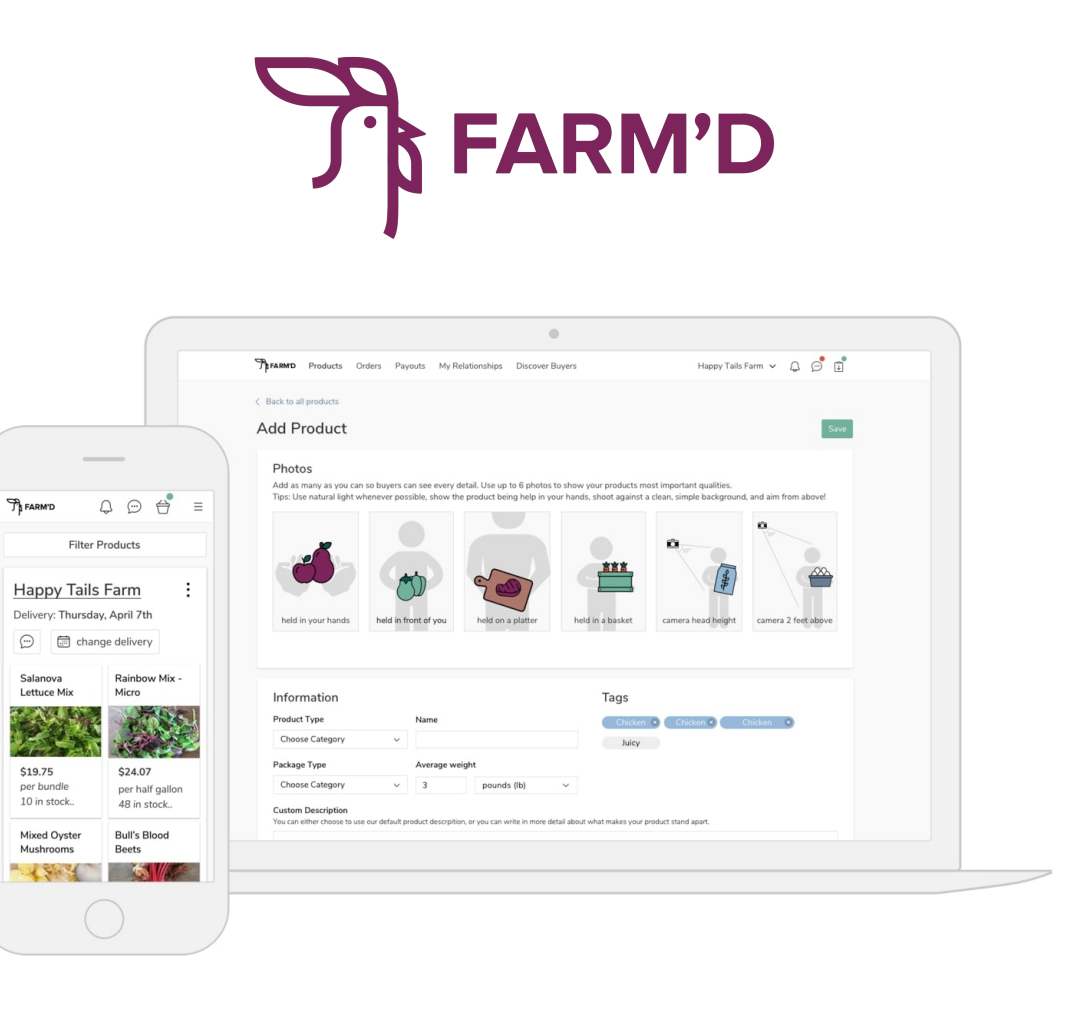
Farm'd: connecting local chefs and farmers

Farmd is an online farmers market that connects buyers and sellers of local food and provides logistics for up to next day delivery. The goal was to create a more transparent, accountable and delicious food system for both farmers and chefs; who care about what food is brought into their kitchens, who grew it and how. Farm'd strives to help farmers sell more of their product with a bigger return, while also sourcing and providing fresh food to area restaurants as quickly and cost effectively as possible.

Farm'd hired me to help take their MVP from barely useable to awesome. The new dashboard not only provides chefs a new way to source and purchase locally grown food online unlike any other current comparable marketplace, but also gives farmers the feedback and validation on their products that is sometimes lacking in a traditional farmers market.

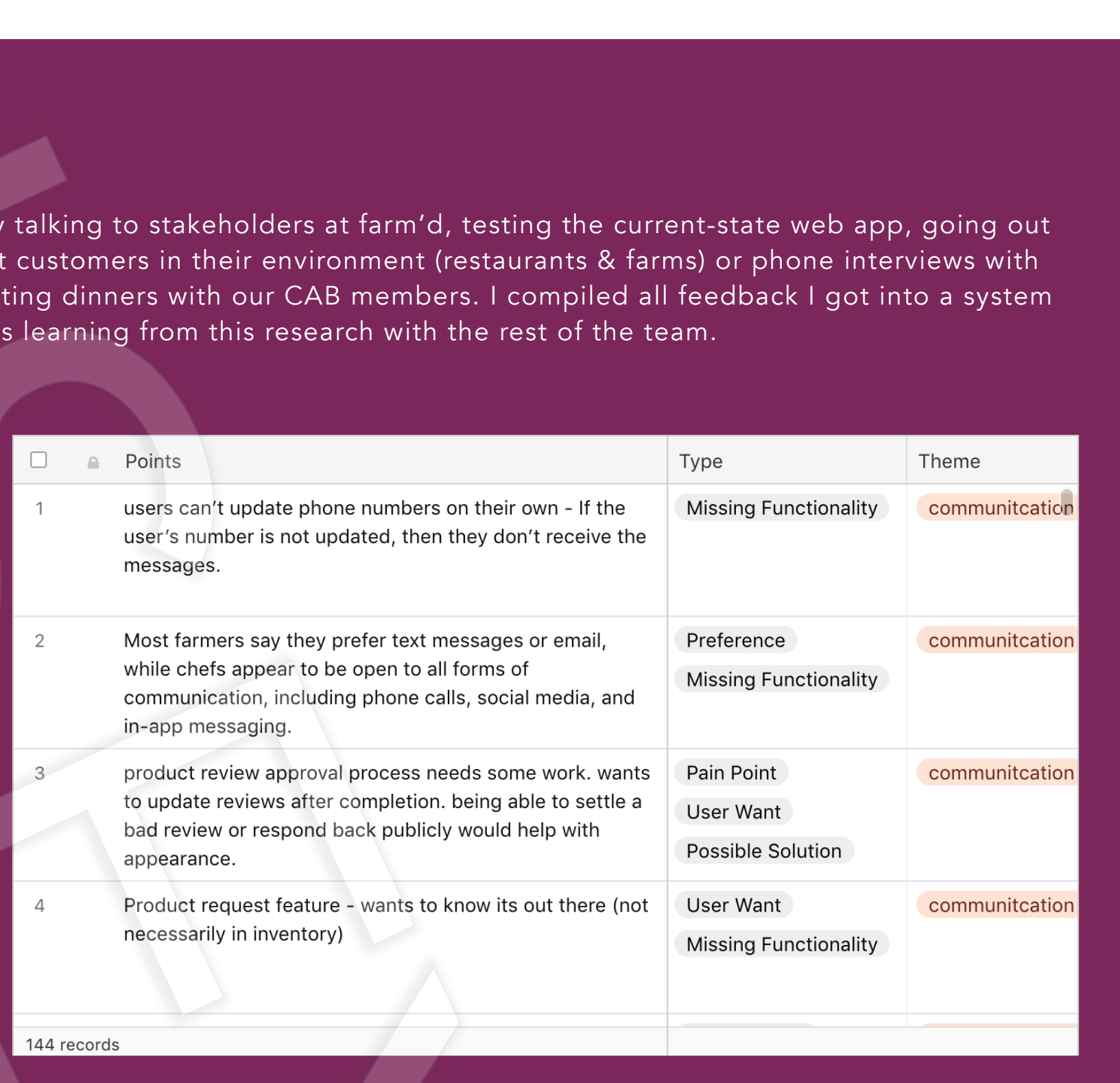


RESEARCH

Using a design-thinking approach, I began by talking to stakeholders at farm'd, testing the current-state web app, going out and doing user empathy sessions with current customers in their environment (restaurants & farms) or phone interviews with those who were too far away to visit, and hosting dinners with our CAB members. I compiled all feedback I got into a system that would allow me to easily share what I was learning from this research with the rest of the team.

