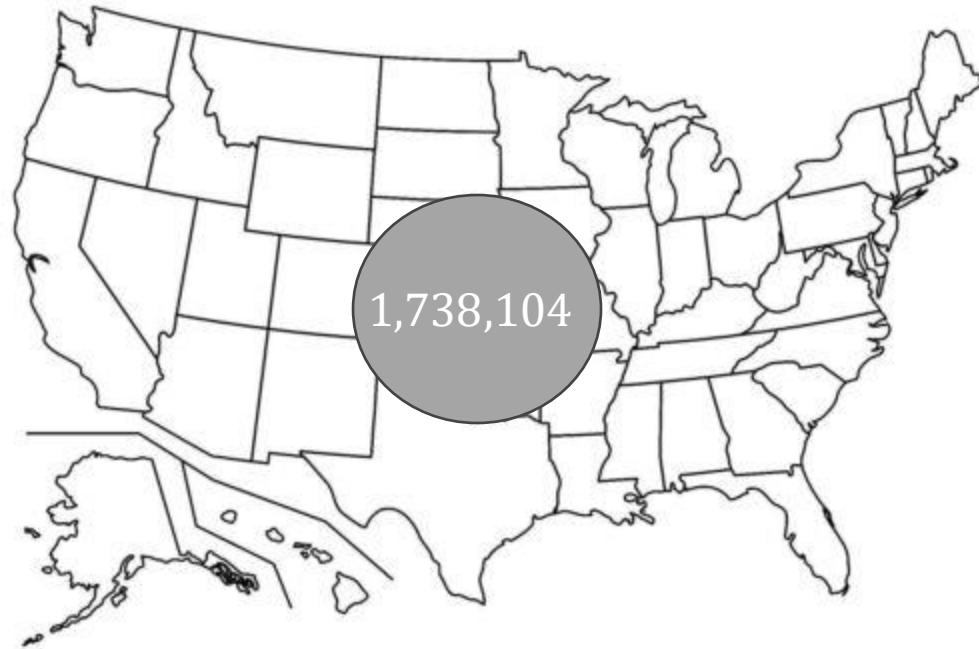| | Visible to Consumers | Visible to Producers | Visible to CO-OPs |
|---|---|---|---|
| Consumers | N/A | N/A | Circle |
| Producers | N/A | Circle | Circle |
| CO-OPs | Circle | Circle | Circle |

# Circles



37



107

- Two types of goods to sell

- Self-Sufficiency (Orange) & Farm Goods (Green)

- When looking at CO-OPs/Producers in an area, circles should be color coordinated to indicate quantity/quality of goods

- Center of center indicates the number of goods

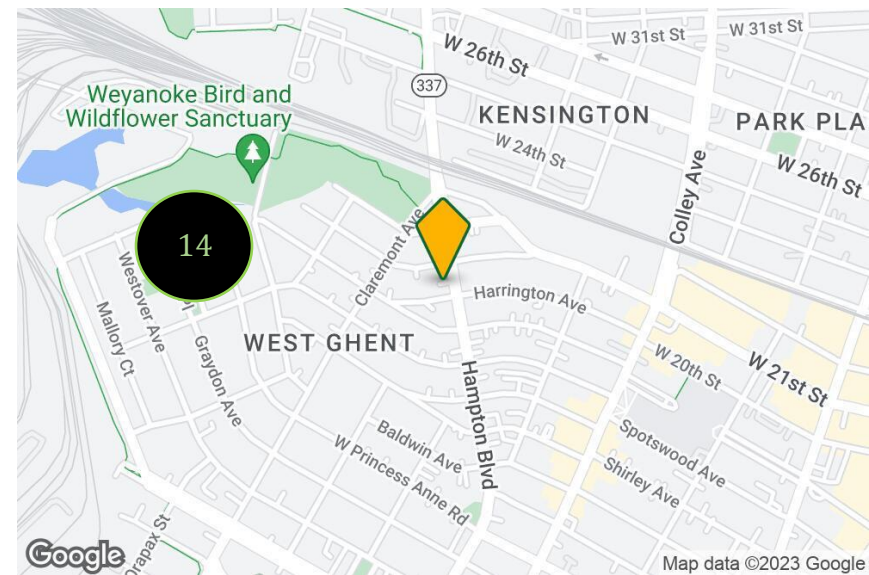  - Outside represents ratio of Self Sufficiency to Farm Goods



3

Circles Cont.

