



Market Quest

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Assignment 7
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Professor Xenia Viladas

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The New Blueprint

*FFM - Forsyth Farmers' Market

Market Quest

A service that delivers a gamified learning experience through **an app**, to promote awareness of **farmers' market amongst children and the youth.**

The service also partners with farmers markets to **exchange information** for mutual benefit.

Customer + User



Parents & Children

- Use the app during and after farmers' market
- Free usage: limited capability
- Pay for game assets as you go
- Subscribe for \$4.99 to unlock all game assets and earn \$4 in real tokens, monthly

Service Provider



Market Quest

- Create and operate your own virtual stall as a vendor
- Gamified learning experience to gain farming knowledge
- App collects data: answers from challenges, location, etc.

Partner



Vendors and FM Management

- User data from provided to measure KPIs for vendors and management
- Management provides comprehensive list of vendors, produce and seasonal availability

1. Current State of Farmers' Markets

What is a Farmers' Market

According to the USDA, a farmers market is a **public and recurring event** in which farmers or their representatives **sell locally produced and prepared food directly to consumers**. Farmers markets create a space for **personal connections and bonds of mutual benefits** between farmers, shoppers and the community at large.

A growing industry

<8600

Farmers markets currently registered in the United States

A preferred choice

60%

Of people believe local food options provide a broader and better assortment of products

A profitable industry

\$3B

In national sales through direct-to-consumer channel which is .3% of all produce sales

While farmers markets continue to grow in popularity, they aren't often frequented by children and the youth.



1.1 Why Children? Children at Farmers' Markets

“Farming in general is not something younger people are interested in, so it’s a dying breed of people, so the more youth engagement there would be, the better.”

-Ashleigh Floyd Clark. FFM Market Manager

Why Children?

Farmers markets are a perfect venue for teaching children about the food they eat, how to make healthy eating choices, and how to shop locally and for themselves.

One initiative that creates awareness of farmers markets to children is Power of Produce (POP):

A growing opportunity

5,180

Market trips to the Oregon City
Farmers market during POP,
totalling 1,781 children (2017)

A way to introduce new foods

83%

Of children at the Charlottesville
Farmers Market during POP,
tried and liked a new food (2017)

While farmers' markets are introducing programs like Power of Produce, they are temporary events that only take place during the time of the farmers' market.

1.2

Why an App?

Emerging Tech Trends

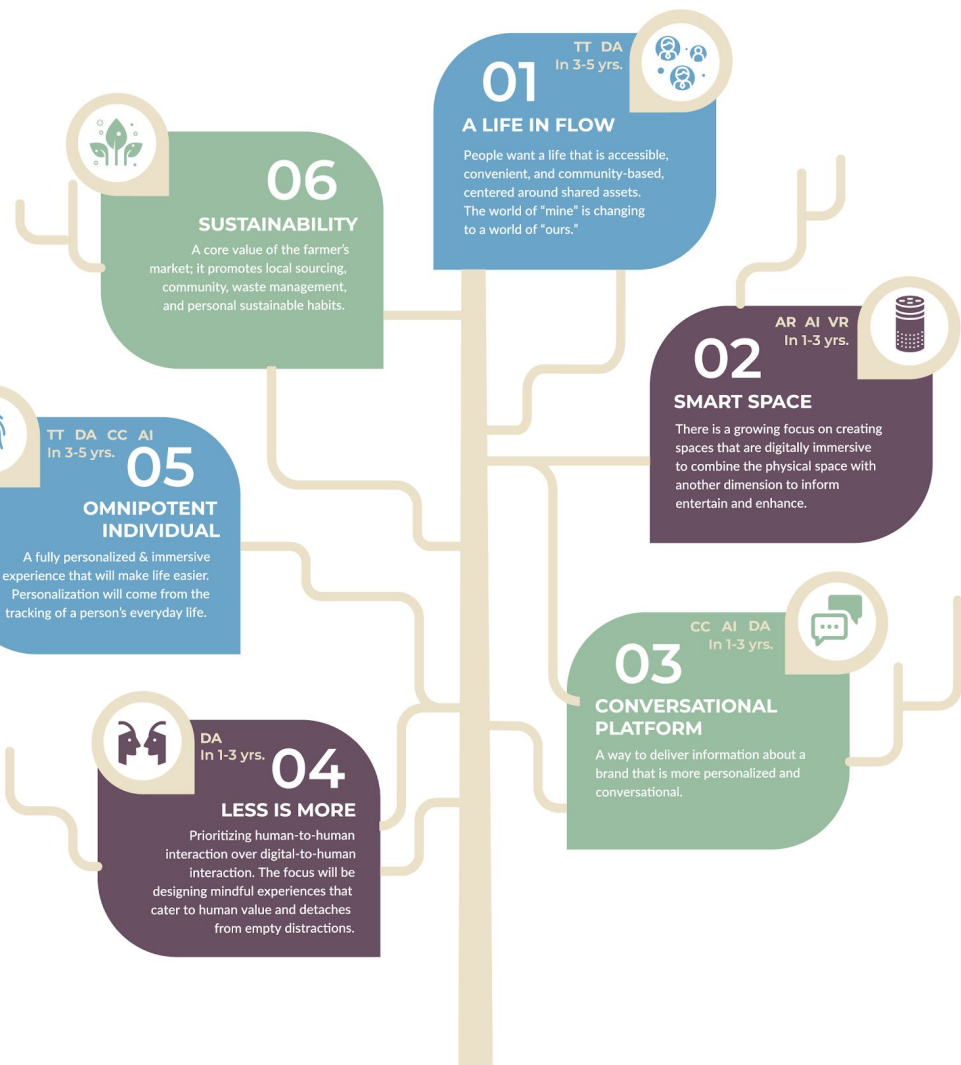
6 trends that could shape the future of Farmers' markets in the United States.

FARMERS' MARKET TECHNOLOGY TRENDS

Farmers markets are a community-oriented shared space for local vendors to sell directly to consumers. This rich, interactive environment is rife with opportunity to innovate using technology. These are technologies that lend themselves to playing a role in farmers markets.

KEY

- VR Virtual Reality
- DA Data Analytics
- TT Tracking Technology
- CC Cloud Computing
- AI Artificial Intelligence
- AR Artificial Reality

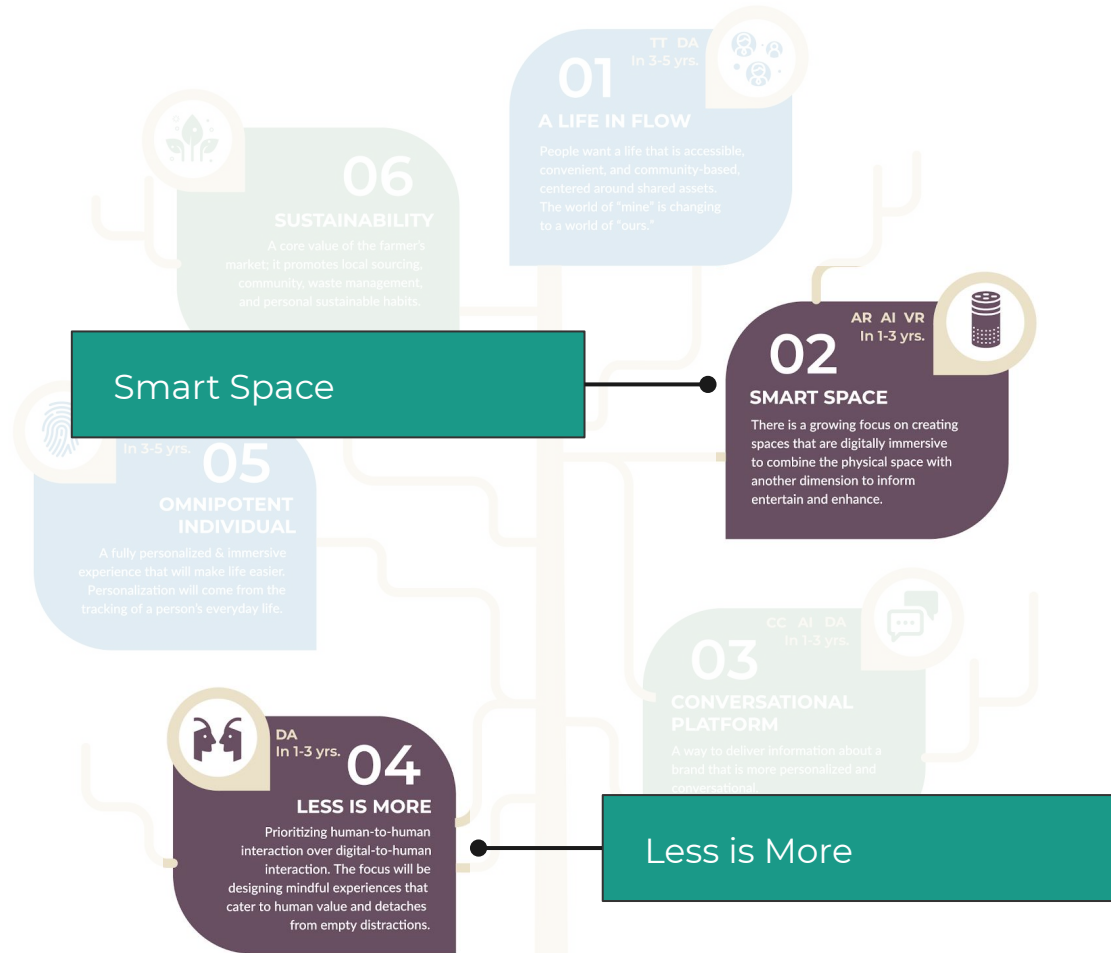


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1.3 Research at the Forsyth Farmers' Market

- Cultural Probe
- Shadowing
- Interviews
- Observations
- Personas
- Blueprints
- Insights

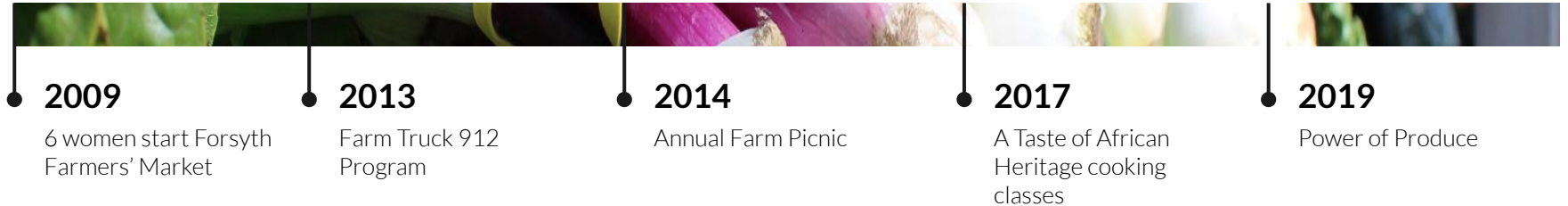
The Forsyth Farmers' Market

A nonprofit organization that has created a local food system in Savannah, Georgia that promotes good of the people and the environment in Savannah. The FFM management have created a partnership with local vendors to give them a produce to sell their grown and prepared foods. They also host additional events and activities to foster their goals.