FEEDBACK SYSTEM

I created an Airtable spreadsheet and linked each piece of feedback to the affected screens within the product, info about the user who said it, the task they were looking to accomplish and their emotional state during. I also set up google forms, docs & spreadsheets everyone on the team had access to that would automatically populate into the approrpriate fields. I used all of this data to ideate on new potential solutions, which I then linked to user testing logs and the upcoming development sprints the new changes would be part of.



	Points	Type	Theme
1	users can't update phone numbers on their own - If the number is not updated, then they don't receive the messages.	Missing Functionality	communication
2	Most farmers say they prefer text messages or email, while chefs appear to be open to all forms of communication, including phone calls, social media, and in-app messaging.	Preference Missing Functionality	communication
3	product review approval process needs some work. wants to update reviews after completion. being able to settle a bad review or respond back publicly would help with appearance.	Pain Point User Want Possible Solution	communication
4	Product request feature - wants to know its out there (not necessarily in inventory)	User Want Missing Functionality	communication

144 records

CUSTOMER JOURNEY MAP

After collecting all this feedback, I mapped out the customer journey from beginning to end that our users were going through. I created a giant version of customer journey map and hung it on the wall in the office with all of the user feedback at each step in the process. Over the next few months, I kept it updated with all new feedback that was coming in. This way it was easy for everyone on the team, even the non-tech members, to understand how user feedback affects what design decisions are made and how it impacts the changes being made to the product.

FARMER DAN

Motivated by increasing sales, getting their products out to new potential buyers, and Farm'd handling all aspects of the delivery process.

Needs: To receive feedback & validation from buyers on sold products and an easier way to navigate the Farm'd platform.

Pain Points: Lack of trust & information about unfamiliar new buyers, a confusing seller-to-buyer connection process and difficult product management.

Opportunities: Improve the available options of product information farmer's can add & empower them to be able to better sell their products online.

CHEF LOUISE

Motivated by potentially getting a better price & more availability on fresh food, gaining new relationships with those growing the food they buy, and being able to support local farming in Georgia.

Needs: Quick access to a range of fresh products for seasonal menu with flexible delivery options.

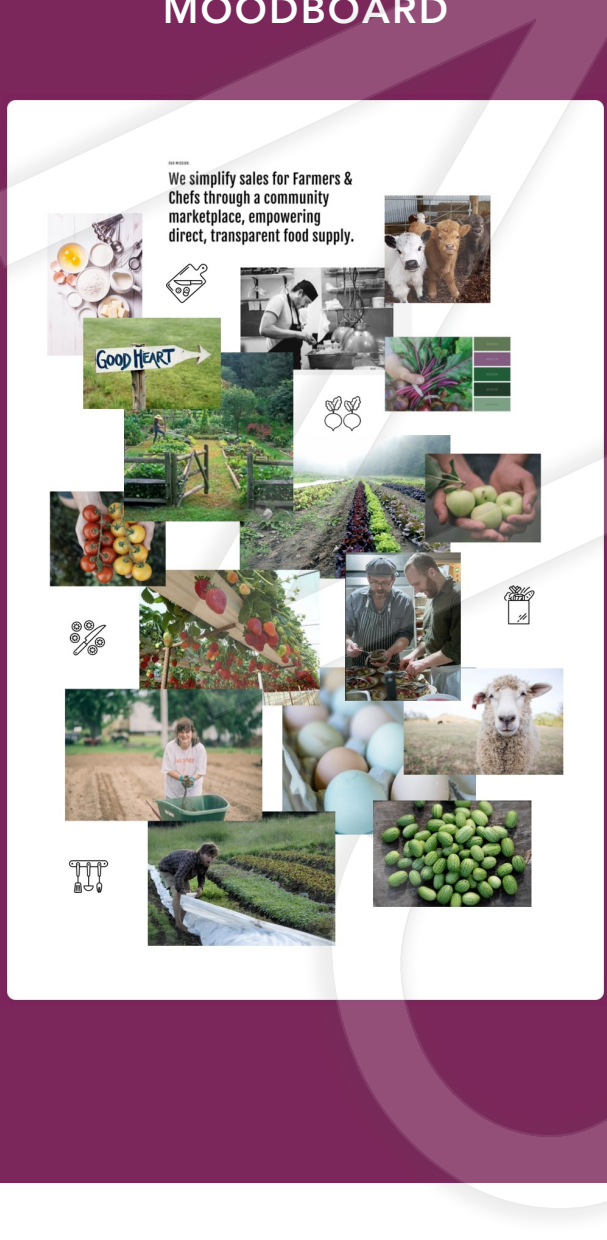
Pain Points: Difficulty using the marketplace to find products they are looking for, lack of sufficient product information, and unclear charges & invoices on the Farm'd platform.

Opportunities: Improve how farmers and chefs communicate & connect and allow chefs to request the specific, unique products they are looking to buy.

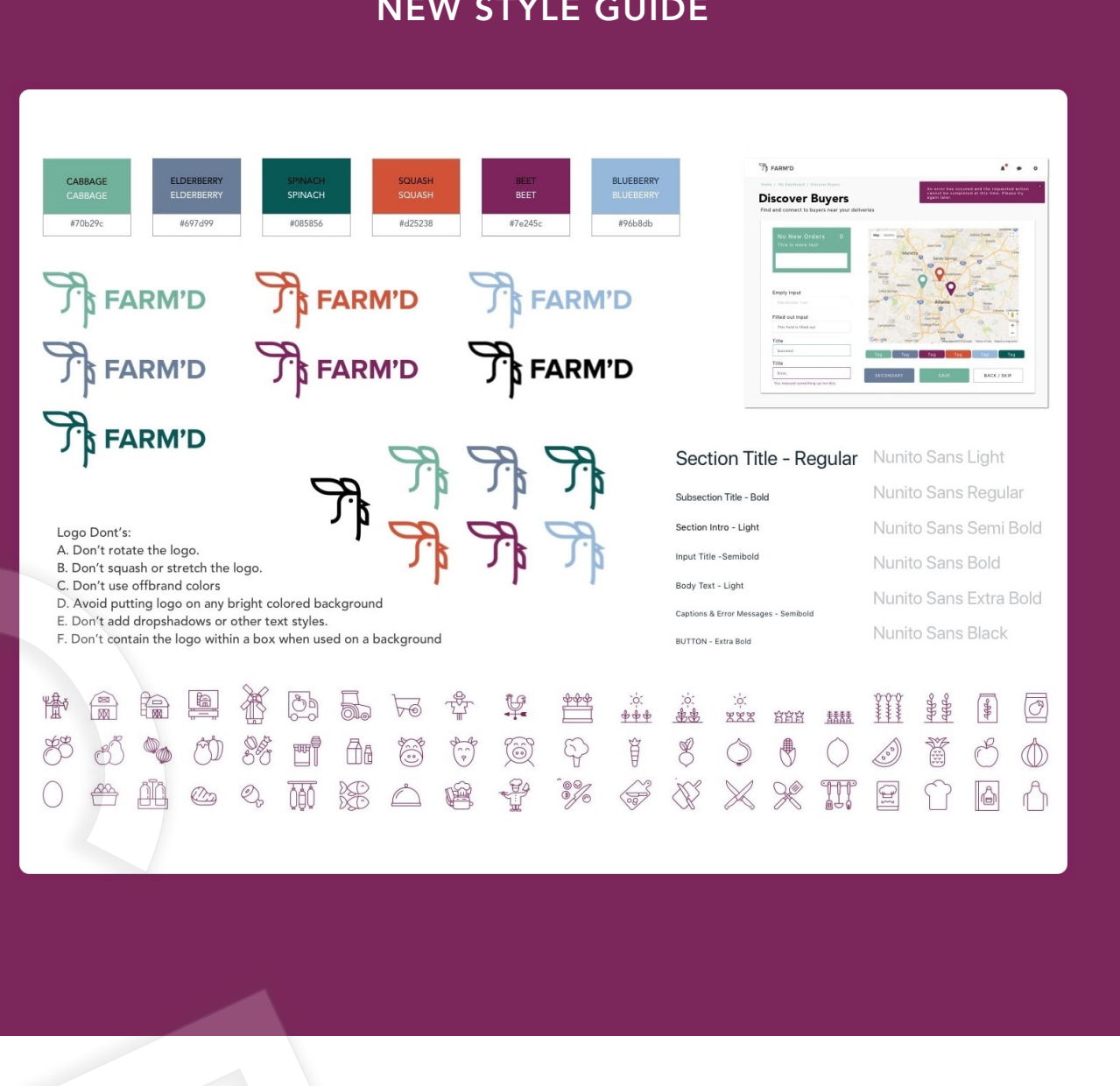
NEW BRANDING

Farm'd's platform did not match what the stakeholders described to me as their brand identity. I started the redesign process by compiling images and quotes that the stakeholders felt really represented who Farm'd wanted to be. I made a moodboard and used it to create a new style guide using natural colors from foods that can be found on the marketplace, playful icons that farmers and chefs can understand, and a new consistent font that was easier to read across platforms. I also found that the logo was too big for the space allotted on a digital platform to be able to tell what it was (a rooster on a weather vane), so I made smaller variations and we implemented all the new branding into dashboard right away.

