



Teresa
New Media Designer

Portfolio
Teresa Chiappone

Web Portfolio at chiappones.com

Project 3

County Farmers' Market

Mobile Application

chiappones.com/farmersmarket/

Project 3 is a mobile application for the County Farmers' Market. This app is a tool to help users find fresh, local produce and goods and to help users find specialty farmers and vendors and specific produce. Secondly, the app will promote healthy eating and market responsible local growers.

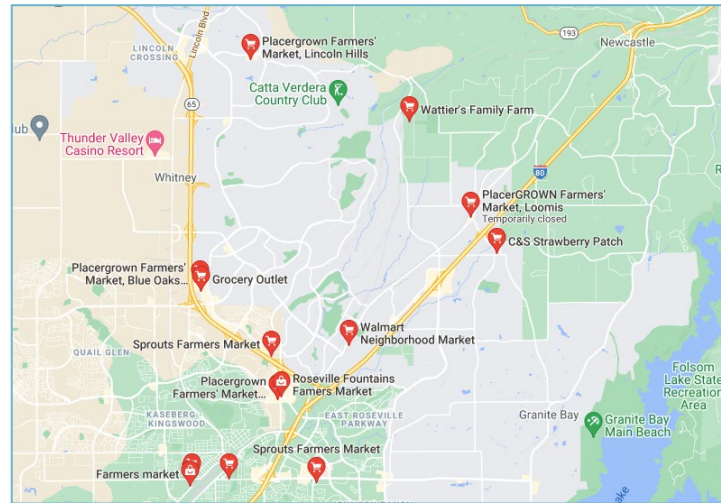
Many Farmer Markets are in our communities, but advertising dates, times, and locations are hit or miss. The development of a simple mobile app would give users a way to locate markets quickly plus find the items most important to their lives and families. The app will begin with a **focus on the local community of Rocklin California**, with the ability to expand as the tool is adopted.

PlacerGROWN Farmers' Market, Blue Oaks Center (June to Oct)
4.2 ★★★★★ (19) · Farmers' ma...
6636 Lonetree Blvd · In Blue Oaks...
Closed · Opens 8AM Sat · (530) 8...
In-store shopping

PlacerGROWN Farmers' Market, Fountains at Roseville
4.6 ★★★★★ (32) · Farmers' ma...
Roseville, CA · In Fountains at Ro...
Closed · Opens 8:30AM Tue · (53...
In-store shopping

PlacerGROWN Farmers' Market, Loomis
5.0 ★★★★★ (3) · Farmers' mar...
Loomis, CA
Temporarily closed · (530) 863-74...

PlacerGROWN Farmers' Market, Lincoln Hills
4.8 ★★★★★ (11) · Farmers' ma...
Lincoln, CA
Closed · Opens 8AM Wed · (530) ...
In-store shopping



The Big Idea came from always missing the nearest Farmers' Market. Searching found information on one in the area but wasn't consistent. There is a need to communicate where the local farmers' market is held. Having an app would allow me to find local produce and goods right in my pocket – anytime, anywhere.

Overview | Big Idea

New Parents

Small Children

Interested in the environment and leaving a small footprint

Seeking healthy, organic alternatives

Interests includes homemade baby foods, snacks, fruits, vegetables

Local, responsibly growers



Key demographics:

AGE: 21 to 35
 OCCUPATION: Works in or out of home
 EDUCATION: Some college
 GENDER: Male or Female
 INTERESTS: Children, children's activities, community events, social media, social issues

Families

Health Conscious

Interested in the environment and leaving a small footprint

Seeking healthy, organic alternatives

Interests includes juicing, smoothies, tips and recipes for healthy eating

Local, responsibly growers



Key demographics:

AGE: 25 to 45
 OCCUPATION: Industry jobs
 EDUCATION: College
 GENDER: Male or Female
 INTERESTS: Children, family, friends, community events, social media, social issues

Individuals

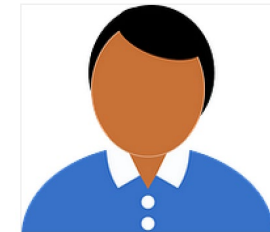
Health Conscious – Green Movement

Interested in the environment and leaving a small footprint

Seeking organic, homemade arts and crafts

Interests includes unique items crafted with natural materials

Local, responsibly growers



Key demographics:

AGE: 30+
 OCCUPATION: Industry jobs
 EDUCATION: College, Graduate Degree
 GENDER: Male or Female
 INTERESTS: Family, friends, music, social media, social issues, clubs/hobbyist

Source: [International Farmers and Merchant Association](#)