Who: About 35 vendors/wk. Ratio of 60% whole foods to 40% prepared foods

When: Saturdays, 9 am - 1 pm

Where: South end of Forsyth Park



Cultural Probe at the FFM

VEGGIE FOR YOUR THOUGHTS

WE HAVE NON-GMO QUESTIONS



Bean Drop

TAKE A CARD

(Circle one)
Was your trip here planned? Yes or No

(Check all that apply)
Why do you come to the Forsyth Farmers Market?



Specific reason for visit:

I get here by:

Walking Biking Driving

I am a local:

Yes No

I come here:

Alone With two people or less With two or more people

I'm usually here for:

≥ 15 Minutes 15-30 Minutes 30-60 Minutes More than one hour

I usually spend:

\$1-5 \$5-10 \$10-15 \$15-20 \$20-30 \$30-40 \$40 +

I pay with:

Tokens Cash Card

Which technologies would you be comfortable using at the Forsyth Farmers Market? (Mark all that apply)

Smartphone App

Interactive Tablet

Assistive Robotics

Augmented Reality

Smartwatch Wearable

TAKE A CARD

(Circle one)
Was your trip here planned? Yes or No

(Check all that apply)
Why do you come to the Forsyth Farmers Market?



Specific reason for visit:

Results from Entry Card

Out of 66 responses

Was your trip here planned: Yes: No:

Why do you come to the Forsyth Farmers Market?

Source for fresh local food: **24%**



Fun Activity: **24%**



Support Local Farmers: **20%**



Socializing: **15%**



Snack: **12%**



Food education: **5%**



Results from Entry Card

Out of 66 responses

Was your trip here planned: Yes: No:

Why do you come to the Forsyth Farmers Market?

Source for fresh local food: **24%**



Fun Activity: **24%**



Support Local Fa



How can we create more food awareness?

Socializing: **15%**



Snack: **12%**

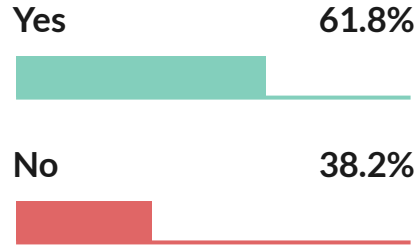


Food education: **5%**

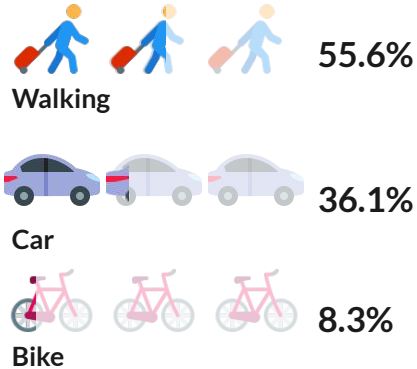


Results from Bean Drop

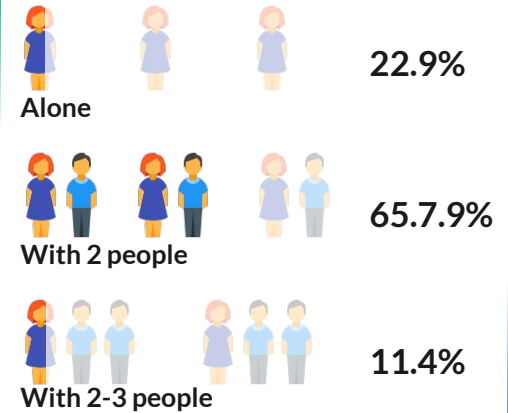
I am local (Out of 34 people)



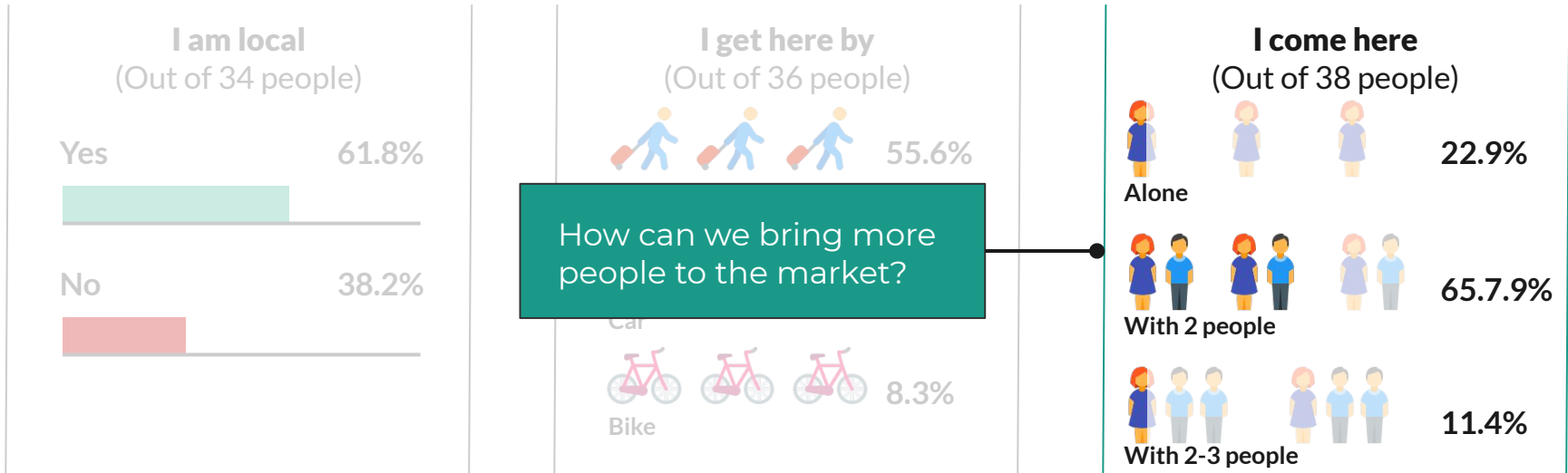
I get here by (Out of 36 people)



I come here (Out of 38 people)

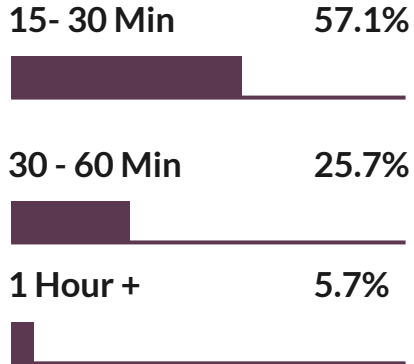


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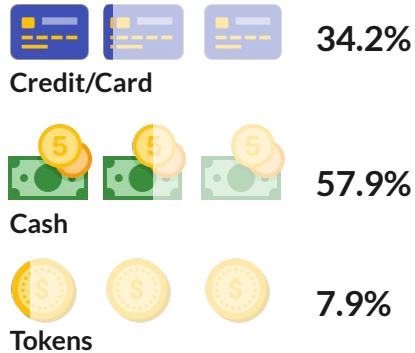


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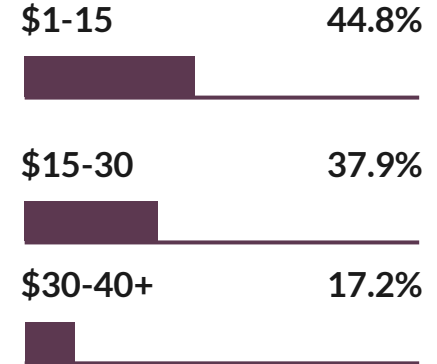
I'm usually here for (Out of 35 people)



I pay with (Out of 38 people)

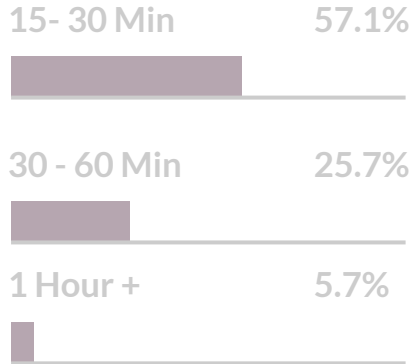


I usually spend \$ (Out of 29 people)

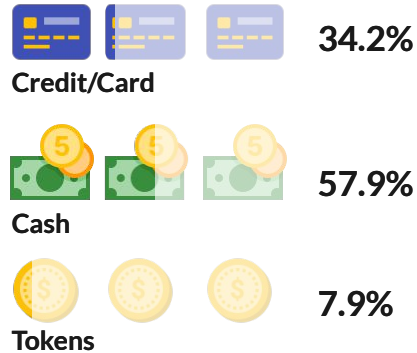


Results from Bean Drop

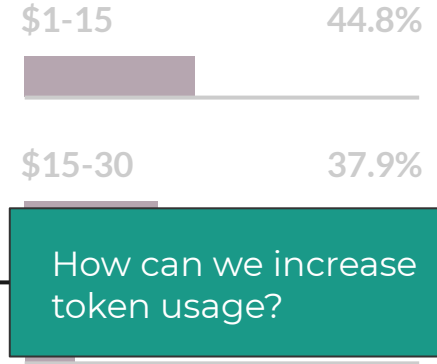
I'm usually here for (Out of 35 people)



I pay with (Out of 38 people)



I usually spend \$ (Out of 29 people)



Shadowing



Liv and Berenice
SCAD Students

- They walk to the FFM - difficult to find parking at Forsyth Park
- Liv goes for her regular run at the park
- Buying at FFM is more of a **treat or delicacy** to them
- They stop to **pet kids (baby goats) and the chicken at one stall. The stall was surrounded by several children and received a lot of attention** in comparison to similar vendors nearby
- They consider buying basil and other vegetables but were put it off since **they didn't want to purchase any tokens.**
 - ◆ They don't like the idea that you had to purchase tokens at a different stall and even after purchasing them you didn't have the option of returning them.
- Instead, they find a bakery stall that accepts card and **buy pastries** so that they could eat as they roamed around the market

Interviews with vendors and the FFM Market Manager



Marissa

Vendor/Farmer at
Whipoorwill Farm



Matt & Sam

Vendors at
The Grey Market



Ashleigh

Forsyth Farmers' Market
Market Manager

Marissa



Marissa
Vendor/Farmer at
Whippoorwill Farm

- Marissa owns and runs her farm by herself
- Describes herself as **personally invested in the Farmers Market**
- She is friendly and respectful to her competitors but acknowledges she is a much smaller operation and **'people get territorial'**
- **Uses photos of livestock and family (her daughter) to advertise**
- Recognizes shoppers are concerned with **how animals are treated**
- If people are looking for something she doesn't have then **she adds them to a text group** - when a product is available she texts everyone on the text group and delivers to those that reply
- She has a system of egg delivery called **'Eggulars'** that encourages buyers to **recycle egg cartons in exchange for lower prices.**

Matt



Matt

Vendor/Farmer at
The Grey Market

- The Grey is **relatively new to the market.**
- Matt is head baker at the Grey Market
- Wakes up **every Saturday at 1AM to start baking**
- Matt and Sam attended a **meeting in December to apply for a position** at the market. A process they describe as **'faster than expected'**
- The only fee they pay to the farmers market association is \$30
- They also **sell merchandise at their stall**

Market Manager



Ashleigh
Manager at
The Forsyth Farmers
Market

- There is an **annual listing sign up** for the farmers if they want to participate in the Farmers' Market
- Typically **they don't accept additional vendors in the middle of the year**, unless they feel like their collection is missing a particularly popular product or if the vendors supply produce that current vendors tend to run out of
- SNAP Benefits - they **double the value of the EBT purchase in terms of tokens - promotes accessible healthy eating and lifestyle**
- Not all stalls have portable card readers (since it's expensive) so they tend to **accept mostly cash**. A customer can also use their card to buy tokens
- Once the tokens have been bought **they cannot be returned but they never expire**
- You have to pay **\$30 every Saturday** to set up your stall- taken from tokens

Observations



- Kids enjoy handling the tokens.
- The Power of Produce program **uses tokens as an incentive for kids to participate** which in turn results in parents purchasing additional tokens in order to actually purchase goods at the market



- There was a **kid who used his stroller as if it were a shopping cart** and placed all purchased goods in the stroller
- There were **some parents who had split up so that one could roam** the market and the other would babysit the kids on the sidelines.