MOODBOARD



NEW STYLE GUIDE

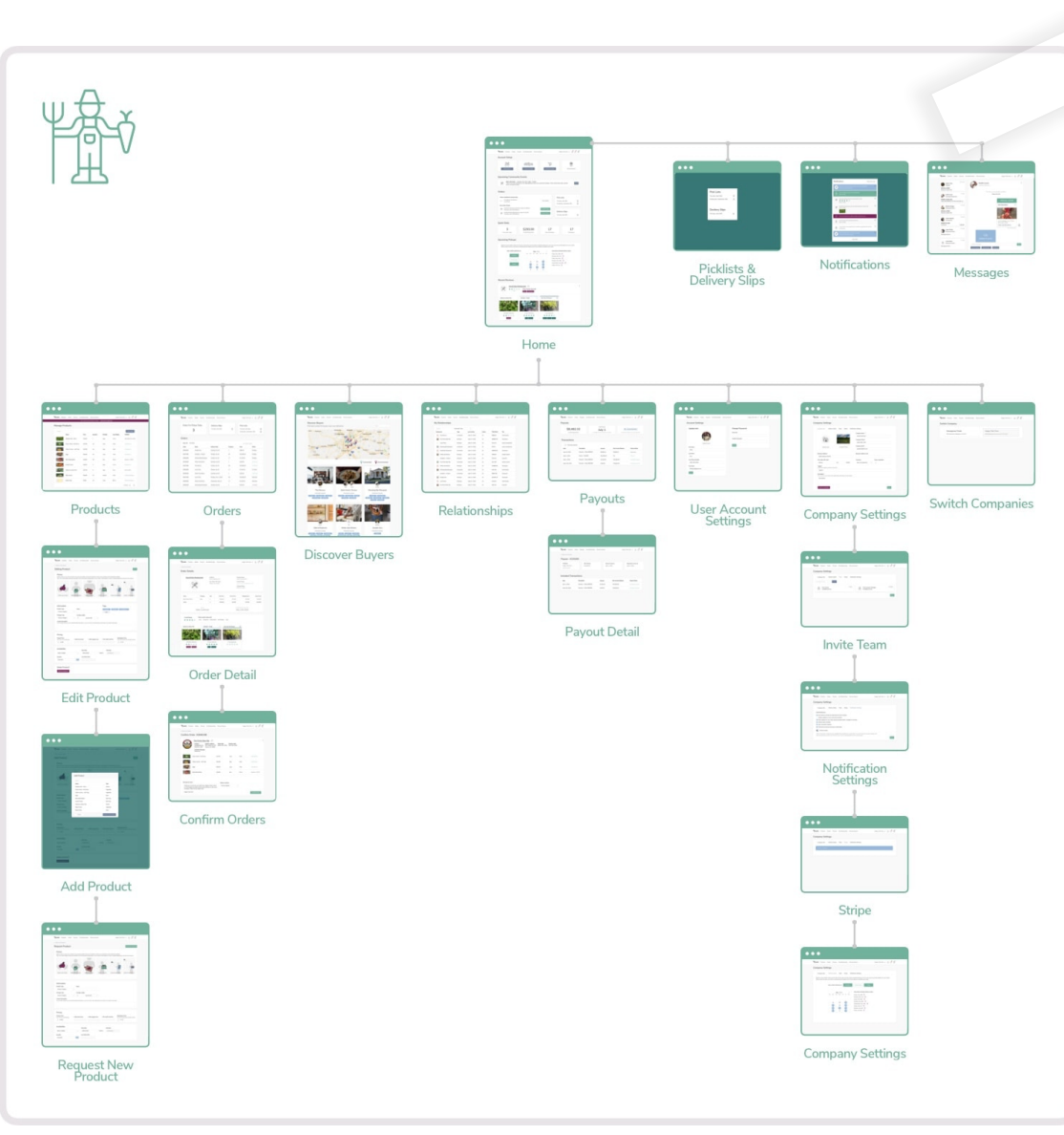


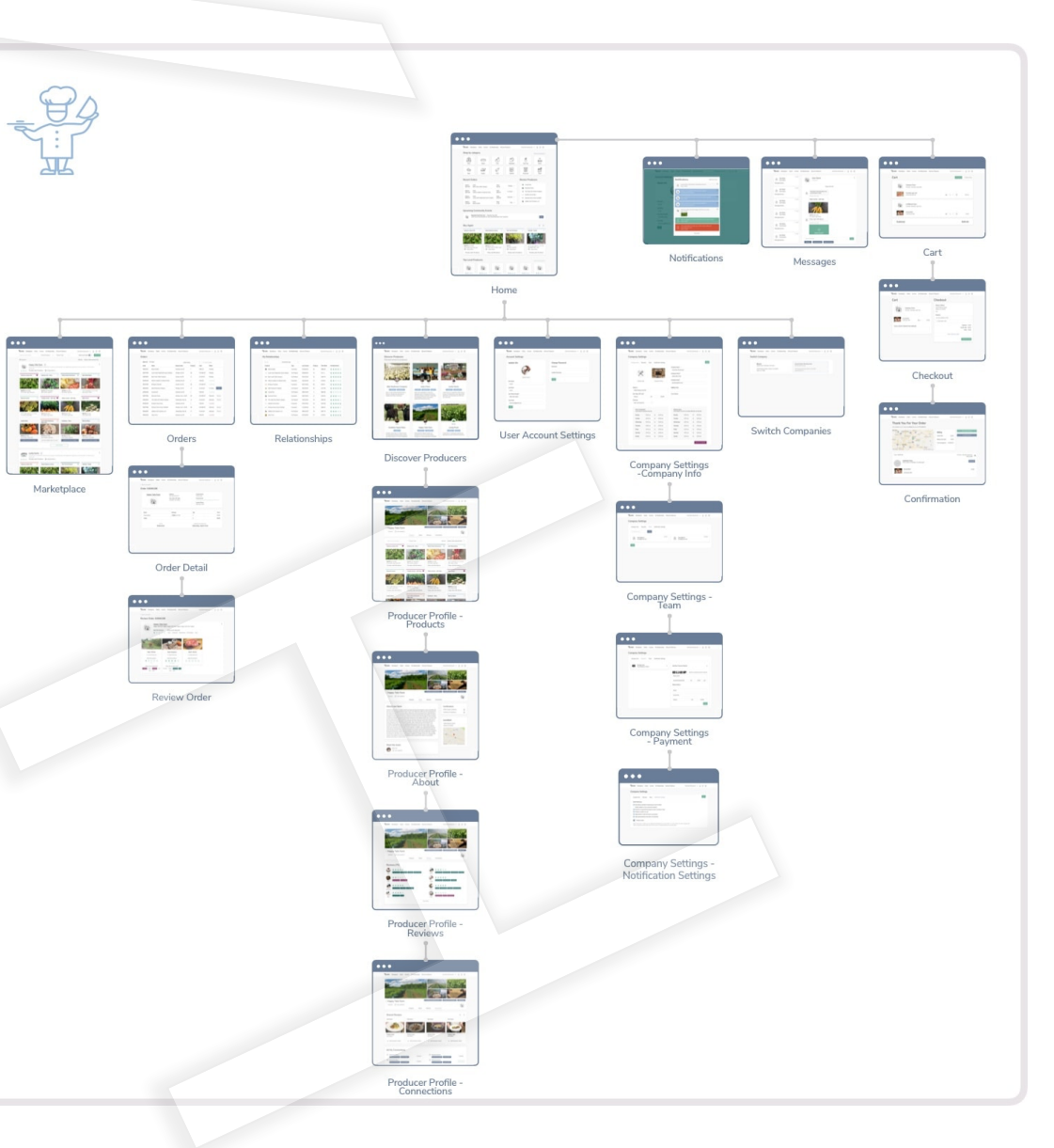
NEW NAVIGATION

Difficult navigation was a pain point for both users. The navigation was all clumped into one dropdown stuck in the middle of the nav bar. I broke it out from the dropdown and rethought the architecture of the site and created new site maps. Another major pain point for both users was the fact that they had no access to edit almost any of their company or account information, which was starting to break their trust. I redesign all the settings and gave them access to edit the following:

FARMERS: company information, profile information, pickup address, delivery dates, team members, stripe connection, and notification settings.