- As a someone zooms out of the map, the circles should form into a grey conglomerate indicating the total number of CO-OP's

- When fully zoomed out, it should be one number indicating total number of CO-OPs

- Ex: COVID Maps of Cases
  - CO-OP's colors should not be visible until zoomed in far enough to see induvial CO-OP's in a vicinity

# Circle Examples

## Commodity Rules

• Consumers, Producers, and CO-OPs leave reviews between each other

Circles

## Visibility

• CO-OPs should be notified about excessive production of a certain good/new products

# Must Haves

- Button to continue shopping after adding an item to cart

Things to Keep in Mind

- Everyone is a consumer by default

- Farms are already producers

  - Goal is to convert them to CO-OPs with convenience

**SIGN IN**

If you do not have an account, you can register as either a CUSTOMER, a PRODUCER, or a Co-Op.

**i** | **Consumer** — Buy Local Fresh Produce

**i** | **Producer** — Get Paid for Excess Produce from your Garden

**i** | **Co-Op** — Source & Sell Local Produce with the Click of a Button

# SIGN IN

User Name

Password

# CONSUMER description

EZHomesteading consumers gain access to local produce grown on small farms without any non-organic pesticides or preservatives.  Our producers grow their food in small gardens and farms with the health of their families in mind, our goal is to connect you with these families and their surplus produce. From the time our growers harvest their produce to the time it is on your table will oftentimes be less than one day, so you know the food you're eating is fresh. Industrial farms, on the other hand, must produce vegetables and fruits that are shelf stable for weeks and can travel hundreds of miles before ending up on a grocery store shelf.

# PRODUCER

Taking care of a small garden or farm is tough, especially when **the harvest arrives** and you're forced to can, throw away, or give away everything you can't eat immediately. As a Producer, you can sell your fresh produce to members of your community without ever having to deal with the hassle of customers and hours of Farmer's Markets.

# CO-OP definition

Do you already set up tents at Farmer's Markets and work for all day to sell your produce? Now you can sell your goods with the click of a button and save hours of inconvenience. Co-Ops are also encouraged to purchase from local producers and sell to consumers. If you produce food as well, and would like to sell directly to customers, this in the option for for you.

70% of all problems in any program occur as a result of requirements definition

Communication is almost always the biggest problem in every program

# Farm Registration & Transactions

- Calendar to declare types/quantities of food PROJECTED during each month (Estimate)

- 1. select units (lbs., oz., ea., Bushel, etc.) Tomatoes, lbs.

- 2. Enter quantity per month of exected/projected yield

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|     |     |     |     | 30  | 50  | 50  | 50  | 30  |     |     |     |

- Emphasize they are not committing to anything

- End game is to have these projections of production feed a "production database"

- When harvest occurs, these numbers will be replaced with actuals

- Following a completed transaction, actual inventory should change for both parties within site

NOT MVP: Notification reminding farmers to confirm or deny quantities/types of food prior to month

Registration Page for Producers

| Name | Farm Name/User name | Password | Phone | Email |

Farm Address  Your location is only needed to recommend CO-OPs to sell to in your area. It will not be made public.

*Make clear that farm name/username will be publicly displayed so they may want it to be professional

# Ex: Fantom Farm

Dan, Melissa, and Zachary

Of all the information you've provided so far. This is all the information first time customers on your store will see.