- Several children, were **using their devices while at the market.**
- Kids were mostly **attracted to the stalls with the popsicles or baked goods.**

1.4 Meet Tasha, Malik and their Parents



Tasha + Malik

Family from North Carolina

Tasha and Malik are visiting their grandparents
with their mom and dad.

Tasha and Malik

Tasha: 6 yrs. old | Malik: 11 yrs. old
Parents are Marcel and Sasha



Tasha and Malik are visiting their grandparents in Savannah with their parents. They are going with Mom and Dad go to the farmer's market to buy some produce for their family barbecue night.

Task: To shop with their parents who take them the Farmer's market

Tools: Parents discovered the market through their AirBNB host

Key Drivers: Tasha: excited to shop like a grown up.

Malik: goes because his parents want him to join them

Key Behaviors: Tasha: very excited, wants to participate in every aspect of shopping, very inquisitive.

Malik: quiet and to himself, interested by a few the vendors' stalls, but mostly pays attention to his phone.

The Parents

Marcel and Sasha

Children are Marcel and Sasha



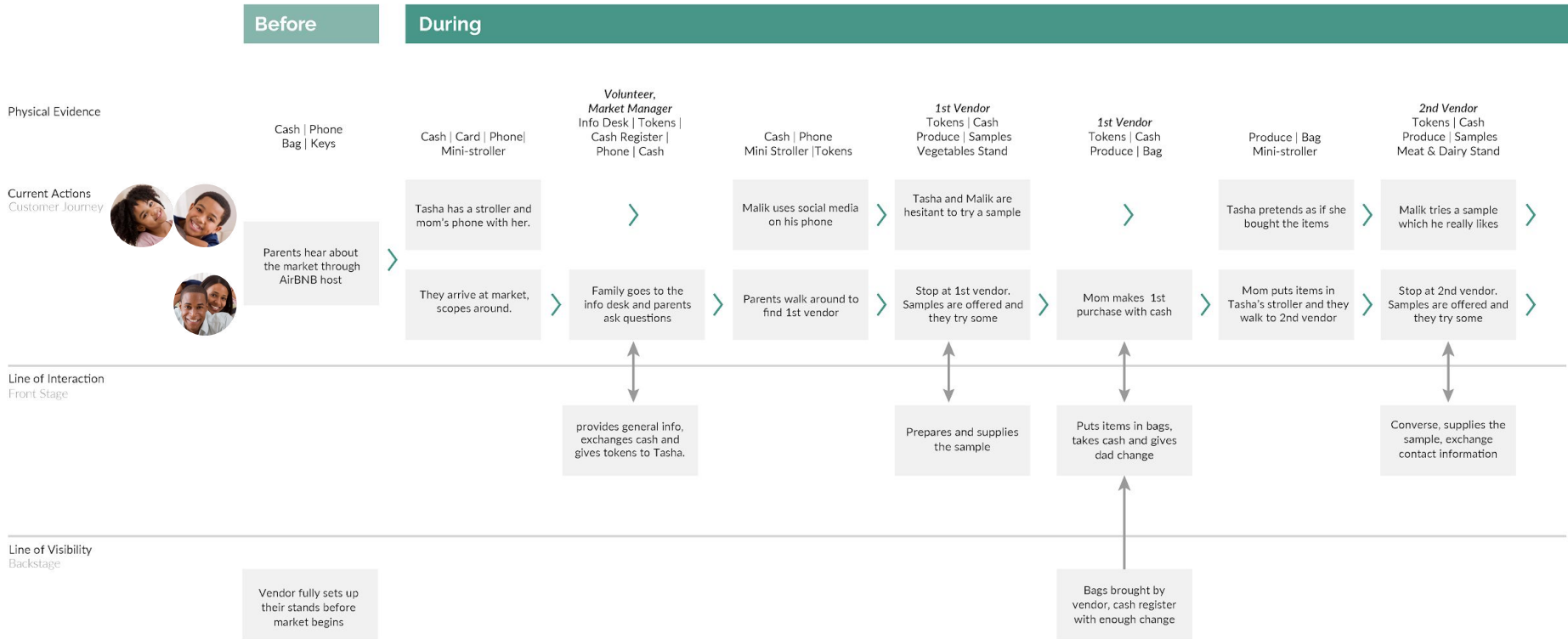
Marcel and Sasha are meeting Marcel's grandparents in Savannah. They want to go to the farmer's market to buy some produce for their family barbecue night. They have been to many farmers markets but they hope to get Tasha and Malik interested in farmers markets since the kids have never been to one before.

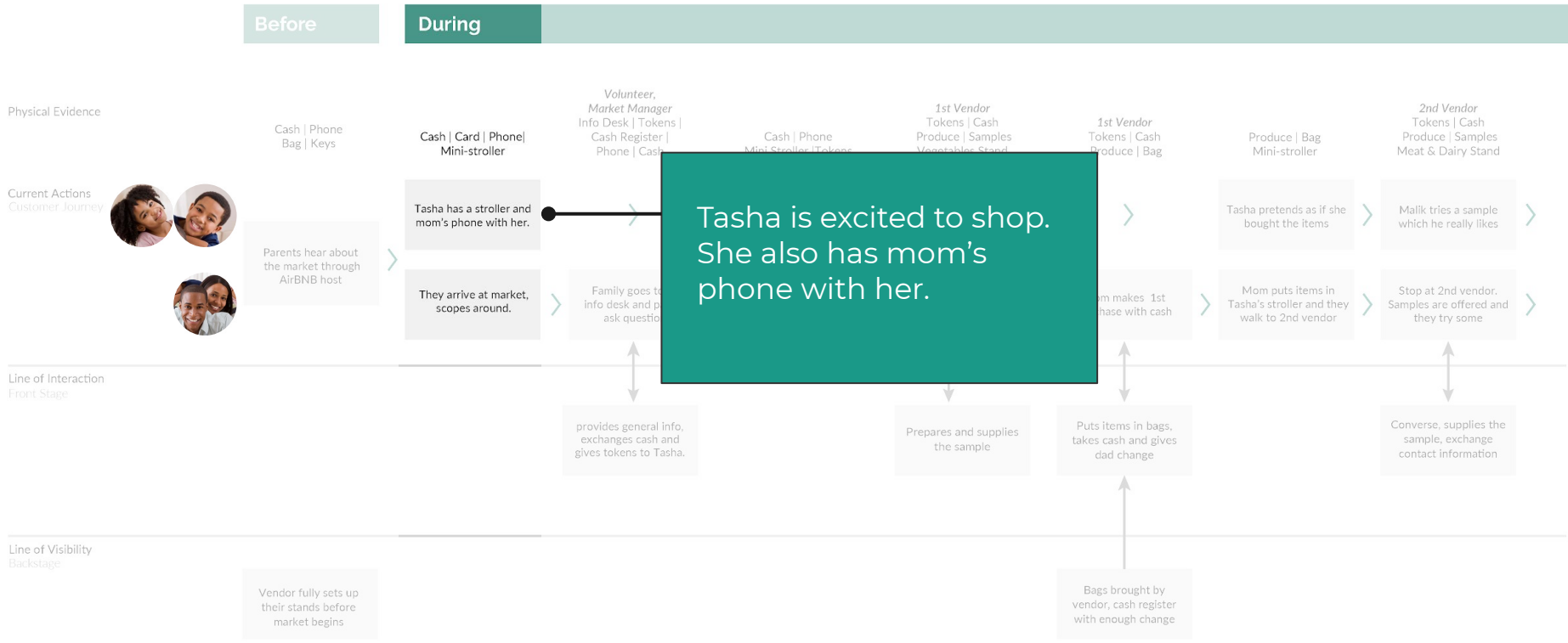
Task: To buy produce at the market and help their kids get acquainted with the farmer's market

