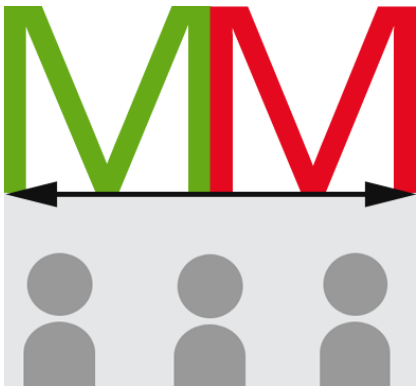
MARKET MATE



Functional Specification

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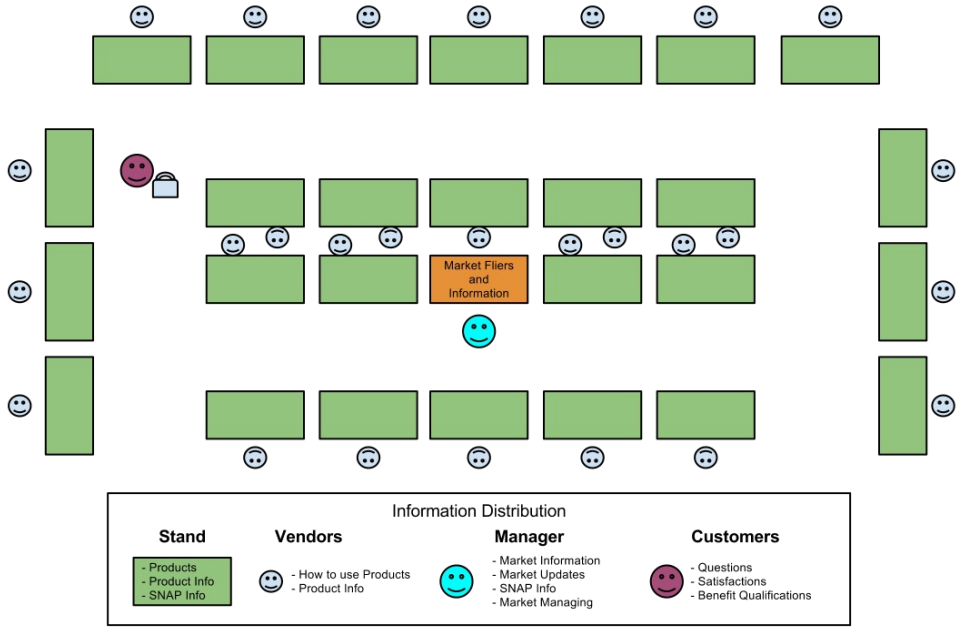
1.2.3 Problems with Current Scenario



Coordination

Markets are often decentralized in their authority structures and all stakeholders are only gathered in a single space at the times the market is actually being held. This causes several problems:

1. Customers will need to return in order to follow up on the experience they had with the products they purchased, whether it be positive or negative. This is unlikely to happen unless there is another purchase the customer would like to make or an order they made previously that they would like to pick up.
2. Most of the information that is available before the market is released in a hierarchical fashion, meaning the coordinator tells the vendors and customers what is going to be happening and when. For the Meridian Township Farmer's Market, this is in the form of a lengthy email, with some information also available on the community webpage.
3. A vendor does not know if a customer will be returning to the market looking for a certain product they had last week if they only sold a few of them, but perhaps those few really enjoyed that particular product. This could result in the loss of potential sales, which is the opponent of every market, whether it be community or commercial.
4. Customers must go out of their way to find effective places for their praises and criticisms, and this makes the customer feel less satisfied with their purchase. A good experience at the market may encourage customers and vendors to return, but there is no clear way to know if this good experience will be repeatable at the next market.

2.0 Functional Requirements

- The **coordinator** 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.
- **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.
- **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.