# Adding Items Page for Producers

List my Item:  **DROP-DOWN**

Species:  **DROP-DOWN**

**Highly- Perishable**    **Perishable**    **Shelf-Stable**

Default: EZH Considers this item: Perishable. You can override by clicking other options if you are processing this item for extended shelf life (i.e. Canning)
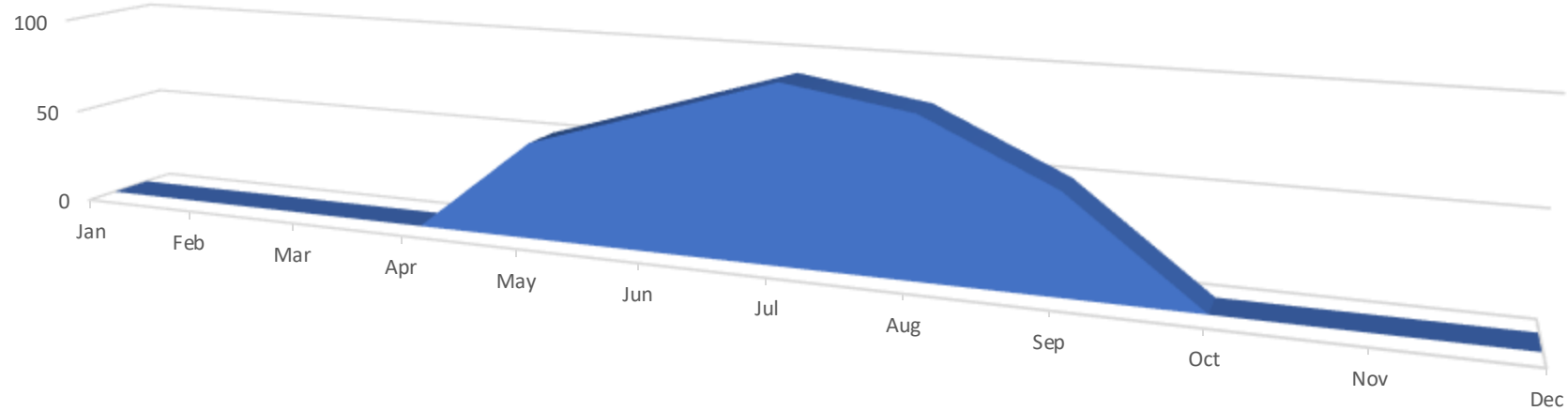
Unit of Production:  **Lb**    **Kg**    **Oz**    **Ea**

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|     |     |     |     |     |     |     |     |     |     |     |     |

# Adding Items Page for Producers

List my Item:  `DROP-DOWN`  TOMATO

Species:  `DROP-DOWN`  ROMA

`Highly- Perishable`   `Perishable`   `Non-Perishable`

Default: EZH Considers this item: Perishable. You can override by clicking other options if you are processing this item for extended shelf life (i.e. Canning)

Unit of Production:  `Lb`   `Kg`   `Oz`   `Ea`

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 0 | 0 | 0 | 50 | 80 | 90 | 80 | 50 | 0 | 0 | 0 | 0 |

My Perishable Roma Tomato Harvest Prediction for Sale to CO-OPs(lb)



This is just a projection of expected harvest by month in the units that I've selected

Second stage of Registration: Adding Goods & Commodities

- CO-OP's must define terms of purchasing/selling goods

  - Define days/times of week their Co-Op is open

  - Establish three perishability rules

    - Extremely perishable, perishable, non-perishable (See next slide for table)

    - Set time limits for consumers to purchase according to perishability

      - i.e. How long will something keep when unrefrigerated/refrigerated

- Customers provide date and time of pickup that aligns with CO-OP's schedule

  - Will be unable to complete purchase if not within CO-OP's parameters

Second stage of Registration: Adding Goods & Commodities (Cont)

- When adding a good to personalized store
  - Most will be drop-downs, Free-text descriptions/photos for limited fields*
    - **Ex:** Select Tomato, Carrot, etc. (drop-down)
      - Select Organic or Non-Organic
      - Pesticides No, Organic, Non-Organic (If other than no, explain)
      - Preservatives Yes or No (If Yes, explain)
      - Personalized Description and Photo
      - Select Local pickup or Shipped**

    *Admin Approval of Photo and Description
    ** later option for non-perishable items only

# Registration Page for Co-Ops

| Name | Farm Name/User name | Password | Phone | Email |
|------|---------------------|----------|-------|-------|

**Co-Op Address**

Only Registered Customers who have purchased from you
Will be able to find your address so they can pick up their produce.