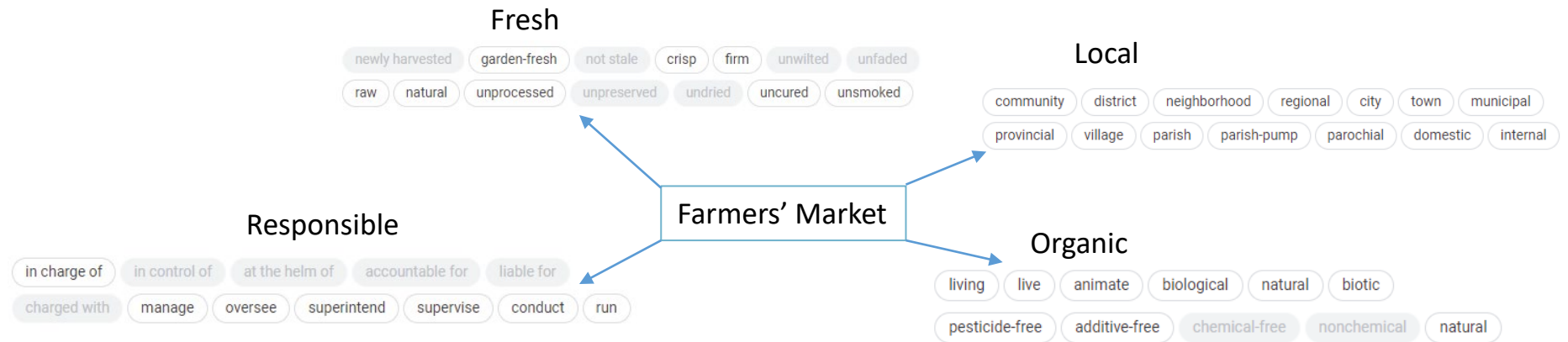
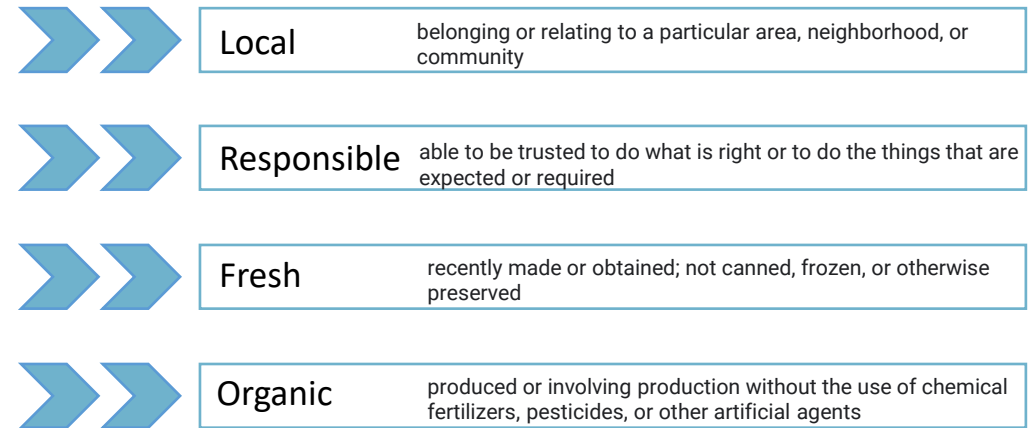
The County Farmers' Market application's primary audience is **New Parents**, seeking healthy and organic alternatives for food selection and preparation. The secondary audience is **Families** looking for healthy items which can be shipped quickly and includes methods and/tips for healthy preparation. A third audience is **Individuals** seeking creative and unique arts and crafts made with natural, organic materials.

The Target Audience

Messaging

The mobile application is categorized by county. First version will be local to Placer County. The following are the messaging goals and vision:

- Markets with locally grown product
- Responsible farming/growers
- Fresh, organic to your table
- Community events, family friendly
- Healthy green living



Source: [Masterclass.com](https://www.masterclass.com)

Developing the Messaging and final tagline began with descriptive words **Local, Responsible, Fresh** and **Organic**. These are the important attributes people are seeking when purchasing food found in local farmers' markets.

Messaging

Tagline Development

Exploring phrases, keeping true to the key words, **Local**, **Responsible**, **Fresh** and **Organic**, while trying to evoke an emotion the user can relate to:

Farmers' Market fresh to you

Locally grown and fresh to your neighborhood

Garden Fresh – Green Living

Fresh Table Living

Market grown and organically raised

Final Tagline

From Market to Table

Final tagline development pulled out the key message for the product in a short, concise yet meaningful slogan.

“ A tagline is a phrase that communicates a brand's mission, purpose, or culture in a clear, entertaining fashion. Their main goal is to engage consumers and make them feel more connected to the brand. ”

Source: [Bluleadz.com](https://bluleadz.com)

Agenda	Time (minutes)
Survey on Farmers' Market	10
Card Sort about expectations for site	20
Directed discussion with prototype	20
Summary questions 1 on 1	10
Total Time	60 (1 Hour)

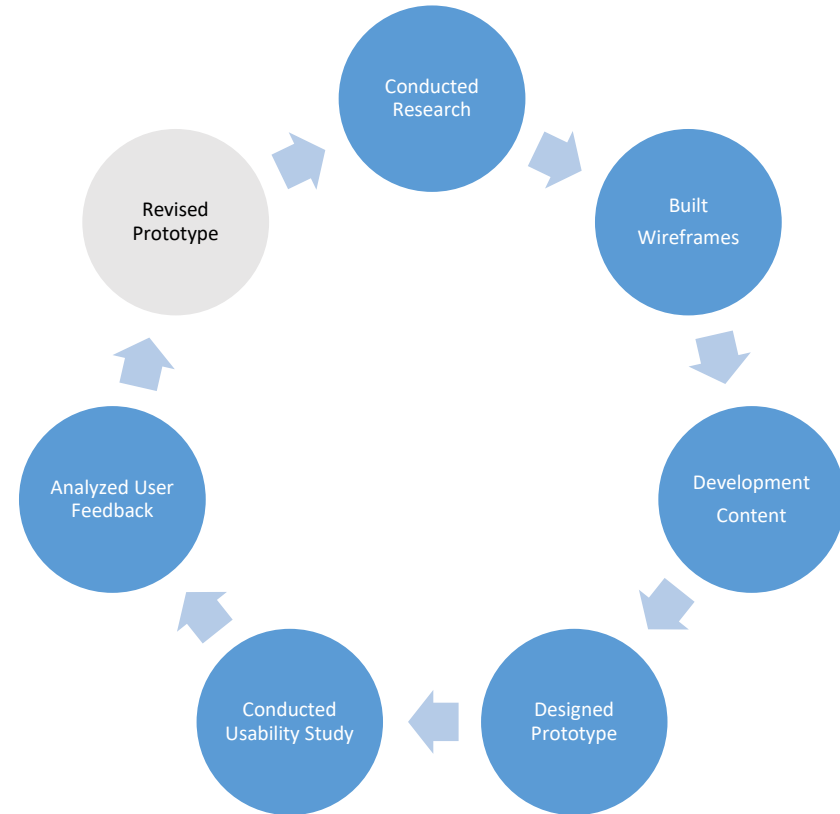
Five participants were recruited to provide feedback on the design and usability of the County Farmers' Market mobile app.