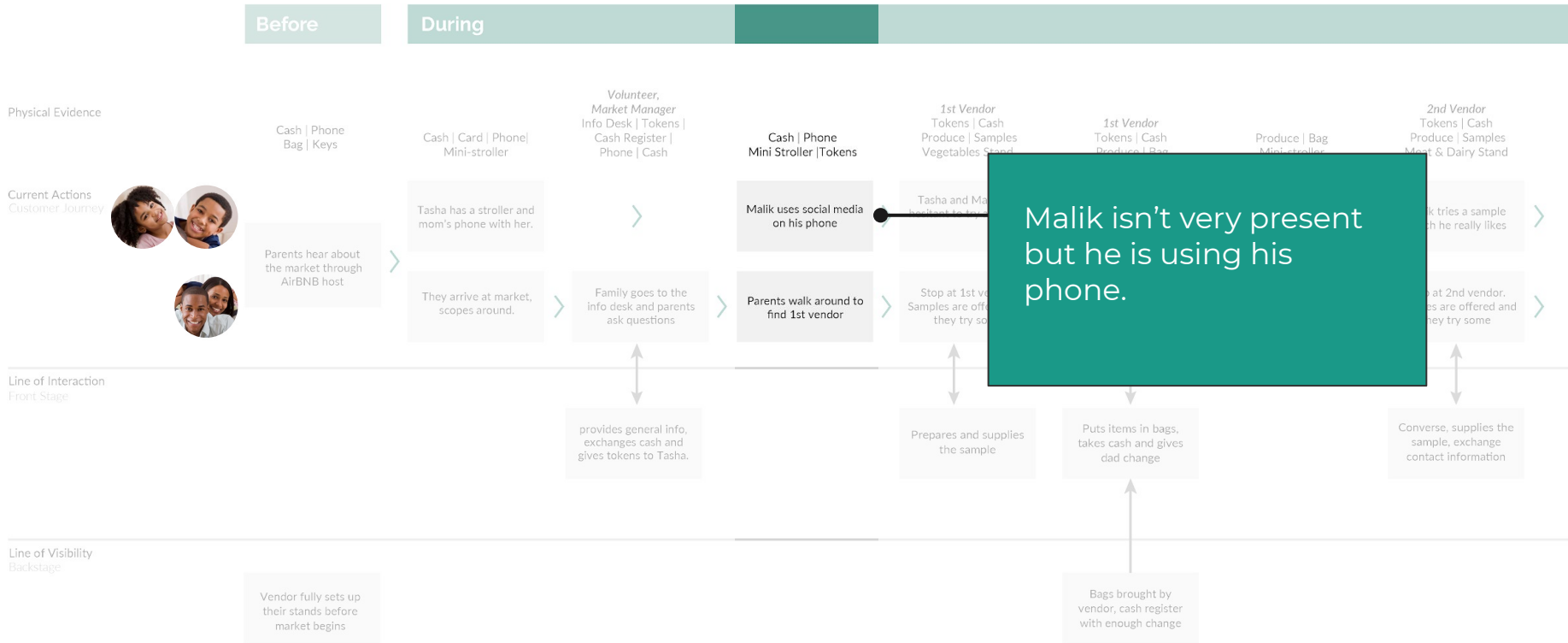
Tools: Discovered the market through their AirBNB host

Key Drivers: To shop locally, get fresh produce and humanely treated animal products. Want to share their love of farmers market and farming knowledge with their kids

Key Behaviors: Curious and inquisitive, talk in detail with vendors



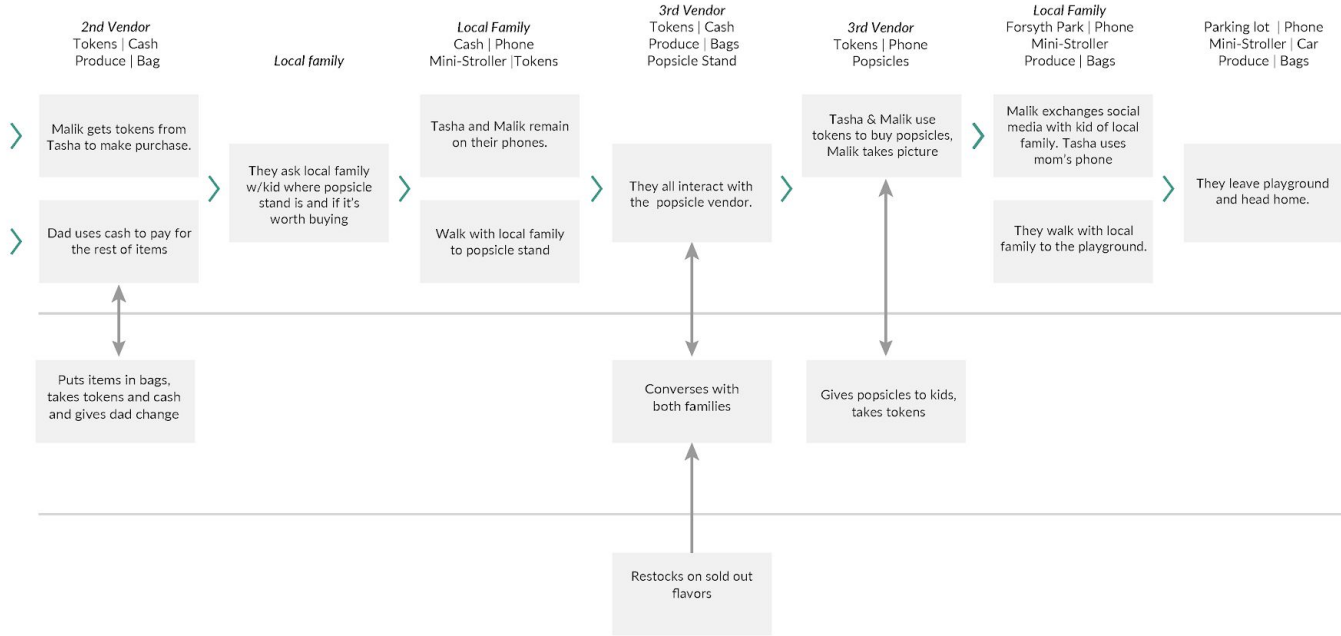






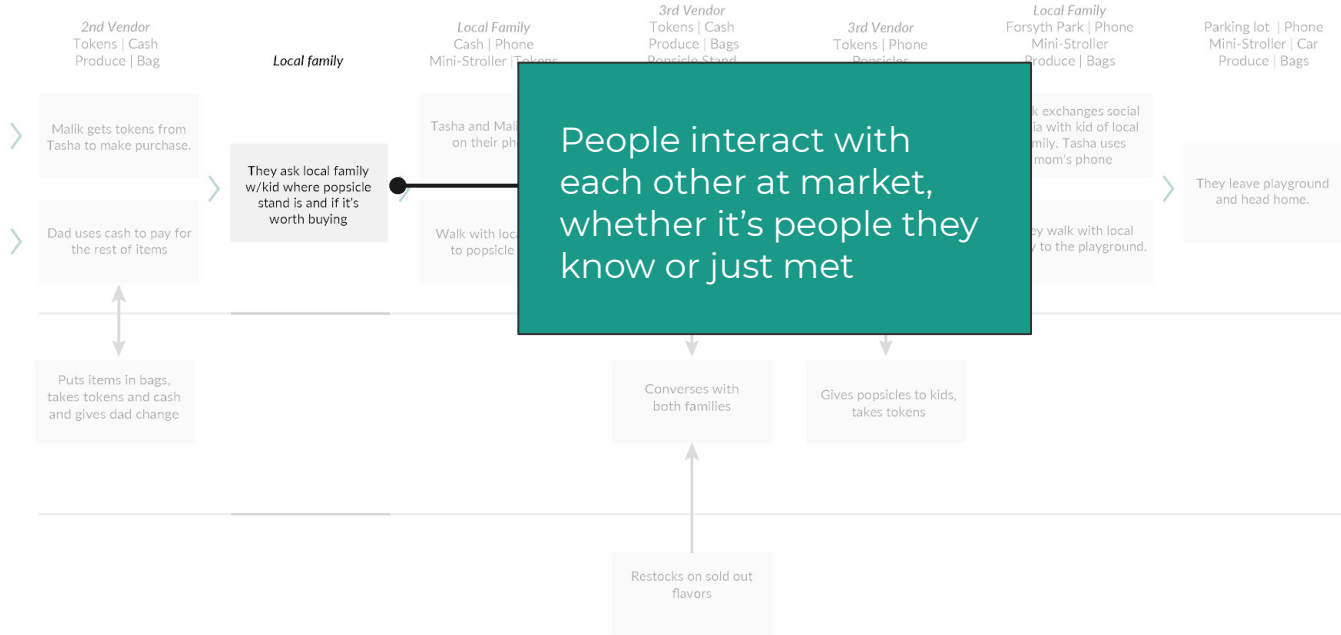
During

After



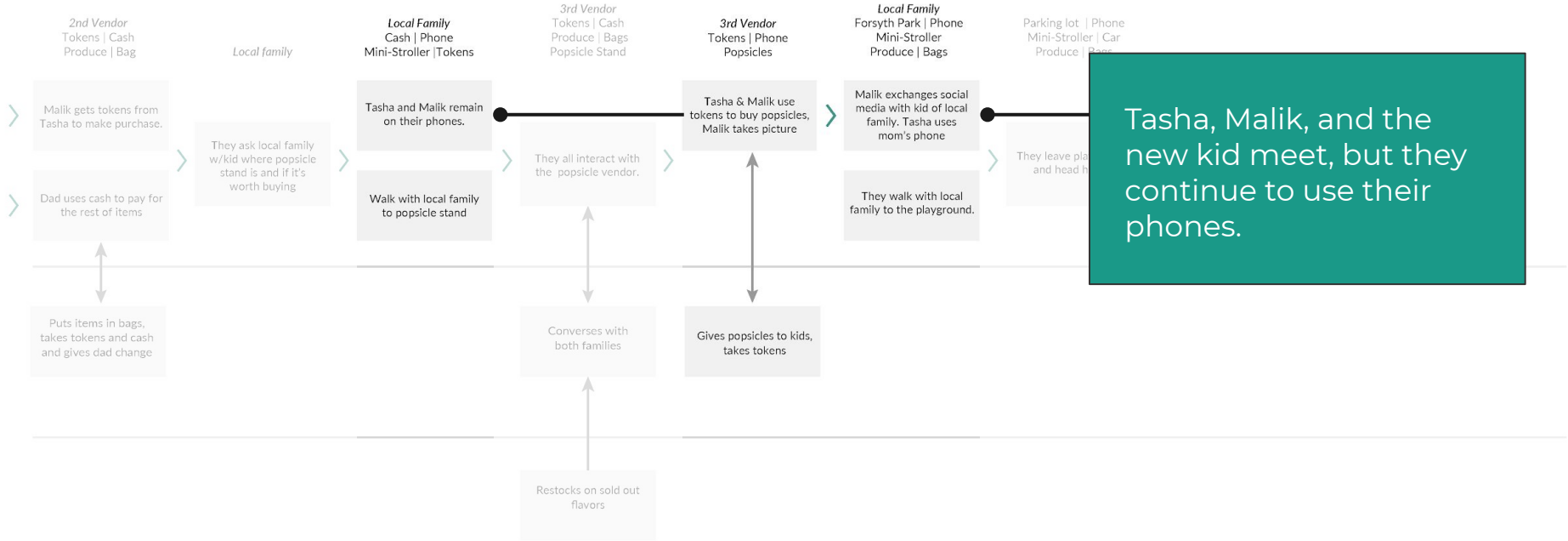
During

After



During

After



Insights

- How can we **create more food awareness, bring more people to the market, and increase usage of tokens?**
- Kids enjoy having **a sense of responsibility** and being able to participate in the shopping experience. However, they typically **interact with a device**.
- Kids are **unwilling to try new produce** and mostly came to the market to eat popsicles and baked goods.
- Vendors really enjoy interacting with the customers and creating a sense of community through story-telling. They are **highly invested in building relationships with the community**.
- Vendors understand that **people care about how and where their produce is being grown or reared** and believe in humane and healthy techniques to do so.



2. Future State of Farmers' Markets With Market Quest

2.1 Market Quest Service Concept

To create awareness of farmers markets amongst children to improve the number of people who attend the Forsyth Farmers Market and in turn, increase sales.