**Co-Op Hours**

Clock Type   Std   Mil

| 12 | 24 |
|----|----|

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|------|------|------|------|------|------|------|
| 00:00 | 08:00 | 02:00 | 00:00 | 00:00 | 00:00 | 00:00 |
| 00:00 | 17:00 | 05:00 | 00:00 | 00:00 | 00:00 | 00:00 |

**2nd Schedule**   Add Additional set of hours

**Additional Address**   Only Needed if you want to produce or sell from multiple addresses

# Ex: Fantom Farm

Dan, Melissa, and Zachary

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
|  | OPEN | OPEN | OPEN | OPEN | OPEN |  |
|  |  |  |  |  |  | OPEN |

Of all the information you've provided so far. This is all the information first time customers on your store will see.

# Adding Items Page for Co-Ops

List my Item: | DROP-DOWN |

Species: | DROP-DOWN |

| Highly- Perishable | | Perishable | | Non-Perishable |

Default: EZH Considers this item: Perishable. You can override by clicking other options if you are processing this item for extended shelf life (i.e. Canning)

| Produce/Sell | (Grow and sell my fruit/veg at my Co-Op)

| Source/Sell | (Buy from Producers and Sell at my Co-Op)
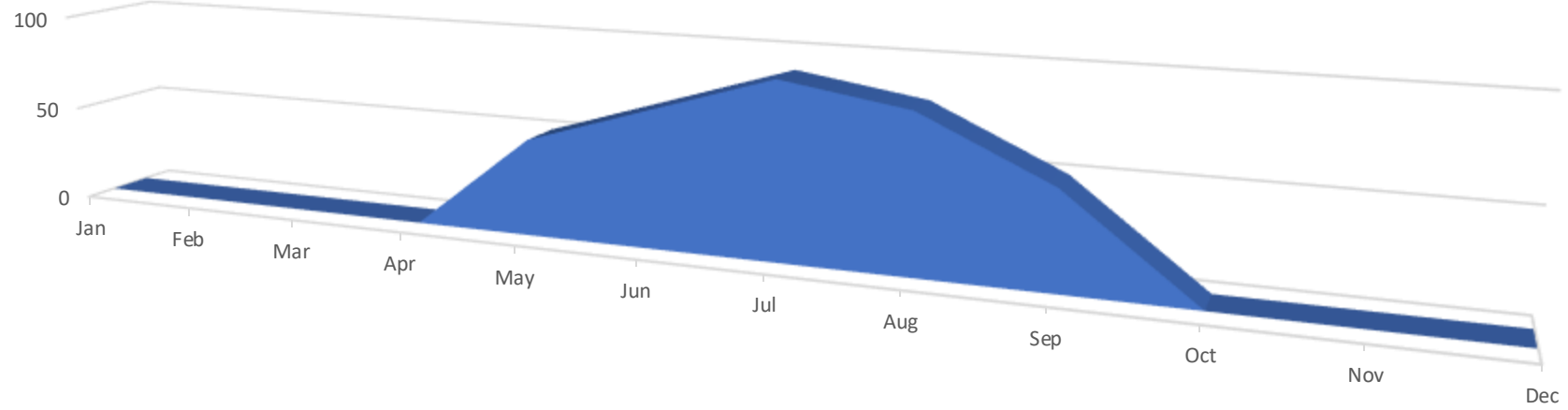
| Produce | (Grow and wholesale to other Co-Ops)

# Registration Page for Co-Ops

List my Item: | DROP-DOWN | TOMATO

Species: | DROP-DOWN | ROMA

| Highly- Perishable | **Perishable** | Non-Perishable |

Default: EZH Considers this item: Perishable. You can override by clicking other options if you are processing this item for extended shelf life (i.e. Canning)

**Produce/Sell** (Grow and sell my fruit/veg at my Co-Op)

Source/Sell (Buy from Producers and Sell at my Co-Op)

Produce (Grow and wholesale to other Co-Ops)

Unit of Production: **Lb** Kg Oz Ea

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 0 | 0 | 0 | 50 | 80 | 90 | 80 | 50 | 0 | 0 | 0 | 0 |

My Perishable Roma Tomato Harvest Prediction for Sale (lb)



This is just a projection of expected harvest by month in the units that I've selected

# John Smith (Tomato Farmer) Registering for EZHomesteading



Virtual Farmers Market

Self Sufficiency

Knowledge Center

# John Smith (Tomato Farmer) Registering for EZHomesteading Cont.

**SIGN IN**

Don't have an account? Register here.