Demographics of participants were matched to the target audience. Each participant started the 60-minute session by filling out a survey about the County Farmers' Market Mobile app and their use of other similar applications.

They were instructed on the study but not given any specific information. The Card Sort activity was to test the navigation terminology within the app to ensure correctness and understanding.

Interviewing each participant allowed them to explain further their thoughts about the flow and process of the application.

Market Research consisted of a three-prong Usability Study. Recruited participants from within the target audience and asked them to complete a short **Survey**, a **Card Sort** for navigation terminology, and a 1:1 **Interview**.



Market Research | Usability Study

Participant	Age
Mother of 3 (elementary school age)	36
Young Mother of 1 (toddler)	27
Father of 2 (teenagers)	55
Foster Father of 5 (ages 4 to 16)	45
Female	15

1

Card Sort Activity

Used a simple card sort activity to test the usability of the navigational elements and terminology. Gave the users 25 cards with different navigational names or tasks representing different sections of the site. I asked the users to sort cards in logical groupings.

This task helped me to see where terminology is more acceptable for the type of application being developed. It validated the terms I used within the site.

The study focused on the usability of the design. Participants were able to understand the content flow and moved between pages as expected.

2

Directed Discussion with Prototype

Using the prototype designs, I asked users to find items within the application or show me where they felt they would be found. Most of these questions supported the Survey, but they allowed me to interact with the users. Watching them search for items and watching how they worked through screens was valuable information on ease of use and architecture.

3

1:1 Interviews

Limiting time to 10-minute sessions, each user to ask further answer questions on the overall design. Qualitative in nature, the sessions solicited needed feedback.

Types of Questions:

What did you like most about the design?

What did you like least about the design?

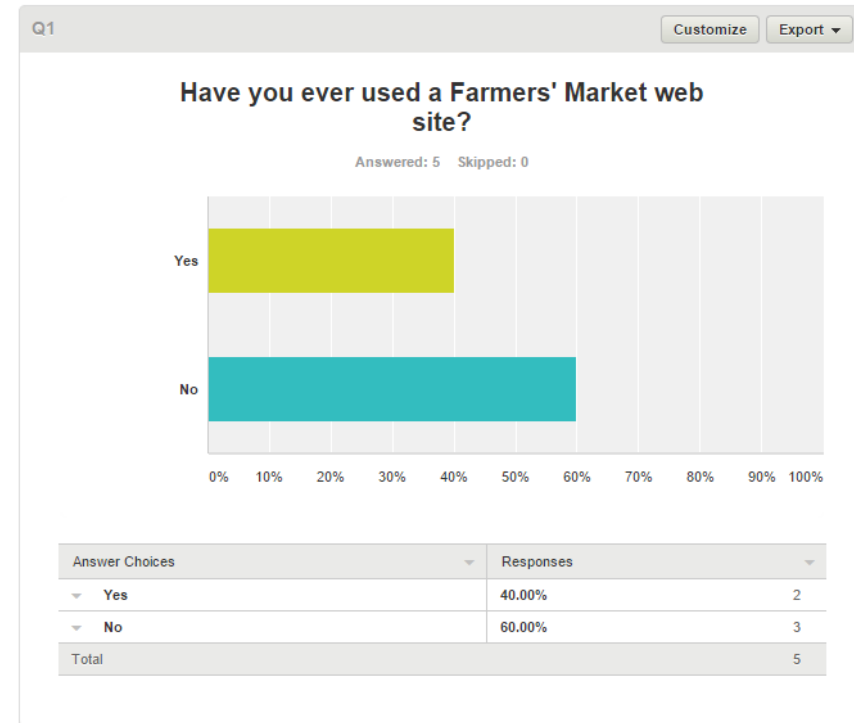
How often would you use this site?

What other offerings would you like to see on the site?