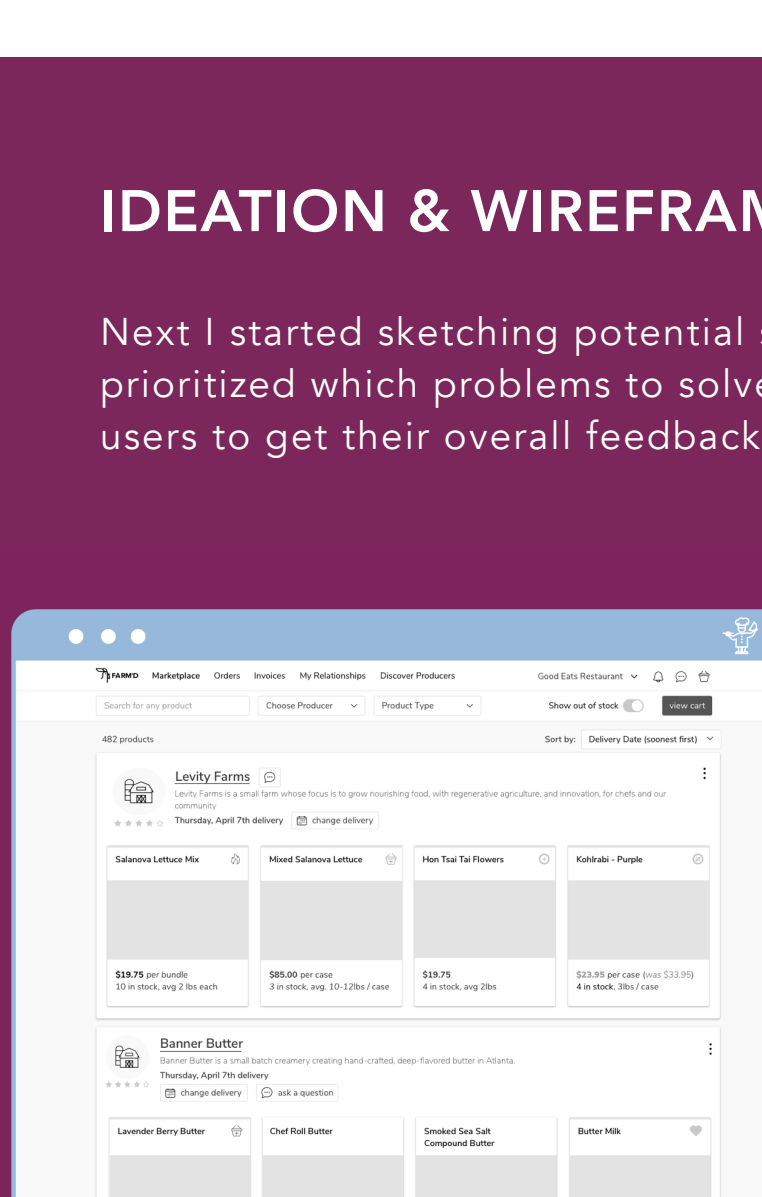
CHEFS: company information, delivery address, payment methods, team members, and notification settings.