3.0 User Roles and Tasks

3.1 Coordinators

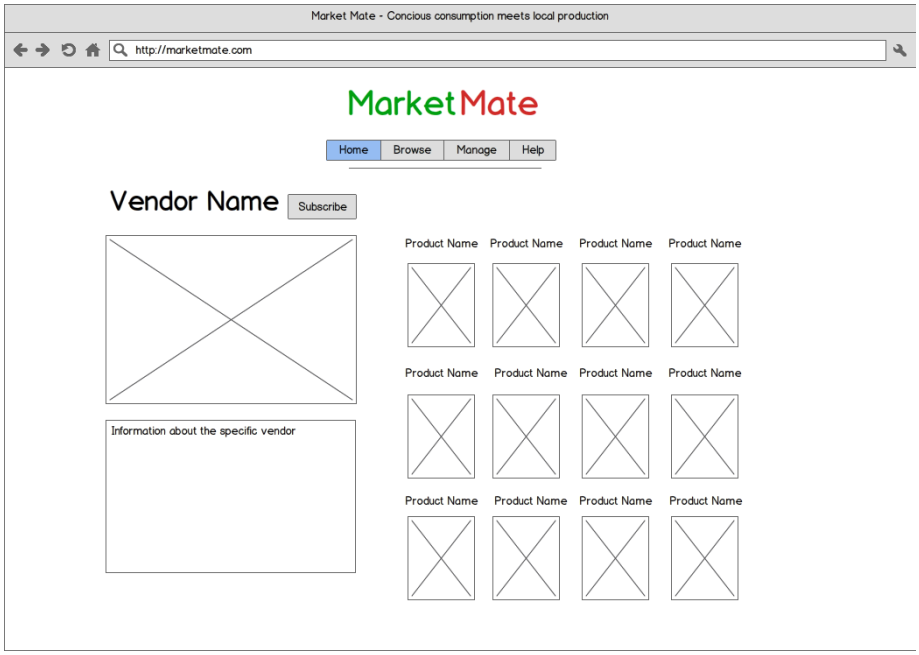
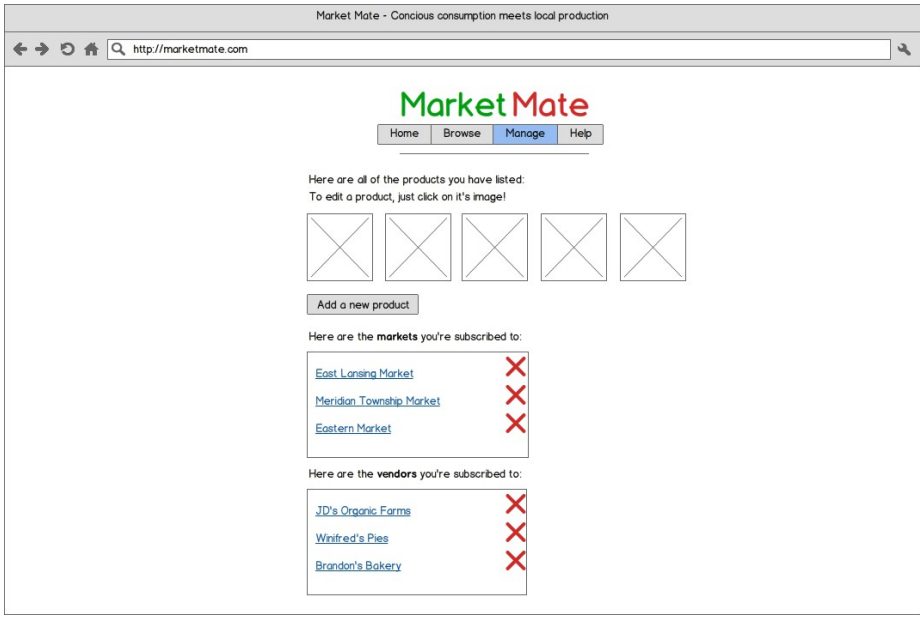
3.1.1 Coordinator Task

Coordinators have diverse goals. Sometimes, they are also vendors at the market and want to attract more customers to bolster sales. More often though, coordinators want to see the market succeed in order to benefit the vendors and customers, as well as the community at large, through the sales and consumption of locally produced goods.

In order to accomplish this:

3.2.3 Vendor Views

Vendors are the bread and butter of a farmers market. Our product aims to make their lives easier by giving them a platform to show their goods in another place besides the physical market, as well as giving them a place to post new information about goods and potential sales.

Vendor function will include:

- The ability to edit their stall information
- Adding/removing products from their stalls
- Joining or leaving new/old markets