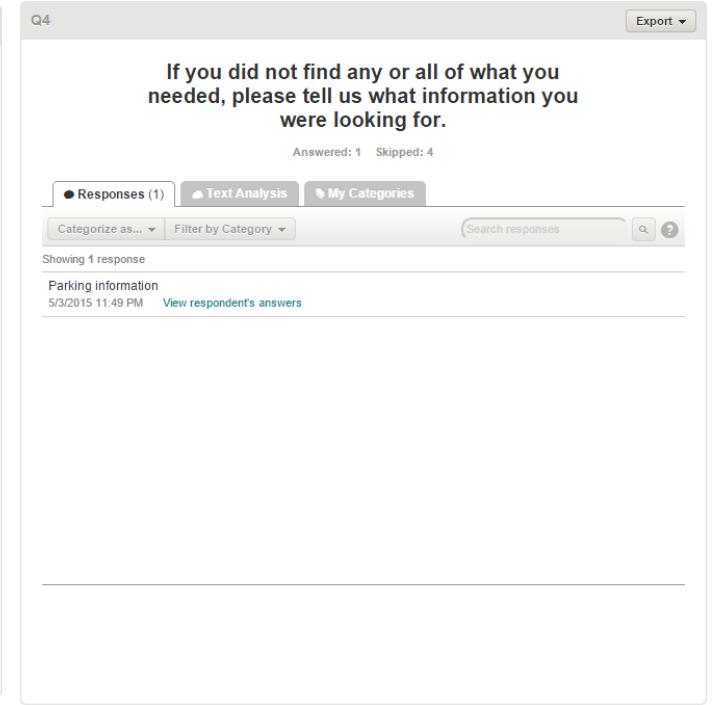
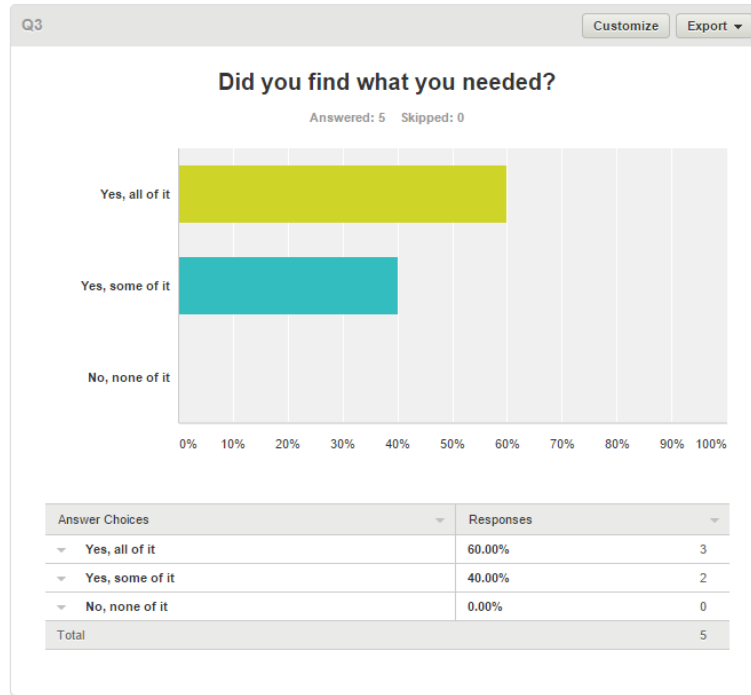
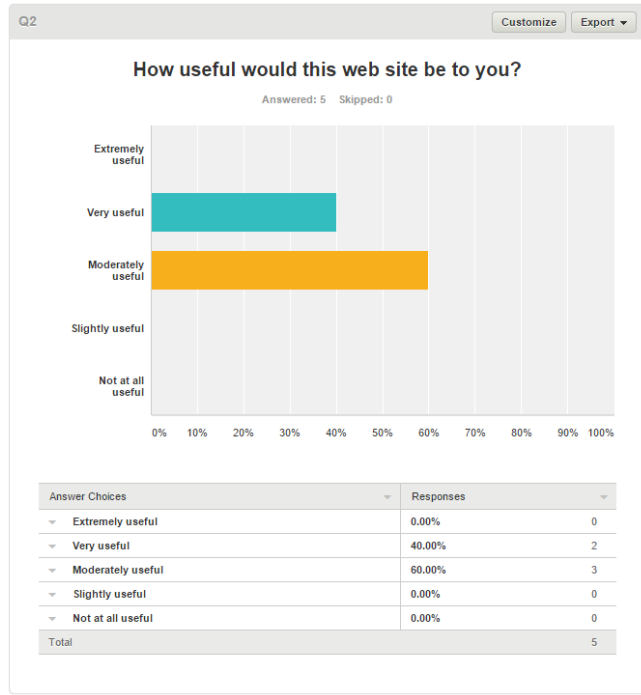
1

Survey Session

Each participant started the 60-minute session by filling out a survey about the County Farmers' Market prototype as well as their use of other similar mobile sites.