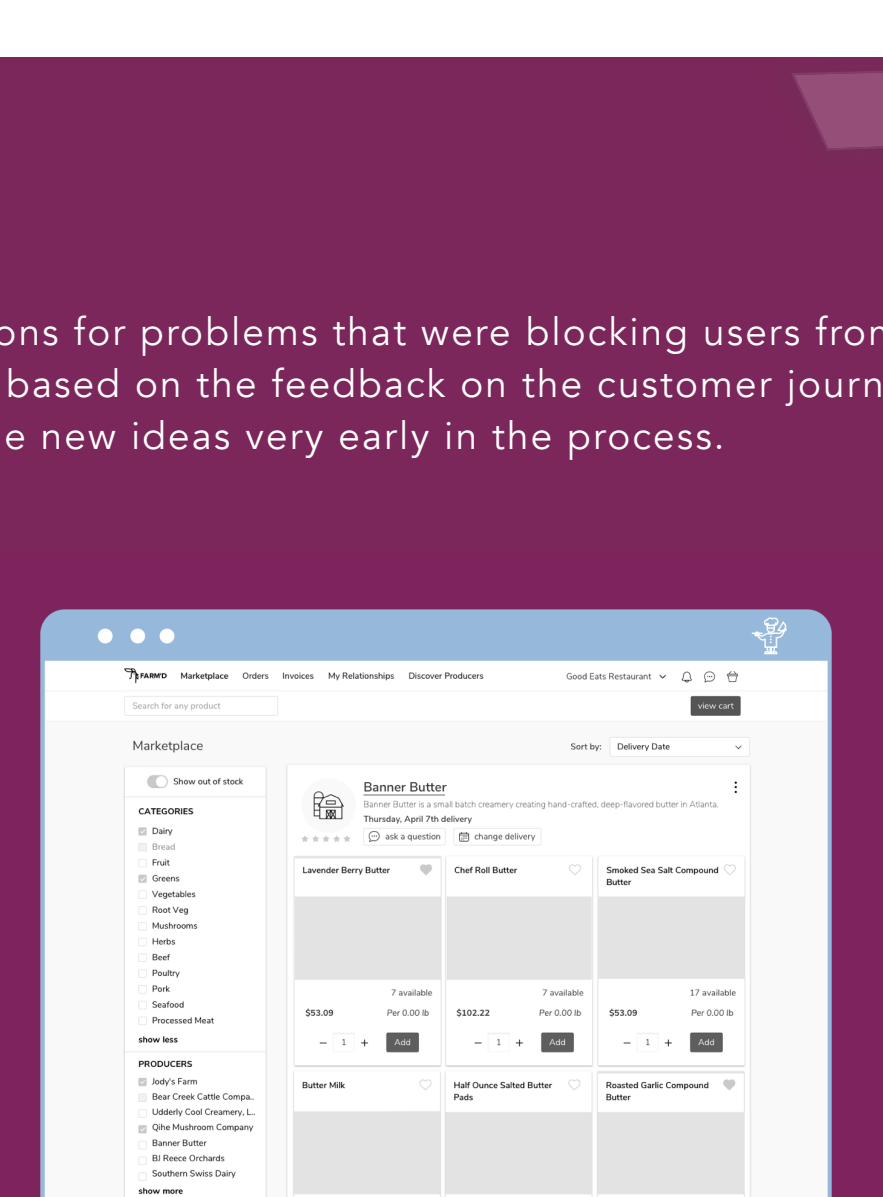


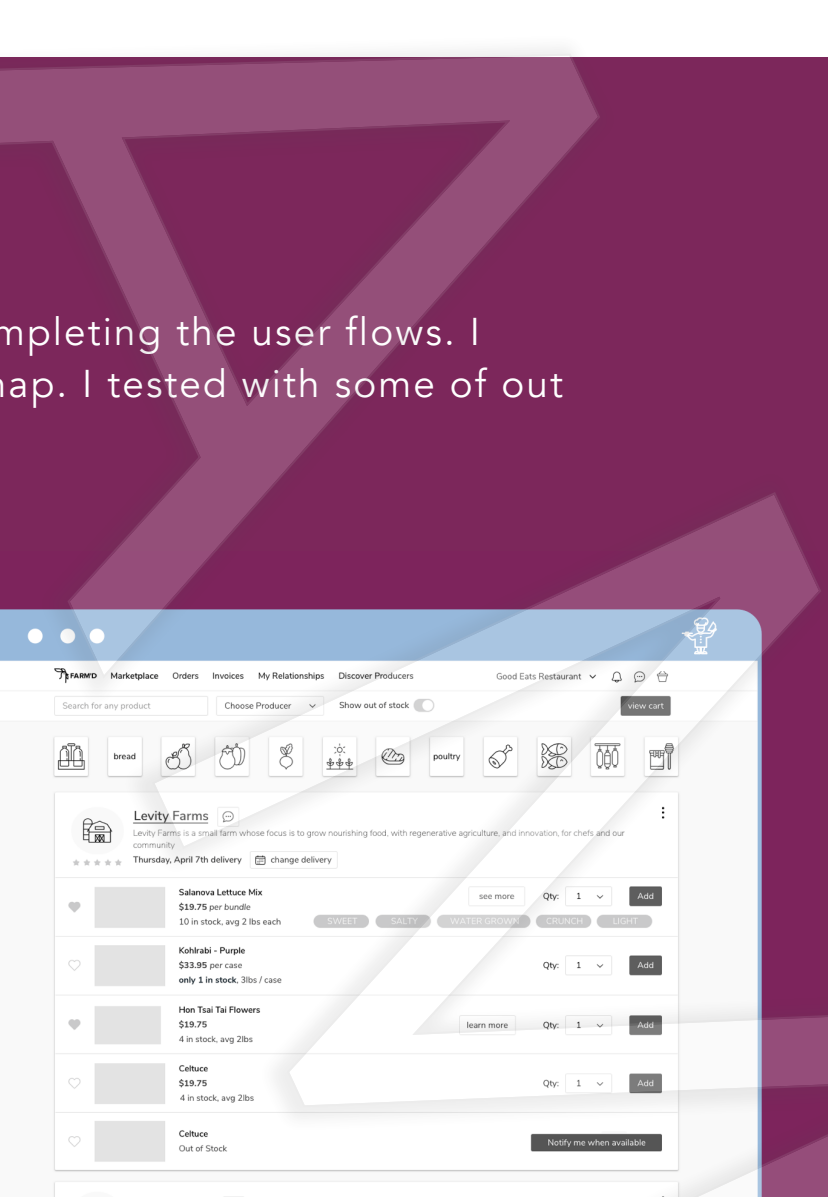


IDEATION & WIREFRAMES

Next I started sketching potential solutions for problems that were blocking users from completing the user flows. I prioritized which problems to solve first based on the feedback on the customer journey map. I tested with some of out users to get their overall feedback on the new ideas very early in the process.





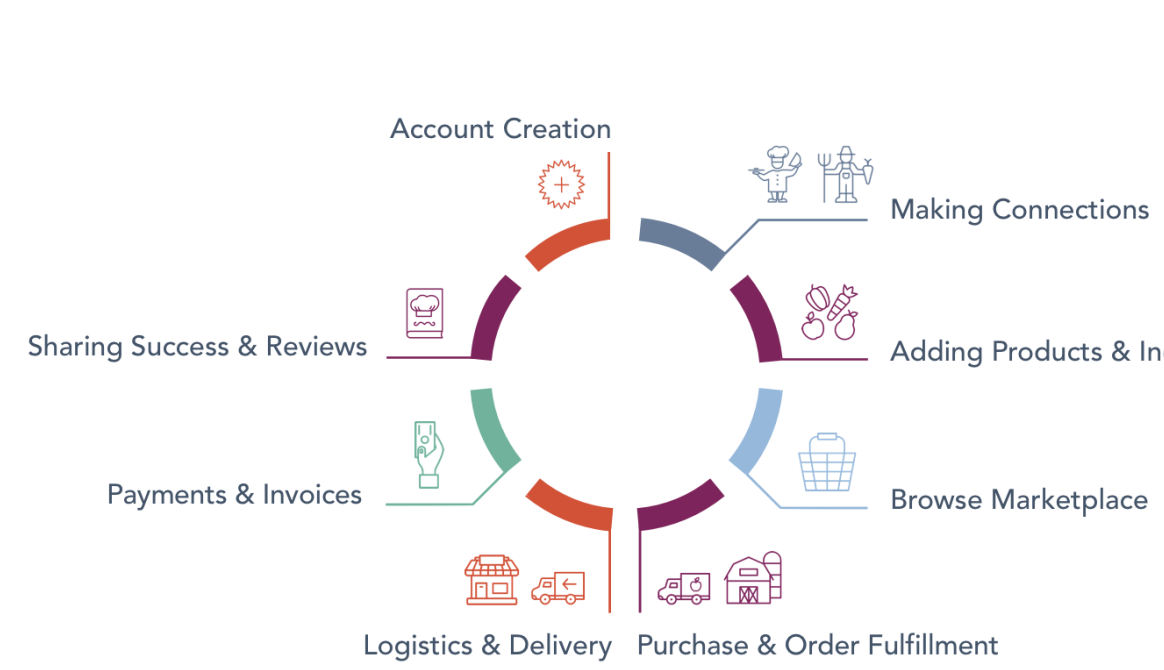


TESTING & ITERATIONS

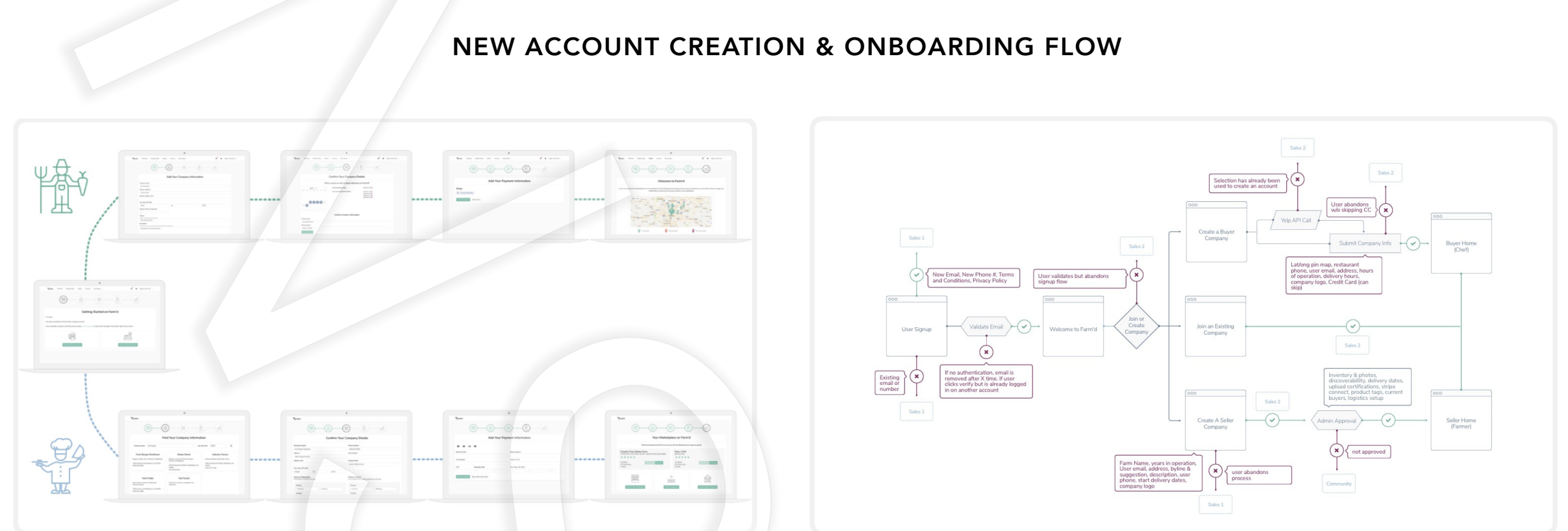
Cops are an active part of our daily lives. The public needs a safe platform to be able to easily give feedback based on our experiences with the police force. We want to weed out bad cops, but also be able to reward the good cops that protect and serve our community. Just as police officers serve to protect us, we want a say to be able to protect the amazing officers in our community as well.