**John Smith (Tomato Farmer) Registering for EZHomesteading Cont.**

What would you like to be on EZHomesteading?

| i | Consumer | Buy Local Fresh Produce |

| i | Producer | Get Paid for Excess Produce from your Garden |

| i | Co-Op | Source & Sell Local Produce with the Click of a Button |

# John Smith (Tomato Farmer) Registering for EZHomesteading Cont.

## CO-OP Sign Up

| Name | | i | Farm Name/User name |
|---|---|---|---|

| Email | | | Password |

| i | Co-Op Address | Skip for now | | Phone | Skip for now |

**Create Account**

**Sign In**

i Name of store, displayed to others when visiting your store

i Your address will never be made public. Only needed to recommend consumers & producers in your area, and to buy & sell goods.

# John Smith (Tomato Farmer) Registering for EZHomesteading Cont.

CO-OP Sign Up

John Smith

johnsmith@gmail.com

Co-Op Address

Skip for now

Smith's Tomato Farm

00john00

Phone

Skip for now

Create Account

Sign In

# John Smith (Tomato Farmer) Registering for EZHomesteading Cont.

EZHomesteading

ℹ Finish setting up your store to buy & sell goods

# Smith's Tomato Farm

John

| Add an Item | Project your Harvest |

# John Smith (Tomato Farmer) Registering for EZHomesteading Cont.

**i** **Co-Op Address** *Will not be made public

**Phone**

**i** **Set Default Co-Op Hours**

| Std. | Mil. | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|------|------|-----|-----|-----|-----|-----|-----|-----|
| 12 | 24 | 00:00 | 00:00 | 00:00 | 00:00 | 00:00 | 00:00 | 00:00 |
| | | 00:00 | 00:00 | 00:00 | 00:00 | 00:00 | 00:00 | 00:00 |

**Continue to Harvest Projection**

**i** First time customers on your store will not see your location. Registered consumers, CO-OP's, and producers will need your CO-OP's location to pick-up and drop off goods.

**i** Default hours people can pickup and drop off goods, can vary depending on item.

# John Smith (Tomato Farmer) Registering for EZHomesteading Cont.

1234 Oak Street, Nowhere, VA 20946

123-456-7891

My Default CO-OP Hours:

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|---|---|---|---|---|---|
| | OPEN | OPEN | OPEN | OPEN | OPEN | |
| | | | | | | OPEN |

Continue to Harvest Projection

**John Smith (Tomato Farmer) Registering for EZHomesteading Cont.**

List my Item:     DROP-DOWN

Species:     DROP-DOWN

Please Select One that Applies

Produce/Sell     (Grow and sell my fruit/veg at my Co-Op)

Source/Sell     (Buy from Producers and Sell at my Co-Op)

Produce     (Grow and wholesale to other Co-Ops)

# John Smith (Tomato Farmer) Registering for EZHomesteading Cont.

## ROMA TOMATO

| Highly- Perishable | Perishable | Non-Perishable |
|---|---|---|

Default: EZH Considers this item: Perishable. You can override by clicking other options if you are processing this item for extended shelf life (i.e. Canning)