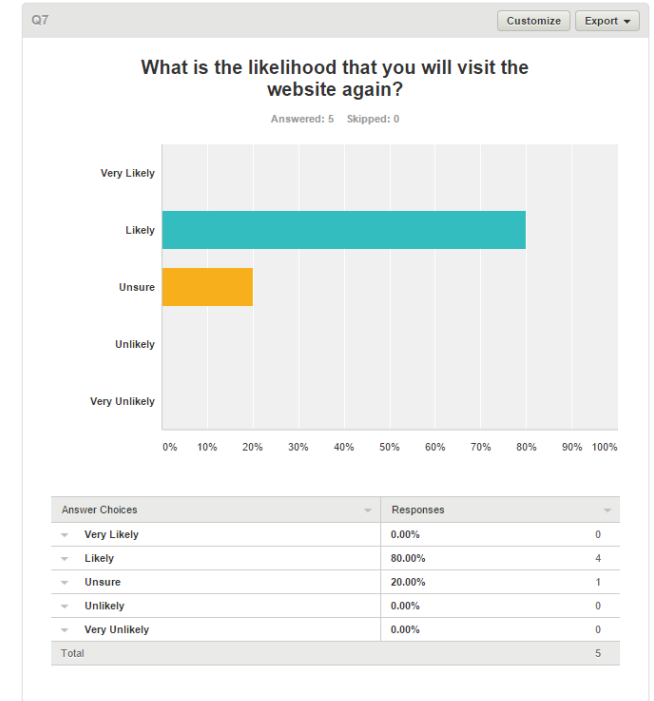
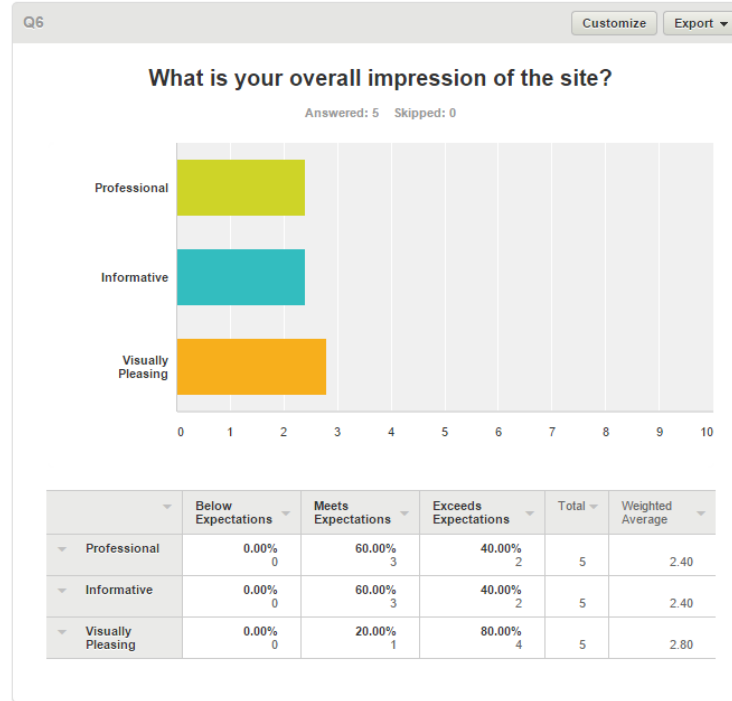
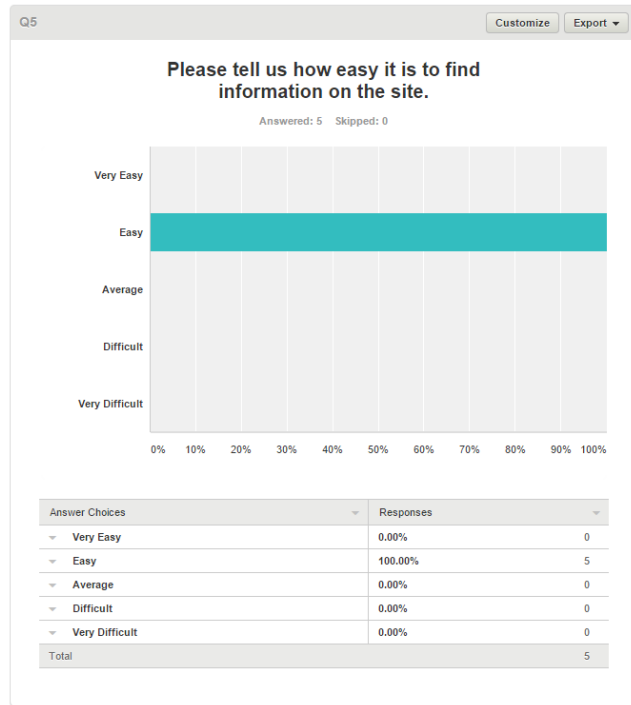


Survey consisted of seven questions conducted via SurveyMonkey.com



Survey consisted of seven questions conducted via SurveyMonkey.com

Usability Study | Survey



Survey consisted of seven questions conducted via SurveyMonkey.com

Usability Study | Survey

3
2

Card Sort Activity

Employed a simple card sort activity to test the usability of the navigational elements and terminology. The participants were given 25 cards with different site navigation names representing different sections of the site. Users were asked to sort cards in logical groupings. These groupings made sense to them and, therefore, would help them create a mental model that could then be tested against the design.

This task helps to see where terminology is more acceptable for the type of application being developed. It validated the terms being used within the site and the design of the applications IA.

After sorting the cards, each participant was given a set of tasks that they were asked to read and order. With the tasks in order, they were then asked to work with the prototype to find the information from the card. By allowing the users to order their tasks, I observed a more “normal” usage pattern.

Participants started a new task from the page where they ended the previous task. When unimplemented portions of the site were found, participants stated the type of information that they would expect to find.



Open Card Sort Moderated



The UX research technique of Card Sorting allows a view into how people categorize information. A strong information architecture ensures navigation systems are built for users in the way they expect a product to function.

Usability Study | Card Sort

3

Directed Discussion with Prototype

Using the prototype designs, I asked users to find items within the site or to show me where they felt the items would be found. Most of these questions supported the Survey but it allowed me to see and interact with the users.

Watching them search for items and watching how they worked through screens was valuable information on ease of use and information architecture.

Tasks

- A. Find product information
- B. Can you find tomatoes?
- C. Were the products the type you expected to find?
- D. Find vendor information
- E. Could you sort through vendors efficiently?
- F. Find the Site Map
- G. Find Recipes on canning
- H. Can you easily find hours of operation?
- I. Can you easily find directions?

Usability interviews help gain insight into the user experience. The easier an application is to use, the better the experience, leading to an adopted and successful product.

Example of Participant 1:1 Sessions Questions

Conducted 1:1 sessions with each participant after their proto review. This was to obtain verbatim feedback and to hear what the users had to say in their own words.

Participant 1**Mother of 3/Age 36**

What did you like most about the design?