SOLUTION

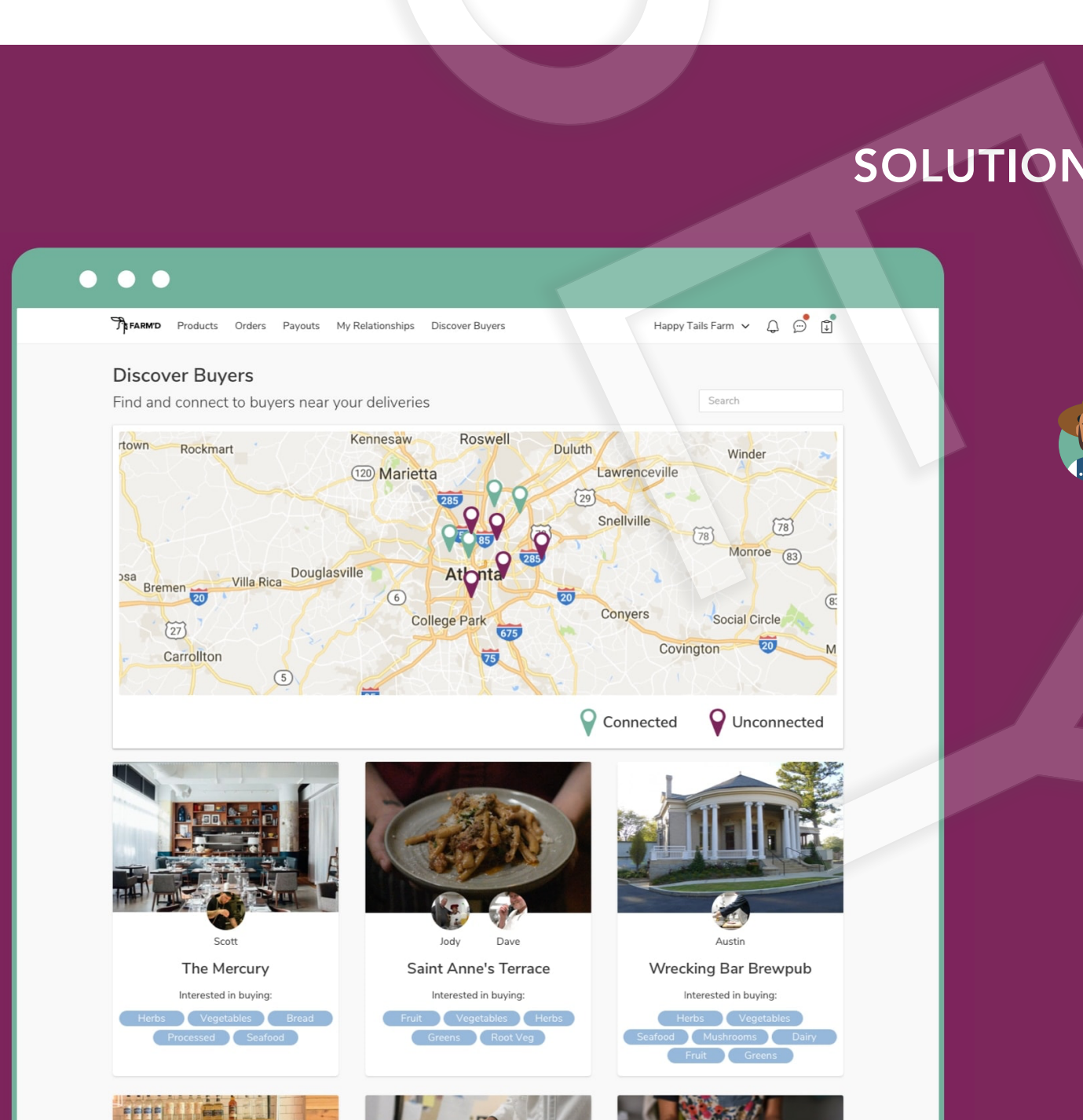
I tested the rest of the wireframed solutions for each step in the customer journey with chefs & farmers, iterated on them, and finally brought the best solutions up to high fidelity. Following the customer journey map, below is an overview of the redesigned Farm'd dashboard!



NEW ACCOUNT CREATION & ONBOARDING FLOW



SOLUTION



DISCOVER BUYERS

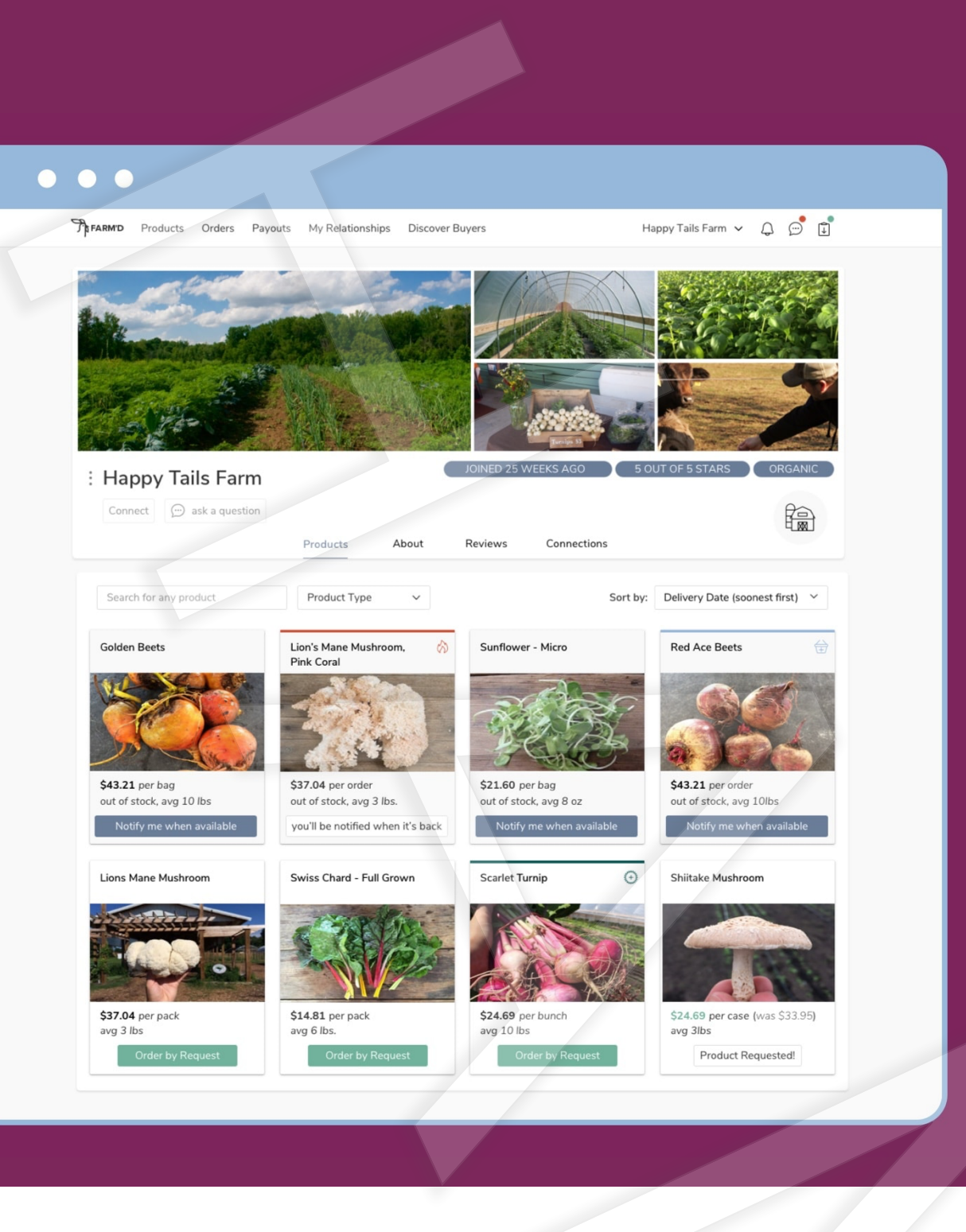
Before the redesign, Farmers would have to go through a 3-step friend process for each buyer before their farm would populate in the marketplace. There was also a severe lack of any information available about buyers, which was deterring farmers from connecting.