Forsyth Farmers' Market

Accessibility

- Forsyth Park is public, accessible to all
- Customers with cash can purchase produce directly from the vendors or they can purchase using tokens that they pay for using card
- Food stamps can be exchanged for double their worth in tokens

Quality of Interaction

- Committed to promoting local community and eating healthy
- Customers are encouraged to interact with vendors and ask them questions
- Socializing event

Degree of Customer Participation

- Customers support local farmers by shopping at the Farmers Market



Forsyth Farmers' Market

Accessibility

- Forsyth Park is public - accessible to all
- Anybody with a smart device and cellular network can access it
- Subscription packs grant customers various levels of service app assets

Quality of Interaction

- Committed to promoting the Farmers Market community
- Customers are encourage to interact with vendors and ask them questions
- Fosters a learning environment with physical interaction and technology

Degree of Customer Participation

- Customers form the virtual community space
- Customers interact physically with vendors and farmers markets around the globe to gather app assets



Key Partners

The Farmers Market

FM Farmers

FM Volunteers

Parents

App Store

Advertising Agency

Key Activities

Maintenance of App

Social Media Management

Advertising Team

Collecting & Analyzing Data

Key Resources

Access to Cellular Network

Database of FFM produce

Contract with FFM

Dashboard

Value Propositions

A Gamefied Learning Experience

Increase knowledge of farming & healthy eating

Improve participation in farmers markets

Increase foot traffic

Improve Sales

Customer Relationships

Tokens for subscription

Digital tokens for all users

KPIs

Referral bonuses

Daily Challenges

Channels

The Farmers Market (serviscape)

App

Online Dashboard

Social Media

Word of Mouth

Referrals Download

Youtube ads

Customer Segments

FFM Management

Vendors

Parents - Their Children

Cost Structure

I.T.

Salaries

Advertising

Revenue Streams

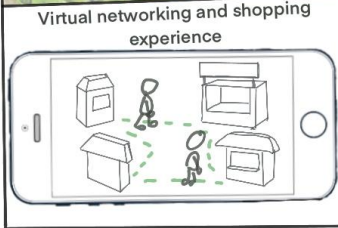
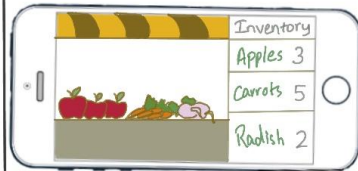
Subscription Plans

Game Assets
- Marketing
- Stall Decor
- Assistants

Individual Subscription
\$4.99 per month

2 Users Subscription
\$7.99 per month

Download app
Create account
Login



2.2 Proof of Concept

“I think it’s a great idea and the right way to go because I feel like all kids are into technology”

Lynette, JAE camp Savannah

Interviews with parents, children and the FFM Market Manager



Pete and Declan
Vendor/Farmer at
Charleston Artisan
Cheesehouse



Lynette, Jackie and Samajae
From JAE camp Savannah



Ashleigh
Forsyth Farmers' Market
Market Manager

Pete



Pete and Declan
Vendor/Farmer at
Charleston Artisan
Cheesehouse

- Work with the Market Manager and see what the kids could do to earn some tokens... they **could be rewarded with a real tokens** to put towards a purchase
- [I like] **that you're getting kids to interact** with the farmers market and you're introducing **healthy eating at a young age**
- [Prompts kids to] **try new things**; if they really taste it, that might change their mind.
- If it's **more educational** and there's a benefit to it. I wouldn't have a problem paying a **monthly 2.99** or something for it
- If all the vendors were loaded in there, they could do a **virtual tour of the market** before they even get to the market. Anything to help give the market exposure and also **educate the adults too**.
- Shopping local **keeps that dollar in the community**, and it teaches at a young age, what the importance of shopping local is.

Lynette



Lynette, Jackie and Samajae
From JAE camp Savannah

- **The sense of independency**, she will feel like she's really shopping herself. She will **feel like a grown up**.
- I really like bringing the kids into these kinds of things. They are still on their screens, but they are not just watching a tv show, they are **using it to learn and to interact with other people**.
- I would be willing to pay at most **\$4.99**.
- **She likes shopping and having her little small carts**.
- Samajae's mom suggested **adding a selfie to her booth** and she liked the idea.

Ashleigh



Ashleigh

Forsyth Farmers' Market
Market Manager

- **Engaging them virtually** is a good idea for kids especially because that's something we don't really have right now.
- A lot of our **vendors are not very tech savvy**. A lot of them don't even check the emails that I send to them on a weekly basis.
- **Power of Produce:** introducing kids to vegetables that they wouldn't normally try.
- [The service is] **like playing pokemon**, you're outside running around but you're still on your phone
- There's a lot of different sporting events that happen during the summer like yoga, so scope out the park and see if anything jumps out at you [to add to challenges]
- The tokens are something the kids love, so even if they don't get to spend them, getting to hold them for mom while their shopping, they are pumped about it. **But I don't think they actually understand the whole transaction of it, so this kind of puts it into terms that they would understand.**

2.3 Management Incentive

This service could help prove that kids are developing an interest for farmers' markets.

The markets then have a higher chance of receiving private sector funding

Sparking interest for local produce shopping amongst the youth will help sustain the farmer's markets business.

2.3 Vendors Incentive

If kids are invested in farmers' markets, this could boost foot traffic at the market

More customers at the market versus grocery store chains helps keep the dollar in the local community.

3. Expected Outcomes and Key Performance Indicators

Expected Outcomes

From Creating a Future Outcomes Framework, Lucy Kimbell

Children

1. Boosts confidence with buying and interaction with vendors
2. Developing positive association with the Farmers Market
3. Increasing farming and produce knowledge
4. Increasing children's attendance to the Forsyth Farmers Market

Parents

1. Peace of mind for the parents
2. Preference to go to the Forsyth Farmers Market over the grocery store at the time of the FFM
3. Making parents more interested in farming education for children
4. Success of the app

Vendors

1. Increased Sales
2. Deeper relationship between vendors and customers



3.1 Market Quest Dashboard

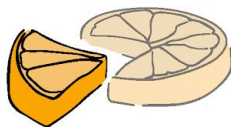
Active Users
Up to date

1 poppyseed
-500 users



Answered Challenges
per month

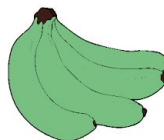
1 line -
5 kids



20% of total challenges answered

**Avg. time user looks
at a fun fact**

goal:
40 sec.



5 sec.

**Shopping at supermarket
versus at FFM**



10% at
FFM



90% at
Supermarket

Users with subscriptions
Flowers - 500 users

Outcome:
Positive association



Jul.

App Sales

Outcome:
Boosting Confidence



1
Mon.

3
Mon.

6
Mon.

12
Mon.

User Review

Most Recent



Dakota Mason
@notdakotafanning

Active Users
Up to date

1 poppyseed
-500 users



Answered Challenges
per month

1 line -
5 kids



20% of total challenges answered

**Avg. time user looks
at a fun fact**

goal:
40 sec.

**Outcome:
Preference to shop at
farmers markets**

5 sec.

**Shopping at supermarket
versus at FFM**



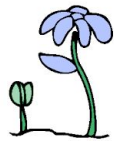
10% at
FFM



90% at
Supermarket

Users with subscriptions

Flowers = 500 users*
*bloomed= subscribers
*unbudded = nonsubscribers



Jul.

App Sales



**Outcome:
Interest in farming
education for kids**

1
Mon.

3
Mon.

6
Mon.

12
Mon.

User Review

Most Recent



Dakota Mason
@notdakotafanning

Market Quest

FFM

MQ

Active Users

Up to date

1 poppyseed
~500 users



Answered Challenges

per month

1 line -
5 kids



20% of total challenges answered

Avg. time user looks at a fun fact

goat:
40 sec.



5 sec.

Shopping at supermarket versus at FFM



10% at
FFM



90% at
Supermarket

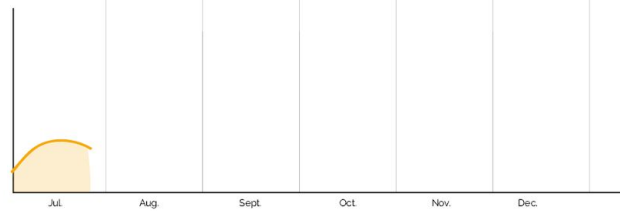
Users with subscriptions

Flowers - 500 users
*bloomed - subscribers
*unbudded - nonsubscribers



Jul.

App Sales



1
Mon.

3
Mon.

6
Mon.

12
Mon.

User Review

Most Recent ▾



Dakota Mason
@notdakotafanning

Adding game I love setting up my stall <3 So much fun to see how creative people can be. Also a great reason to make my dad take me to buy fresh baked bread in the morning.
#Bread #HealthyEating #LocalFood #GoGreen

Market Quest

FFM

MQ

Active Users

Up to date

1 poppyseed
~500 users



Answered Challenges

per month

1 line -
5 kids



80% of total challenges answered

Avg. time user looks at a fun fact

goat
40 sec.



20 sec.

Shopping at supermarket versus at FFM



60% at
FFM



40% at
Supermarket

Users with subscriptions

Flowers - 500 users
*bloomed- subscribers
*unbudded - nonsubscribers



Dec.

App Sales



1
Mon.

3
Mon.

6
Mon.

12
Mon.

User Review

Most Recent



Malik Johnson
@soccerboy09

Love dis game. Gr8 stall decorations. Waiting for the new features in the latest update. #FarmersMarket #FreshFood #MarketQuest4.ly

2.4 Management & Vendors Dashboard



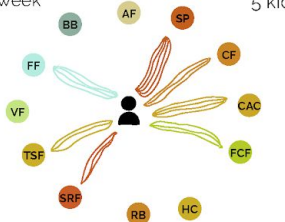
Active Users
Up to date

1 poppyseed
~500 users



Vendor Interaction
Avg/week

1 line -
5 kids



Avg. time user looks
at a fun fact

goal:
40 sec.

Outcome:
Increasing Knowledge

5 sec.

Shopping at supermarket
versus at FFM



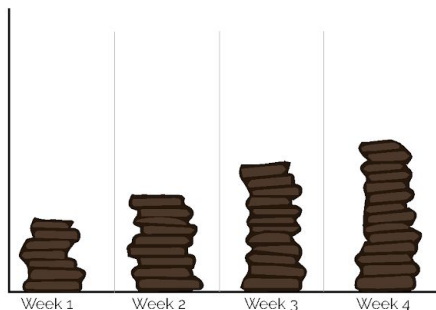
10% at
FFM



90% at
Supermarket

Tokens given to children
In June

1 Token = \$10



Sales



Outcome:
Boost Confidence

1
Mon.

3
Mon.

6
Mon.

12
Mon.

Vendor Comments

Most Recent




- Vendor A-Z
- Vendor Z-A
- Search by Vendor

From Hunter Cattle

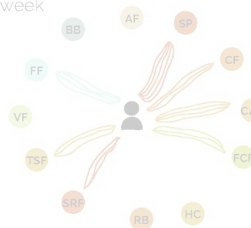
Active Users
Up to date

1 poppyseed
~500 users



Vendor Interaction
Avg/week

1 line -
5 kids



**Avg. time user looks
at a fun fact**

goal:
40 sec.