- Site is pretty; colors are earthy and match the subject of the site.
- Easy to use, simple and clean.

What did you like least about the design?

- No social media links.

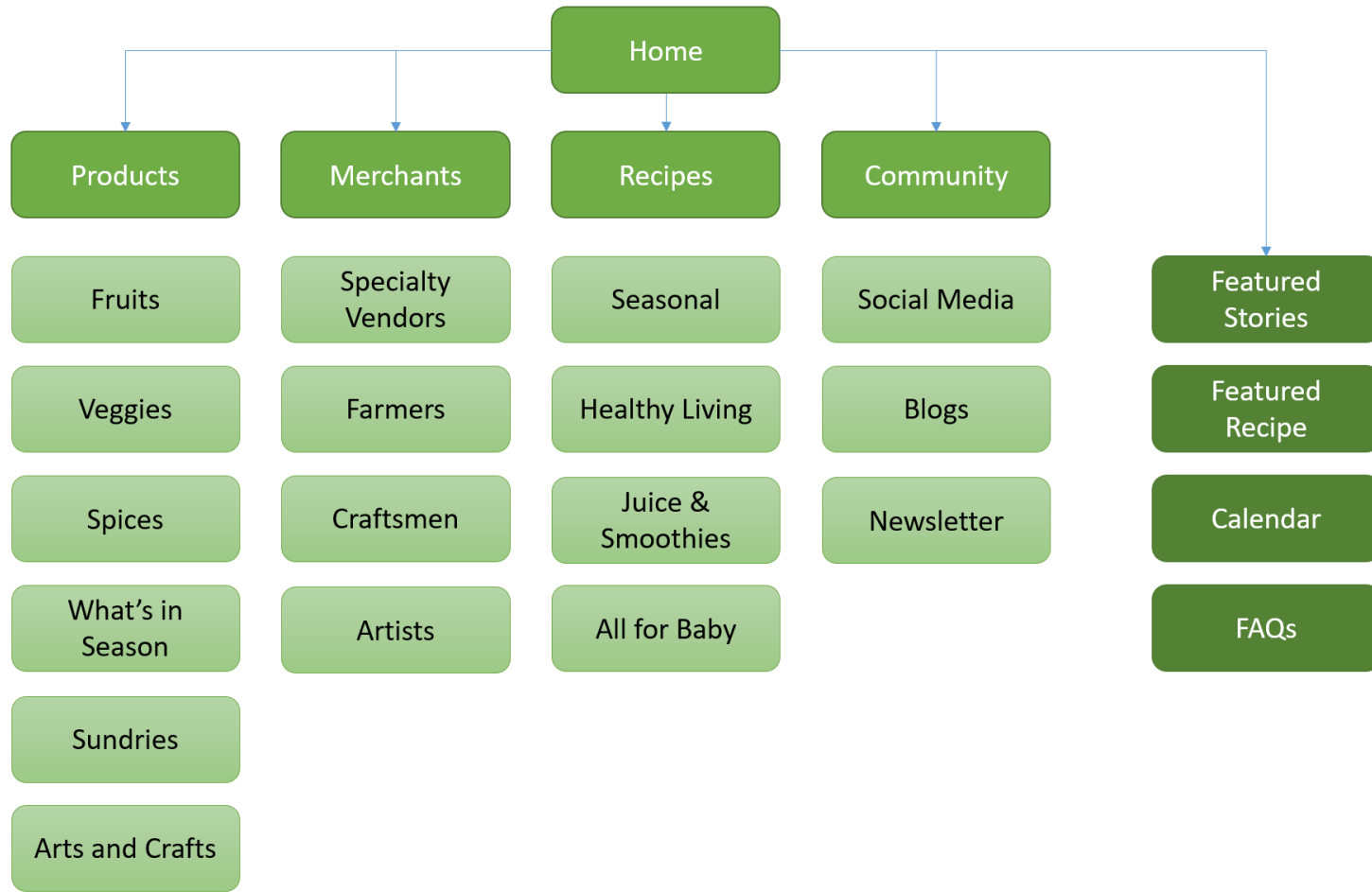
How often would you use this site?

- Weekly – depending on time of year.
- May come more often if the Recipe section is good and updated often.

What other offerings would you like to see on the site?

- Social media is important. Sharing or linking is fun and helpful.
- Having a feature for the calendar to send a reminder text of event or recipe.

Usability Study | Interviews



Visualizing the structure of the mobile app began with content mapping. Fine tuning the areas and strategically placing them helps to create the user journey. Keeping the target audience in focus strengthens the overall design.

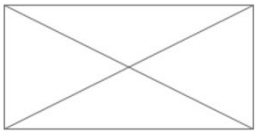
Content Map

Heading 1

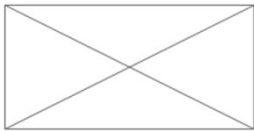
SEARCH MARKET

Login

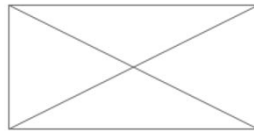
- Products
- Merchants
- Recipes
- Community



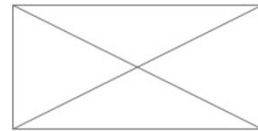
Featured Story



Featured Recipe



What's in Season



Calendar of Events

Sitemap

- About Us
- Take a tour of the Market
- Lists of items and specialties
- Recipes
- FAQs
- Learn more about our community
- Gift Certificates
- Job Opportunities
- Subscribe to our Newsletter
- Privacy Policy

Social Media



Development of wireframes to layout the basic design and placement of content structures.