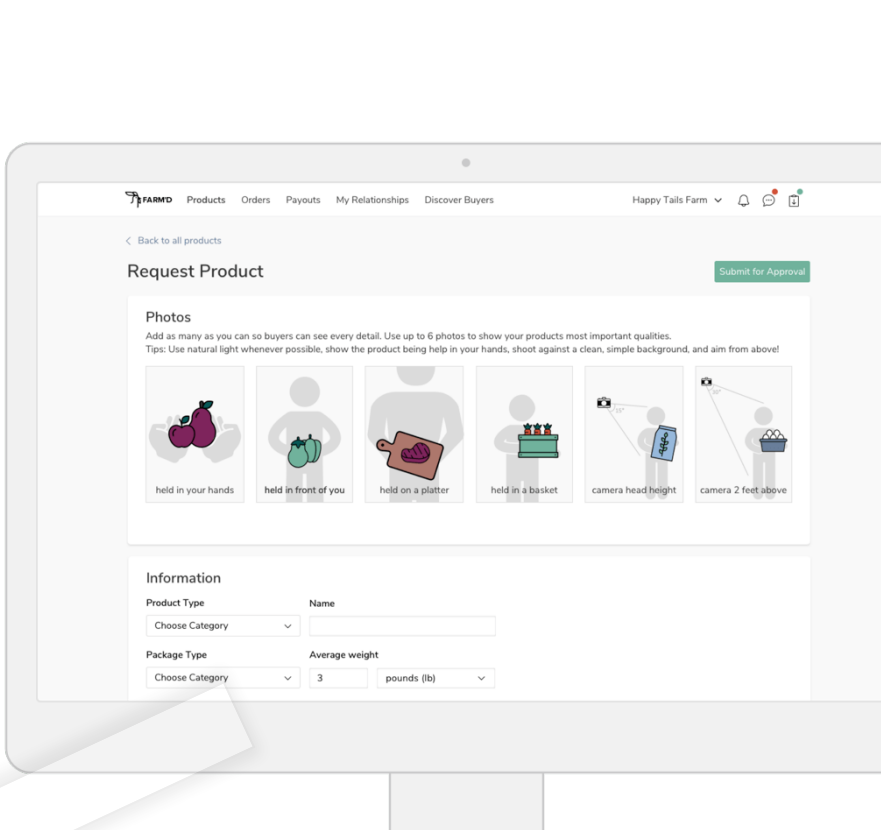
After the redesign, all buyers and sellers are automatically connected after creating an account. Both buyers and sellers have the ability to unconnect if they wish. I also added automatic tags to populate on each buyers card with product types they have bought previously or have expressed an interest in buying.

FARM PROFILE

On the new profile for farmers, chefs can now:

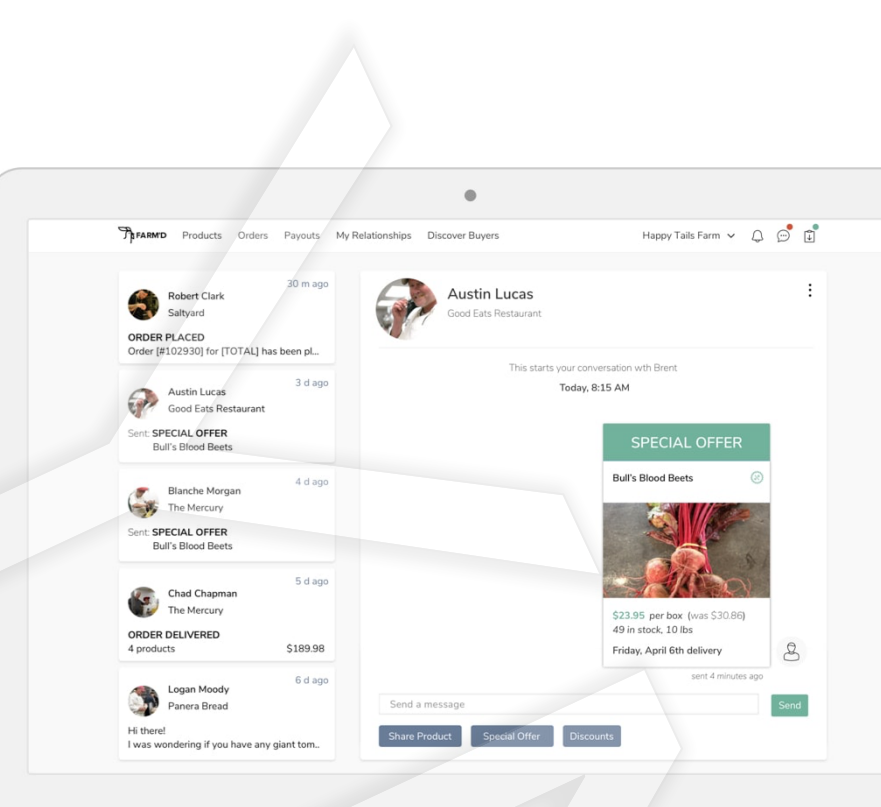
- See what products the farm has available
- Request to be notified when a product comes back in stock
- Order non-marketplace products by request
- See More comprehensive information about the farm including relevant certificates
- Read review other chefs have left on both the farm and all of their products
- View recipes and meals other chefs have made with the farms products





PRODUCT MANAGEMENT

Farmers now have the option to add any product they want, either by searching through existing products or adding a totally new one. They also now have control over the product description, product type, inventory level management, and product availability. I also added a new photoguide to help empower them to add pictures that make their raw products look more appetizing over the internet than before the redesign.