**Produce/Sell**

## Estimate Your Harvest Each Month
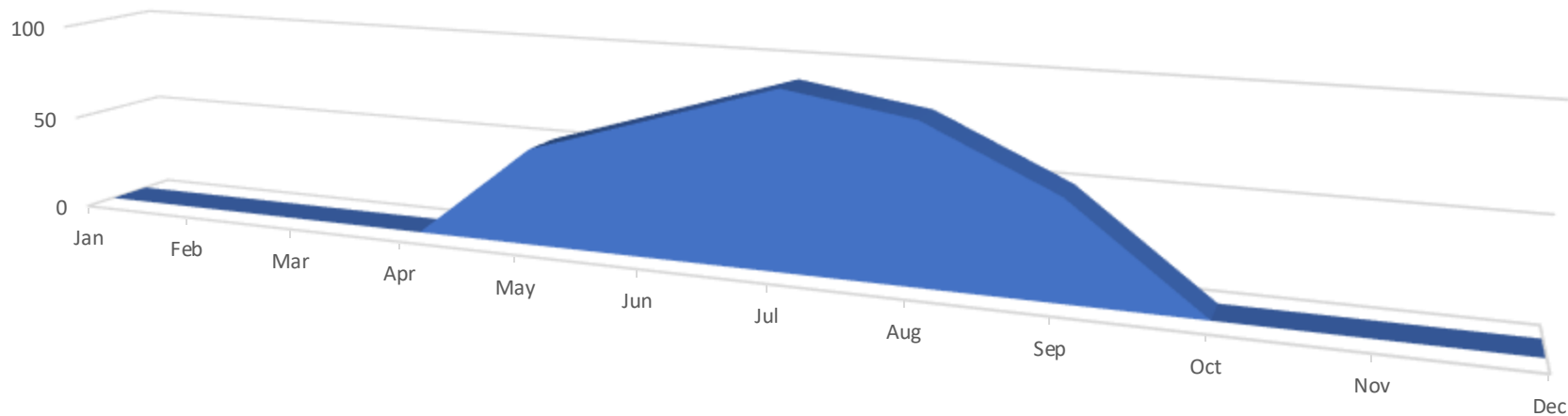
Unit of Production: **Lb**  Kg  Oz  Ea

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 0 | 0 | 50 | 80 | 90 | 80 | 50 | 0 | 0 | 0 | 0 |

**Review My Projection**

# John Smith (Tomato Farmer) Registering for EZHomesteading Cont.

My Perishable Roma Tomato Harvest Prediction for Sale to CO-OPs(lb)



This is just a projection of expected harvest by month in the units that I've selected

We noticed your projected yield timeline aligns with the current month.  Would you  like to add this item to your store?

Continue to My Store

# John Smith (Tomato Farmer) Registering for EZHomesteading Cont.

## ROMA TOMATO

| Highly- Perishable | Perishable | Non-Perishable |
|---|---|---|

Default: EZH Considers this item: Perishable. You can override by clicking other options if you are processing this item for extended shelf life (i.e. Canning)

Produce/Sell

Select Quantity (lb)  **Drop-Down**

Select Price per lb  **Drop-Down**

Default: EZH prices this item at $2 per lb considering your area and economic conditions. You may choose a different price.

Organic  or  Non-Organic

Select Pesticides Used (Add description for any answer other than none)  Drop Down

Select Preservatives Used (Add description for any answer other than no)  Drop-Down

Add Photo or Select Stock Image  Click Here

Add Personalized Description  Click Here

**Use Default CO-OP Hours**  Set Custom CO-OP Hours for this item

Add Item to Store

# John Smith (Tomato Farmer) Registering for EZHomesteading Cont.

ROMA TOMATO

| Highly- Perishable | Perishable | Non-Perishable |

Default: EZH Considers this item: Perishable. You can override by clicking other options if you are processing this item for extended shelf life (i.e. Canning)

Produce/Sell

Select Quantity (lb.)    20

Select Price per lb.    2

Default: EZH prices this item at $2 per lb considering your area and economic conditions. You may choose a different price.

Organic   or   Non-Organic

Select Pesticides Used (Add description for any answer other than none)    None

Select Preservatives Used (Add description for any answer other than none)    None

Add Photo or Select Stock Image    Tomato.jpg

Add Personalized Description    Text

Use Default CO-OP Hours        Set Custom CO-OP Hours for this item

Add Item to Store

# Smith's Tomato Farm – Nowhere, VA

John

1 Item



Organic Roma Tomatoes
$2/lb

Add an Item

Project your Harvest

# EZHomesteading

*Fresh.*
*Local.*
*Organic.*
Produce

Search

# EZHomesteading

*Fresh.*
*Local.*
*Organic.*
Produce

Find Nearby Fruit, Vegetables & More

About Homesteading & Our Mission

Become Self Sufficient

About Self Sufficiency