Wireframes

Heading 1

SEARCH MARKET [dropdown] [Login]

- Products
- Merchants
- Recipes
- Community

Merchants

- Specialty Vendors
- Farmers
- Craftsmen
- Artists

Search for Merchant [input] [Find Merchant]

Label	Label	Label	Label
Descriptions of merchant products and small bio.	Descriptions of merchant products and small bio.	Descriptions of merchant products and small bio.	Descriptions of merchant products and small bio.
Label	Label	Label	Label
Descriptions of merchant products and small bio.	Descriptions of merchant products and small bio.	Descriptions of merchant products and small bio.	Descriptions of merchant products and small bio.

Sitemap

- About Us
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Secondary pages will be organized by **Products, Merchants, Recipes and Community.**

Heading 1

SEARCH MARKET

Login

Products

Merchants

Recipes

Community



Products

Search Products

Find Product

- Fruits
- Veggies
- Spices
- What's in Season
- Sundries
- Arts & Crafts



Add to cart

Description of product



Add to cart

Description of product

Sitemap

- About Us
- Take a tour of the Market
- Lists of items and specialties
- Recipes
- FAQs

- Learn more about our community
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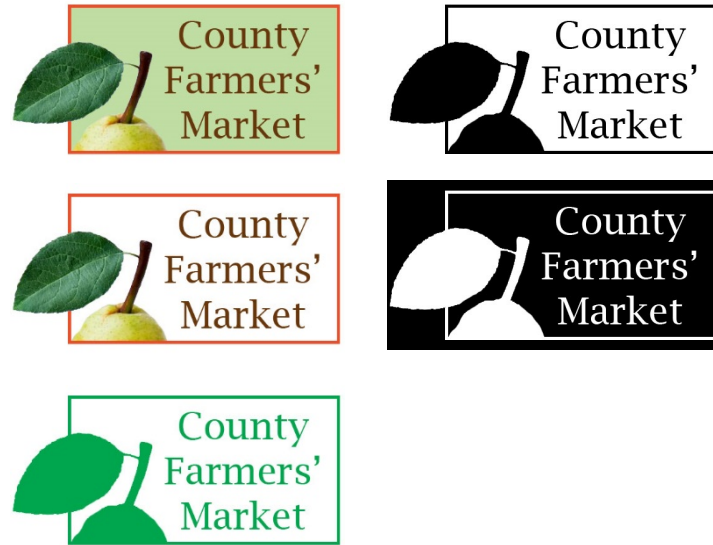
Social Media



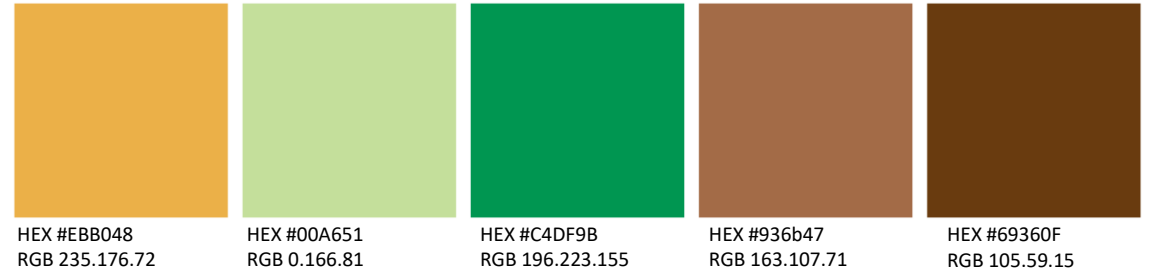
Third Tier is for specific products like **Fruits, Veggies, Spices, and Sundries.**

Wireframes | Third Tier

Logo



Color



Typography

Content

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headings

Lucida Bright

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Development of a UI and look/feel of the mobile app started after wireframing. Working within the framework of the messaging and final tagline, the colors palette, and typography was chosen. A simple, clean design fits well with tagline of ***From Market to Table.***