5 sec.

**Outcome:
Preference to shop at
farmers markets**

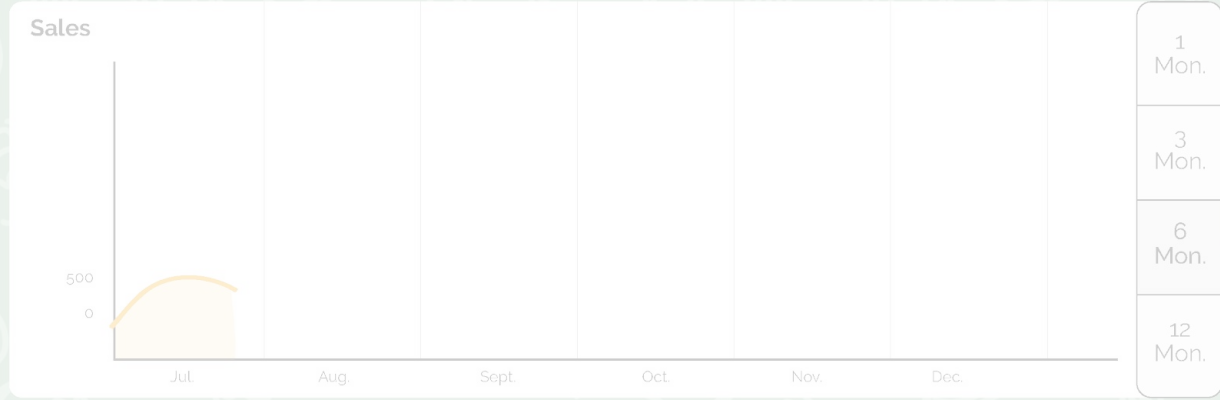
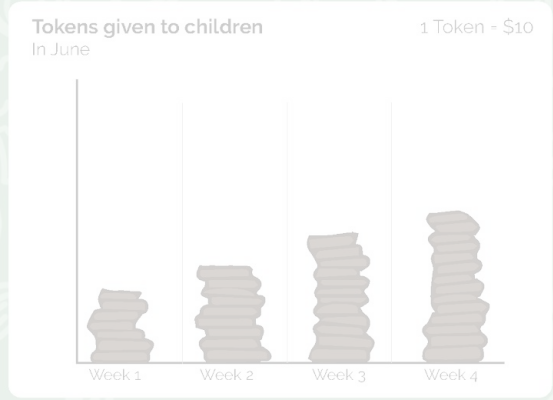
**Shopping at supermarket
versus at FFM**




10% at
FFM



90% at
Supermarket



Vendor Comments

From  Hunter Cattle

Most Recent ▾
Vendor A-Z
Vendor Z-A
Search by Vendor

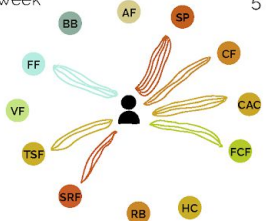
Active Users
Up to date

1 poppyseed
~500 users



Vendor Interaction
Avg/week

1 line -
5 kids



Avg. time user looks
at a fun fact

goal:
40 sec.

Outcome:
Deeper relationships

5 sec.

Shopping at supermarket
versus at FFM



10% at
FFM



90% at
Supermarket

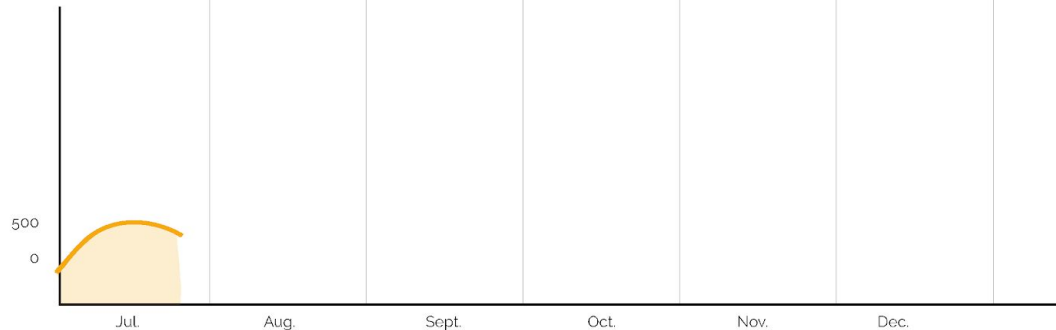
Tokens given to children
In June

1 Token - \$10

Outcome:
Increase Sales



Sales



1
Mon.

3
Mon.

6
Mon.

12
Mon.

Vendor Comments

Most Recent



Vendor A-Z

Vendor Z-A

Search by Vendor



From Hunter Cattle

Market Quest

FFM MQ

Active Users

Up to date

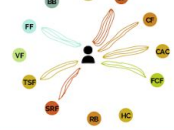
1 poppyseed
~500 users



Vendor Interaction

Avg/week

1 line -
5 kids



Avg. time user looks at a fun fact

goal:
40 sec.



5 sec.

Shopping at supermarket versus at FFM



10% at FFM



90% at Supermarket

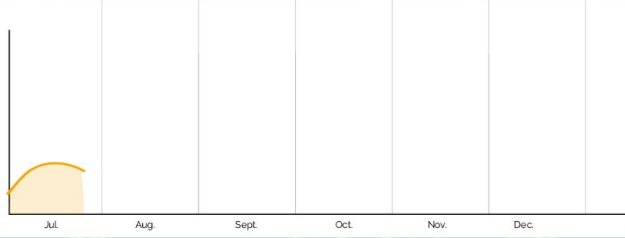
Tokens given to children

In June

1 Token - \$10



Sales



- 1 Mon.
- 3 Mon.
- 6 Mon.
- 12 Mon.

Vendor Comments



From Hunter Cattle

CAC

- Most Recent
- Vendor A-Z
- Vendor Z-A
- Search by Vendor

Market Quest

FFM MQ

Active Users

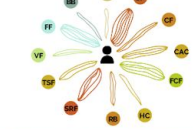
Up to date

1 poppyseed
~500 users



Vendor Interaction

Avg/week



1 line -
5 kids

Avg. time user looks at a fun fact

goal:
40 sec.



20 sec.

Shopping at supermarket versus at FFM



60% at
FFM



40% at
Supermarket

Tokens given to children

In December

1 Token - \$10



Sales



- 1 Mon.
- 3 Mon.
- 6 Mon.
- 12 Mon.

