

Table of Contents

- Overview..... 2
- Functional Requirements..... 2
 - Statement of the Requirement 2
 - Problems in the Current Scenario 2
 - Problems for Customers..... 2
 - Problems For Vendors..... 3
 - Problems for the Manager..... 3
 - Information Spread..... 3
 - Post-Market Exchange Problems..... 4
 - Goals, Actions & Resources Important to Users 5
 - Customers' Goal:..... 5
 - Vendors:..... 5
 - Managers..... 5
 - Transforming the Scenario 7
- Looking Ahead..... 8

Transforming the Scenario

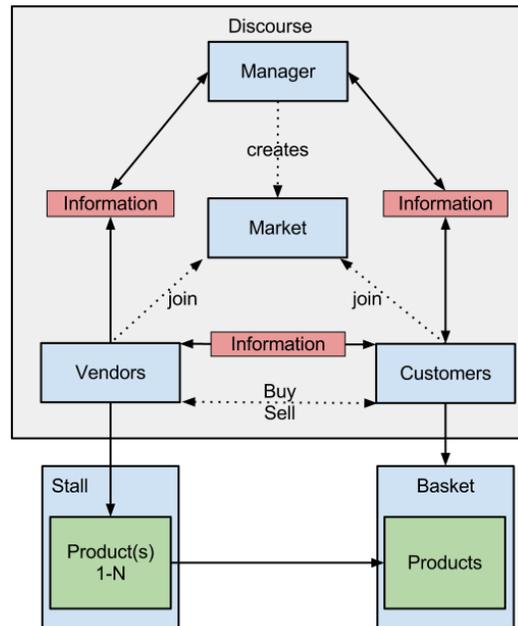


fig. 2

Many of these problems can be solved by providing a unified source of information, a service that stands in place of the market manager which carries and conveys more information than a single person or multiple people could. This new information structure can be seen in fig. 2.

This information space will be used by the three users mentioned above: the customer, the vendor, and the manager.

- The **manager** will first *create* and *organize* a market and be granted full *read* and *write* capabilities for all aspects of that particular market's information.
- **Vendors** and **customers** would subsequently *join* the market, giving them access to *read* the information that specifically concerns them.
- **Customers** and **vendors** would also have the option to *subscribe* to a market to receive notifications about the market, or to specific vendors to receive important information from their favorite farms. (fig. 3)

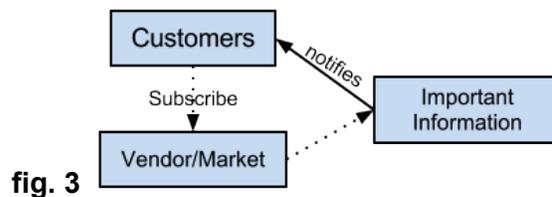
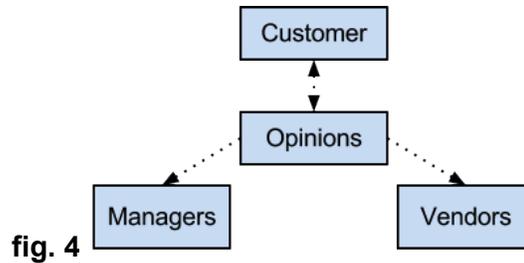


fig. 3

- **All three** would *create* and *post* content to this venue with different options for *sharing* depending on who the message was intended for, whether it be everyone that has joined the market, a certain group of vendors or customers, or perhaps an individual within the larger whole. (fig. 4)



This exchange would then remove many responsibilities from the market manager relaying messages or connecting two or more different parties, while also giving them a clear platform to gauge market attendance projections, product representation, and a host of other analytical data that would be useful.

This aspect of the design will also benefit the customers and vendors, because they will have a consistently available venue to communicate expectations, advice, feedback, and queries.

- **Vendors** will be able to *display* the products that they offer and the average going price for each one.
- **Customers** will *browse* and *view* vendor information and use the information to make decisions about future shopping trips, as well as *place orders*. This will in turn provide **vendors** with a more accurate estimate of how much of each product they should bring with them to the market.
- **Users** would be able to personalize their own profiles to certain extent, providing background information on what they are looking for and what they are selling. This is mostly important for vendors, because customers can then see how long they have been working at their particular craft and their motivations behind products.
- **Customer** can *post* opinions about products they've purchased. **Vendors** can *respond* to their concerns and other **customers** can *read* these to make a more educated decision on that vendor's or product's quality.

LOOKING AHEAD

There are several key issues to work through with this design

1. User Reliance

Someone to update the app's information on a regular basis

This app is reliant on the help of others to collect information. Because not all vendors are tech savvy enough or are too busy to update a page with information, we must consider how to collect information into this HCI.