Branding | Vision

Farmers' Market

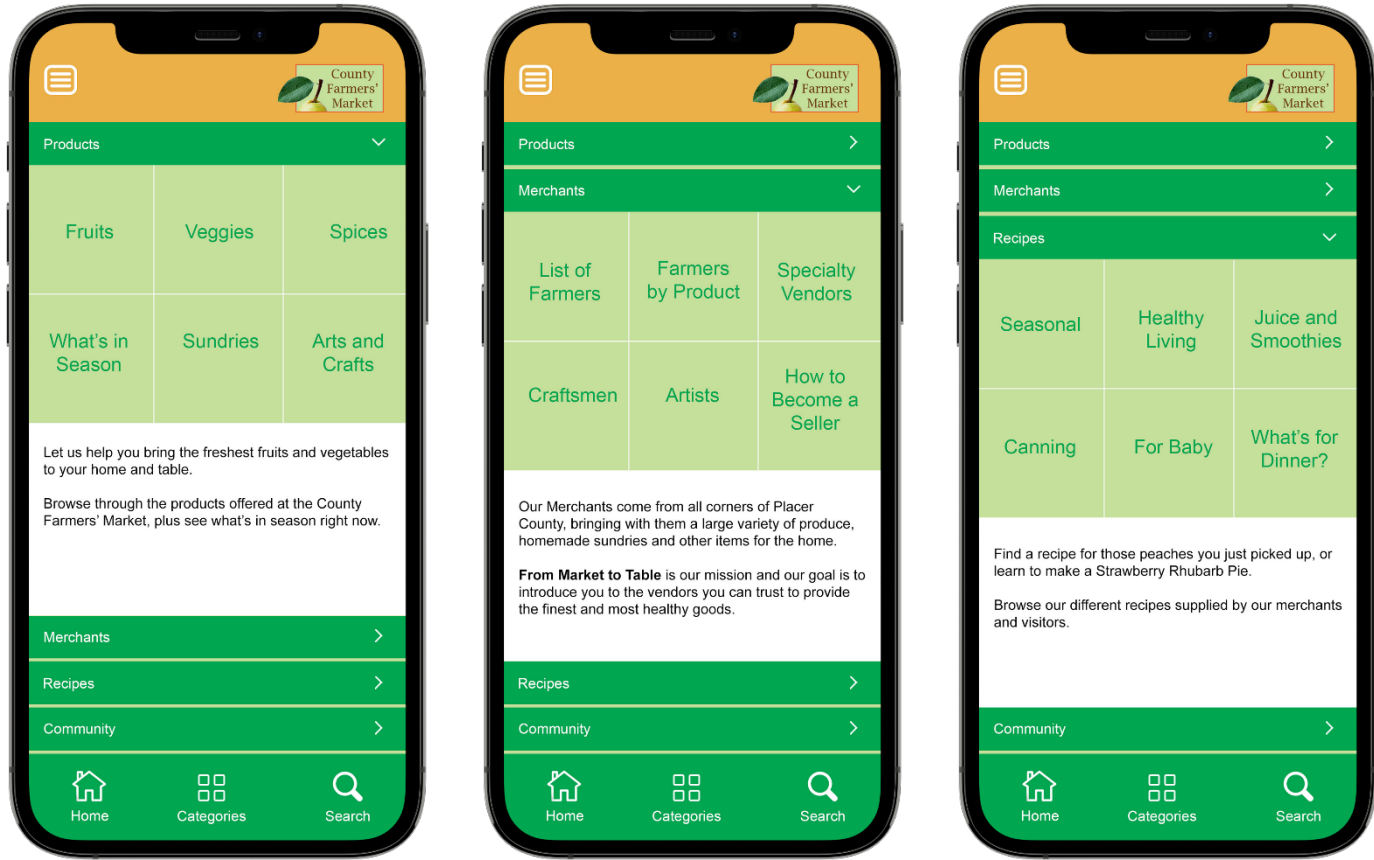


[Link to Figma Prototype](#)

The Mobile App UI driven from a database containing farmers, specialty vendors, and market details such as dates, times, and locations. It needs to be easily updated and maintained. The application will start with one local county but will be adaptable for inclusion of other counties.

Media 1 | Mobile App

Farmers' Market



Users of the Mobile App can seek **Products**, **Merchants**, and **Recipes**. They will also have a **Community** section to find events happening at different Farmers' Markets that may interest them and their families.

[Link to Figma Prototype](#)

Media 1 | Mobile App

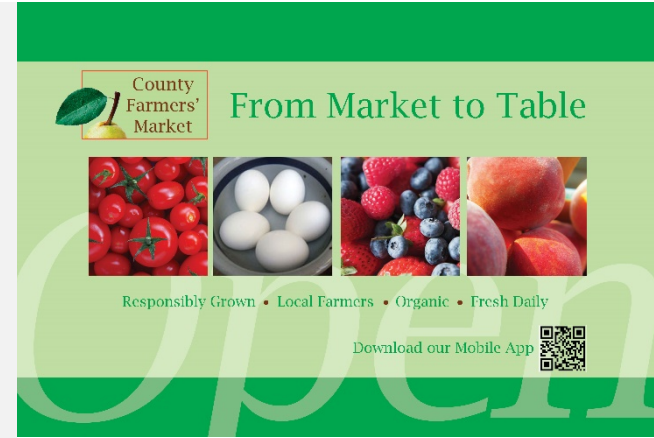
3

Farmers' Market

Sidewalk Signage



Postcard



Front



Back

Marketing collateral in support of the Farmers' Market. Signage for advertisement will include a **QR code** to promote the mobile application.

Media 2 | Marketing Campaign

Farmers' Market Resources:

Farmers' markets offer an additional avenue for direct-to-consumer sales

[USDA National Agricultural Library](#)

Parks and Recreation Connecting Communities to Healthy Foods

[USDA National Agricultural Library](#)

Veggie Van Toolkit and Information

[Myveggievan.org](#)

Farmers Market Manager Frequently Asked Questions

[FarmersMarketCollective.org](#)

The Farmers Market Legal Toolkit

[Center for Agriculture and Food Systems](#)

Farmers markets act as gathering space and local economic engine

[Michigan State University](#)

Information for Farmers and Vendors

[The California Farmers' Markets Association](#)

Tagline/Messaging Development:

What is a slogan?

[Masterclass.com](#)

30 Catchy Business Tagline Examples & How to Create Your Own

[Bluleadz.com](#)

Mobile Application Resource:

Mobile App Development Process: Step-by-Step Guide [2021]

[Invonto.com](#)

Design & Build: Mobile Application Development Strategy

[United States EPA](#)

Audience Research:

Who Attends Farmers' Markets and Why?

[IFAMA.com](#)

Farmers markets emerge from the pandemic

[WEDC.org](#)

Factors affecting the purchase behavior of farmers' markets consumers

[journals.plous.org](#)

Conducted a review of best practices for developing mobile applications. Researched information on farmers, vendors and ways to connect community through healthy, organic foods and products.

List of Important Resources

Thank You

Portfolio
Teresa Chiappone



Web Portfolio at chiappones.com