Vendor Comments

Most Recent



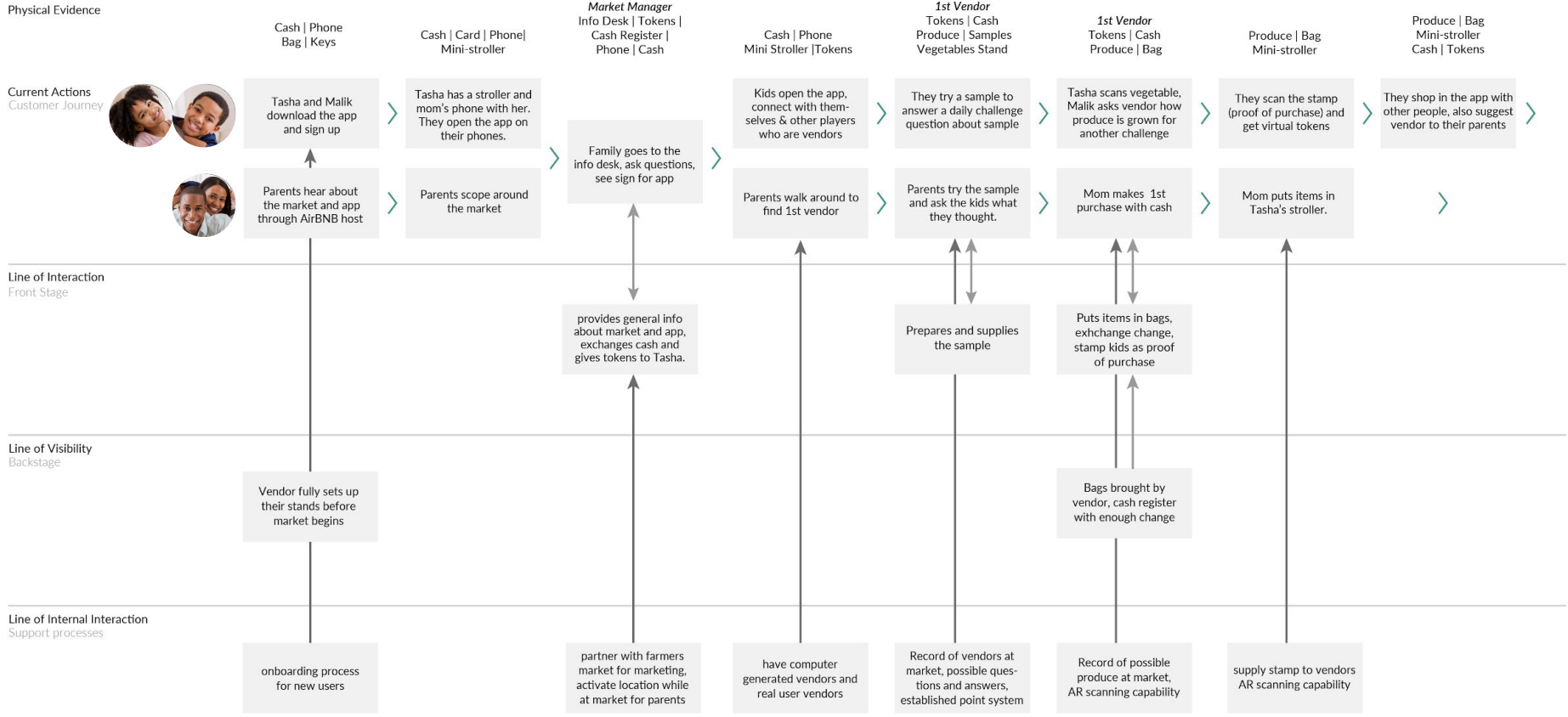
HC

From Hunter Cattle

4. The New Journey with Market Quest

Before

During



Before

During

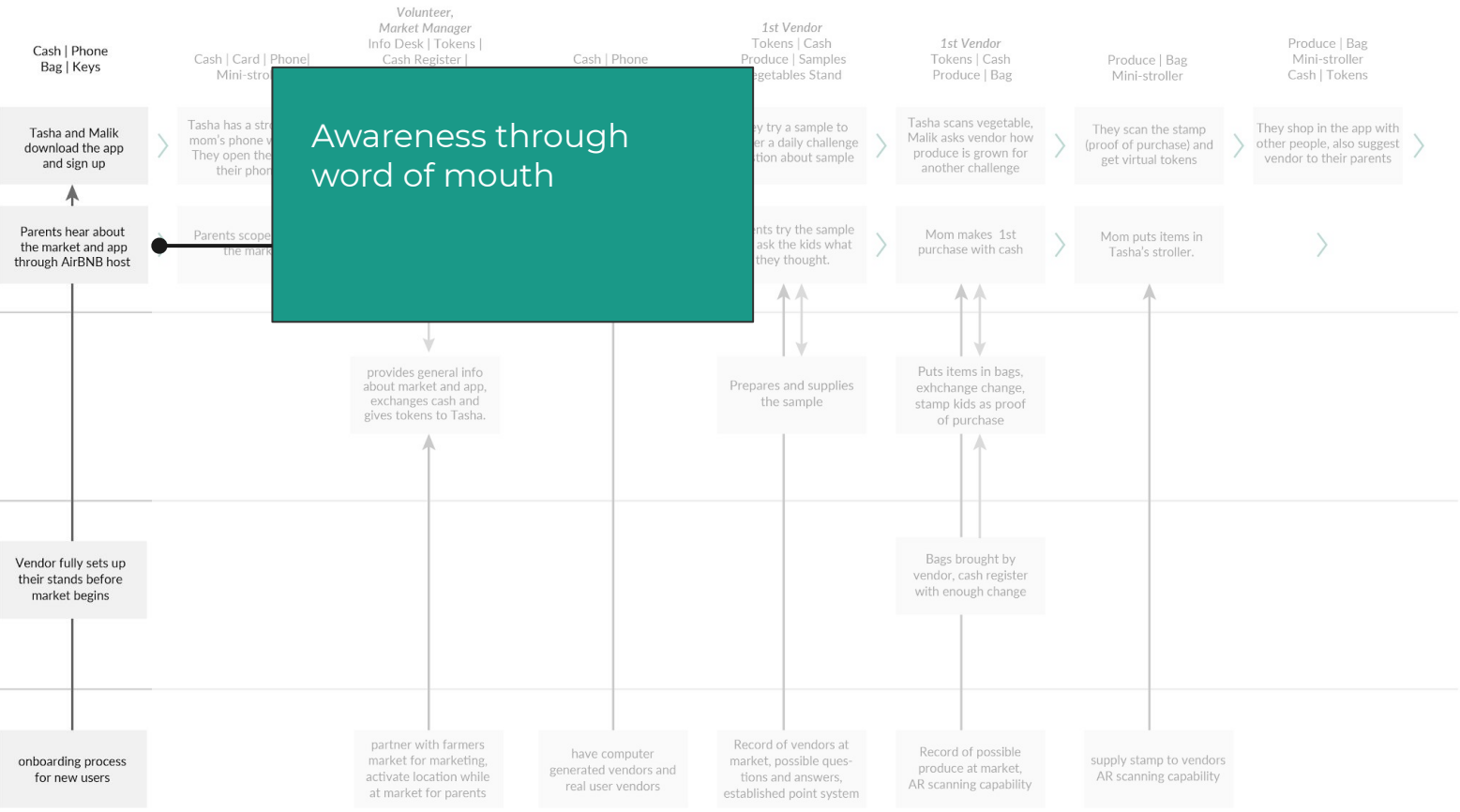
Physical Evidence

Current Actions
Customer Journey

Line of Interaction
Front Stage

Line of Visibility
Backstage

Line of Internal Interaction
Support processes



Before

During

Future State

Physical Evidence

Current Actions
Customer Journey

Line of Interaction
Front Stage

Line of Visibility
Backstage

Line of Internal Interaction
Support processes

Cash | Phone
Bag | Keys

Cash | Card | Phone

Volunteer,
Market Manager
Info Desk | Tokens |
Cash Register |

Cash | Phone
Stroller | Tokens

1st Vendor
Tokens | Cash
Produce | Samples
Vegetables Stand

1st Vendor
Tokens | Cash
Produce | Bag

Produce | Bag
Mini-stroller

Produce | Bag
Mini-stroller
Cash | Tokens

Tasha and Malik
download the app
and sign up

Parents hear about
the market and app
through AirBNB host

The kids now have a
motivator to try a
sample: the **daily
challenges**

Open the app,
with them
other players
are vendors

Walk around to
1st vendor

They try a sample to
answer a daily challenge
question about sample

Parents try the sample
and ask the kids what
they thought.

Tasha scans vegetable,
Malik asks vendor how
produce is grown for
another challenge

Mom makes 1st
purchase with cash

They scan the stamp
(proof of purchase) and
get virtual tokens

Mom puts items in
Tasha's stroller.

They shop in the app with
other people, also suggest
vendor to their parents

provides general info
about market and app,
exchanges cash and
gives tokens to Tasha.

Prepares and supplies
the sample

Puts items in bags,
exchange change,
stamp kids as proof
of purchase

Vendor fully sets up
their stands before
market begins

Bags brought by
vendor, cash register
with enough change

onboarding process
for new users

partner with farmers
market for marketing,
activate location while
at market for parents

have computer
generated vendors and
real user vendors

Record of vendors at
market, possible ques-
tions and answers,
established point system

Record of possible
produce at market,
AR scanning capability

supply stamp to vendors
AR scanning capability

Before

During

Physical Evidence

Current Actions
Customer Journey

Line of Interaction
Front Stage

Line of Visibility
Backstage

Line of Internal Interaction
Support processes

Cash | Phone
Bag | Keys

Cash | Card | Phone |
Mini-stroller

Volunteer,
Market Manager
Info Desk | Tokens |
Cash Register

Cash | Phone

1st Vendor
Tokens | Cash
Produce | Samples
Tables Stand

1st Vendor
Tokens | Cash
Produce | Bag

Produce | Bag
Mini-stroller

Produce | Bag
Mini-stroller
Cash | Tokens

Tasha and Malik
download the app
and sign up

Tasha has a stroller
mom's phone with
They open the app
their phones.

They scan produce to
add to their stall.
Receive tokens for an
actual purchase by
scanning a stamp

ask a sample to
try challenge
about sample

Tasha scans vegetable,
Malik asks vendor how
produce is grown for
another challenge

They scan the stamp
(proof of purchase) and
get virtual tokens

They shop in the app with
other people, also suggest
vendor to their parents

Parents hear about the
market and app
through AirBNB host

Parents scope around
the market

The stamp, or proof of
purchase, is provided to
vendors by Market
Quest

try the sample
the kids what
thought.

Mom makes 1st
purchase with cash

Mom puts items in
Tasha's stroller.

Vendor fully sets up
their stands before
market begins

card supplies
sample

Puts items in bags,
exchange change,
stamp kids as proof
of purchase

Bags brought by
vendor, cash register
with enough change

onboarding process
for new users

partner with farmers
market for marketing,
activate location while
at market for parents

have computer
generated vendors and
real user vendors

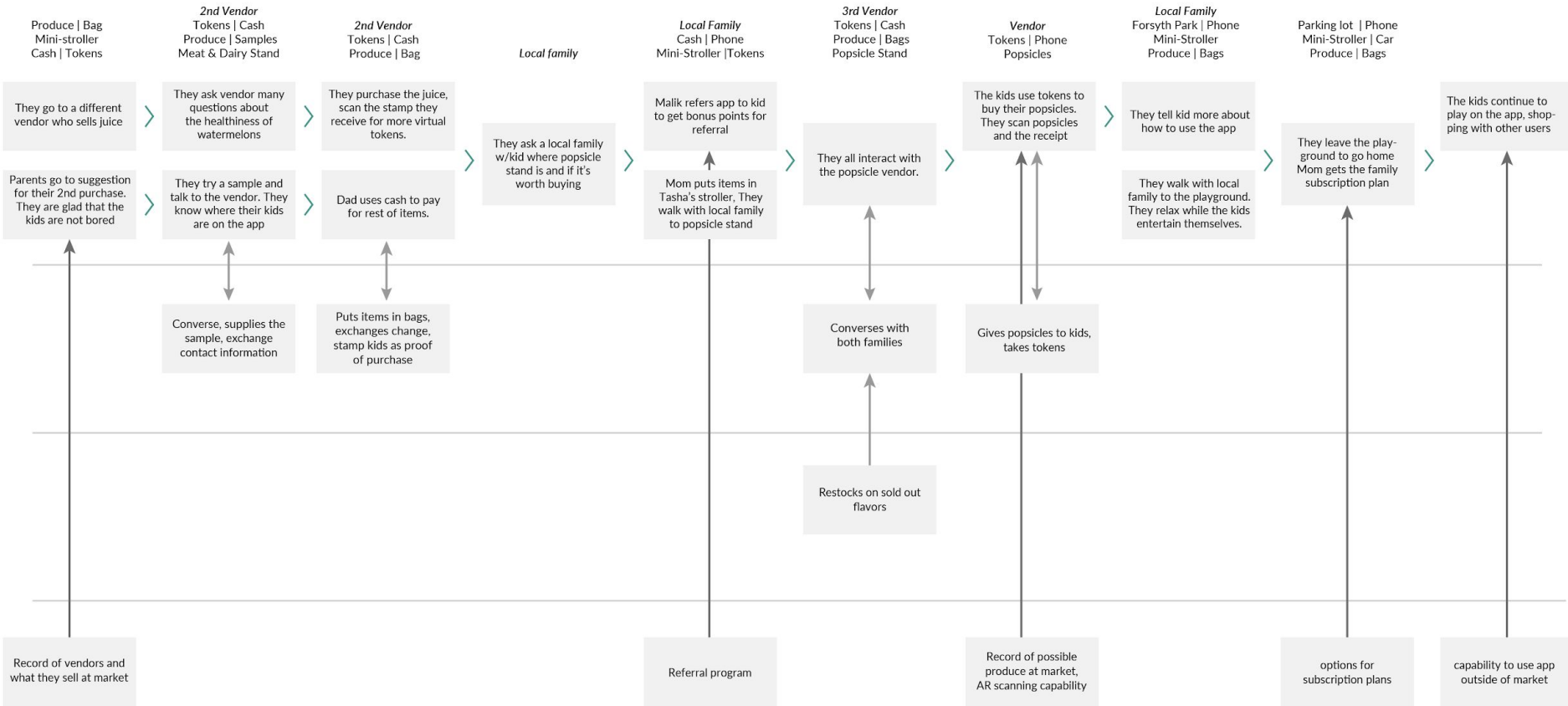
Record of vendors at
market, possible ques-
tions and answers,
established point system

Record of possible
produce at market,
AR scanning capability

supply stamp to vendors
AR scanning capability

During

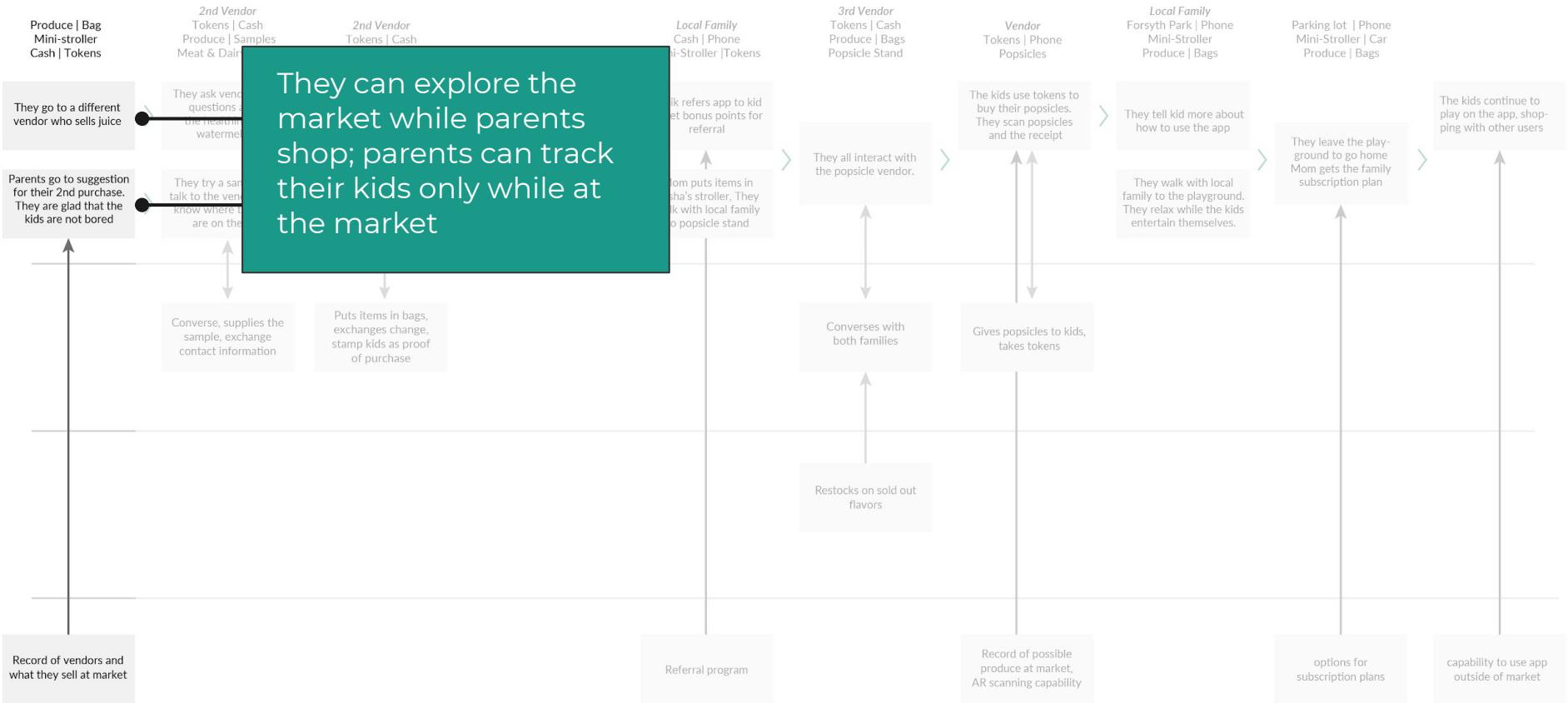
After

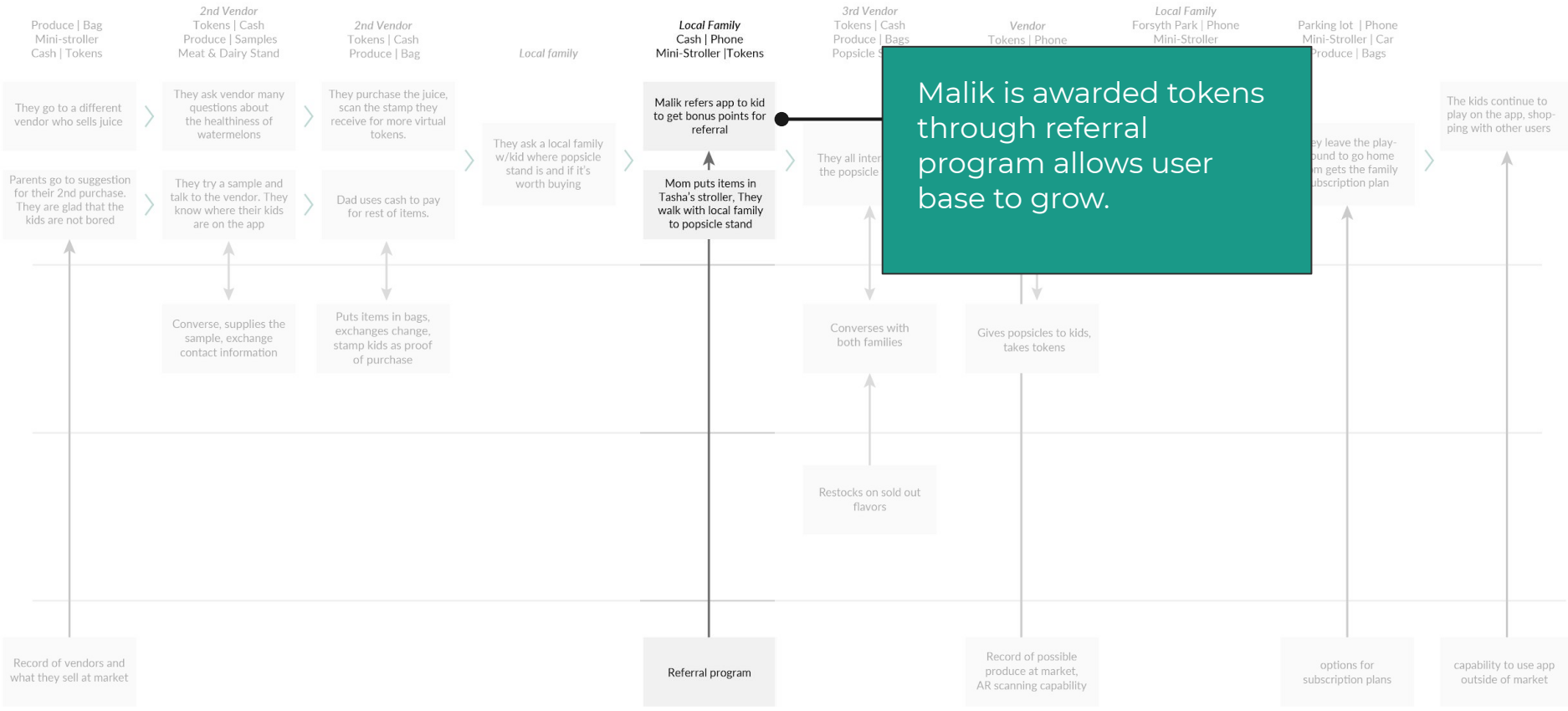


During

After

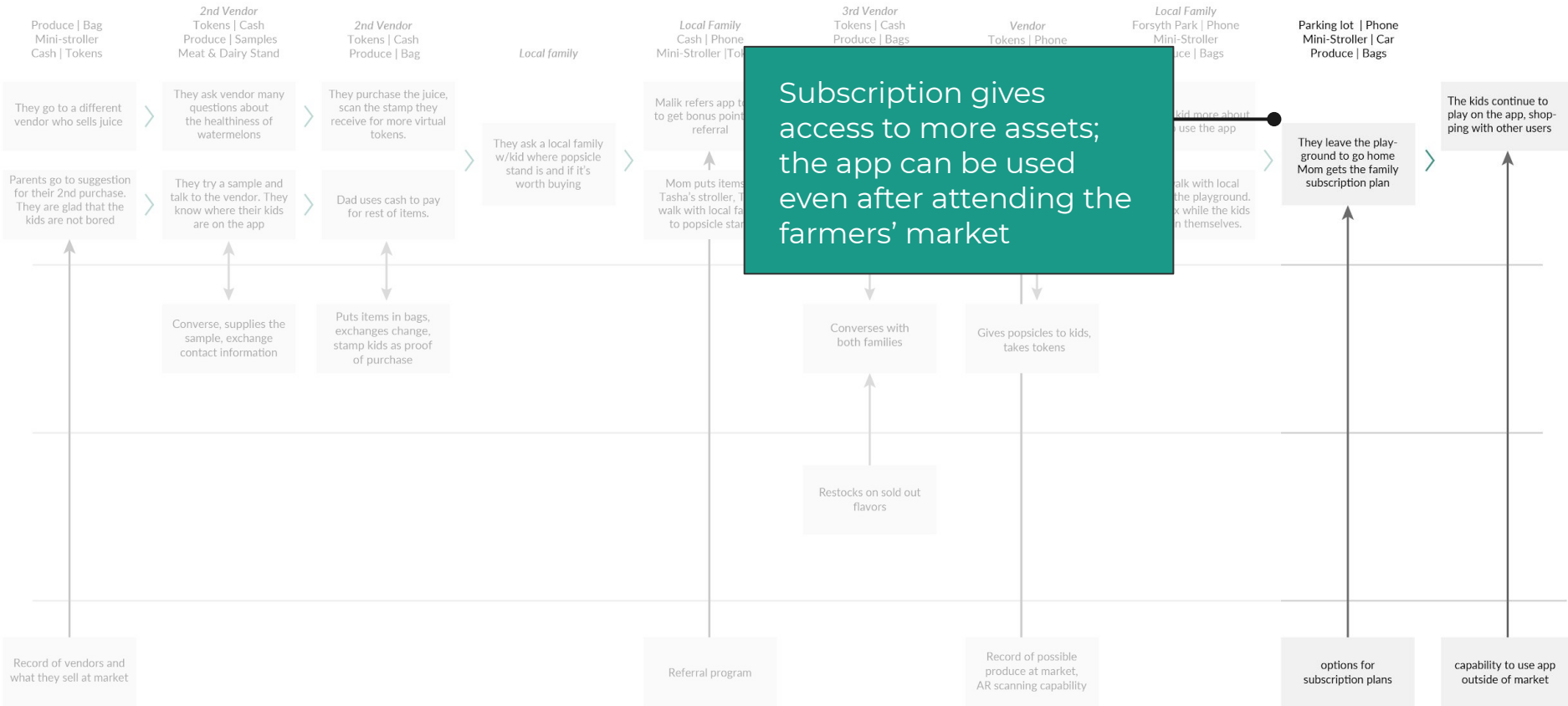
They can explore the market while parents shop; parents can track their kids only while at the market





During

After



5. Next Steps

What next?

- Work with Forsyth Farmers' Market during Power of Produce to launch the app
- Find and reach out to other farmers markets in the Georgia, Florida and South Carolina area

Thank you!