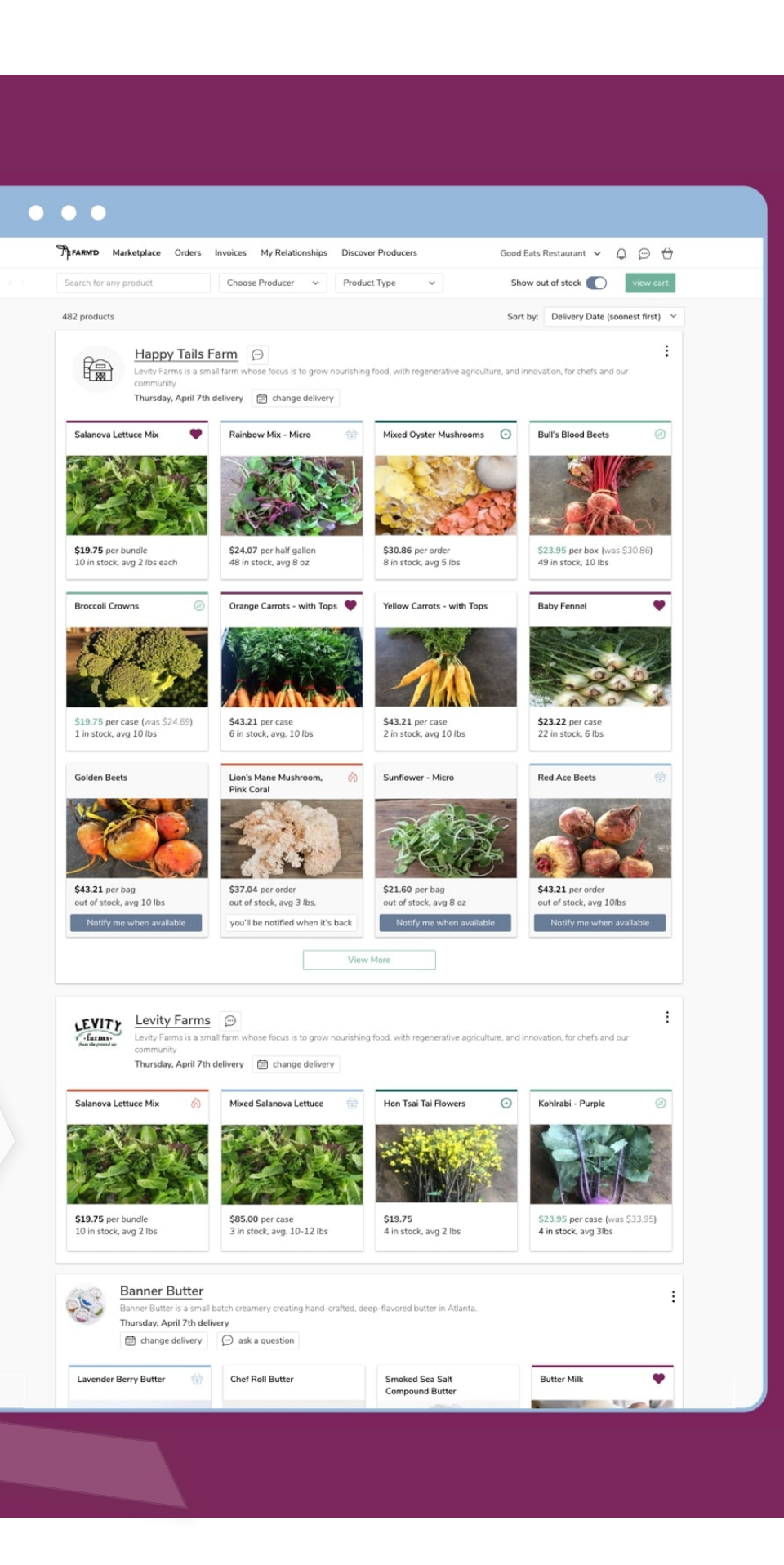


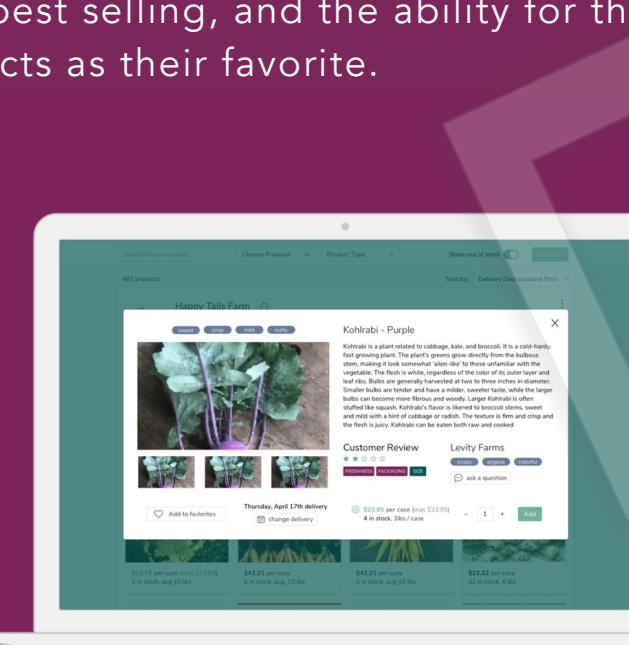
INCENTIVES

Messages got a total rehaul! Farmers can now send messages with discounts, specified products, or special pricing to any chef they want for private viewing.

MARKETPLACE IMPROVEMENTS

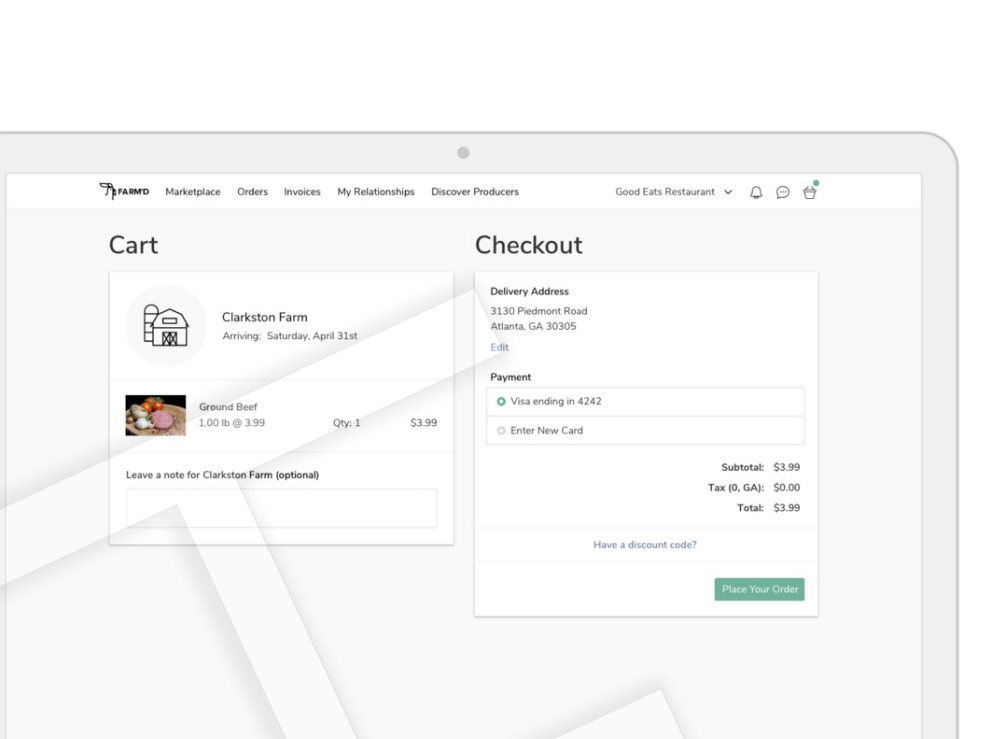
Chefs we're having a really hard time using the marketplace to find products to buy. After testing and finding the most natural way for chefs to browse, filter, sort, & see farm specific product details on mobile and desktop - I wanted to add additional functionality to make it that much more delightful and enticing for them to start using. I resized the product cards so that they can see more products without having to scroll as far. On the product cards, I also added icons and color specifiers to highlight products that the user has bought previously, new products, products on sale, best selling, and the ability for them to save products as their favorite.

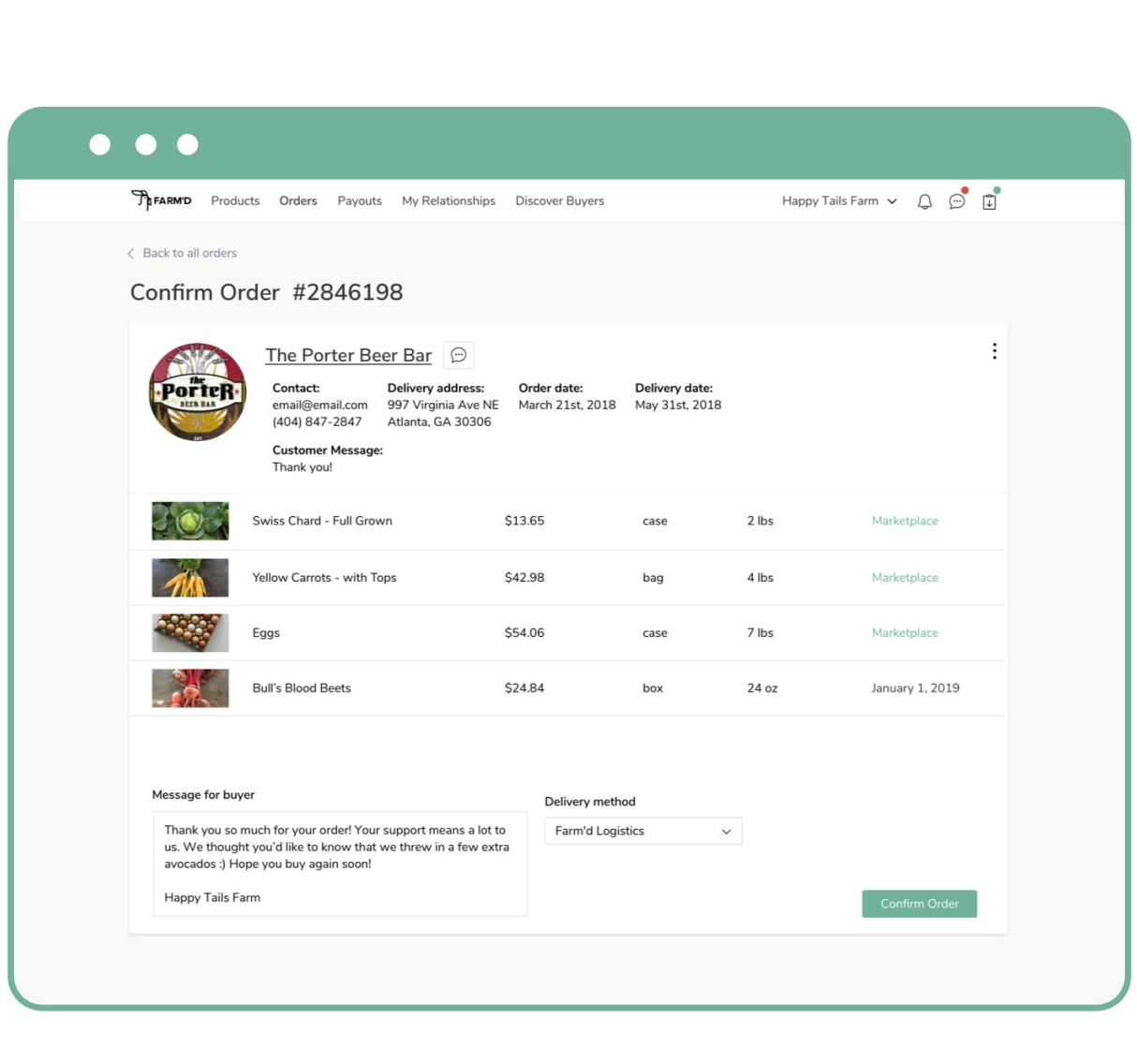




CHECKOUT

Now that chefs can view the marketplace and find products, next was improving the checkout experience. I added a 'checkout & pay' button right into the cart for buyers who have a card & delivery address on file - taking the 6 step process down to 2 steps.





ORDER CONFIRMATION

Farmers will now receive an automatic message notification from the chef about the order placed, prompting them to go ahead and confirm the order and download the pick list.

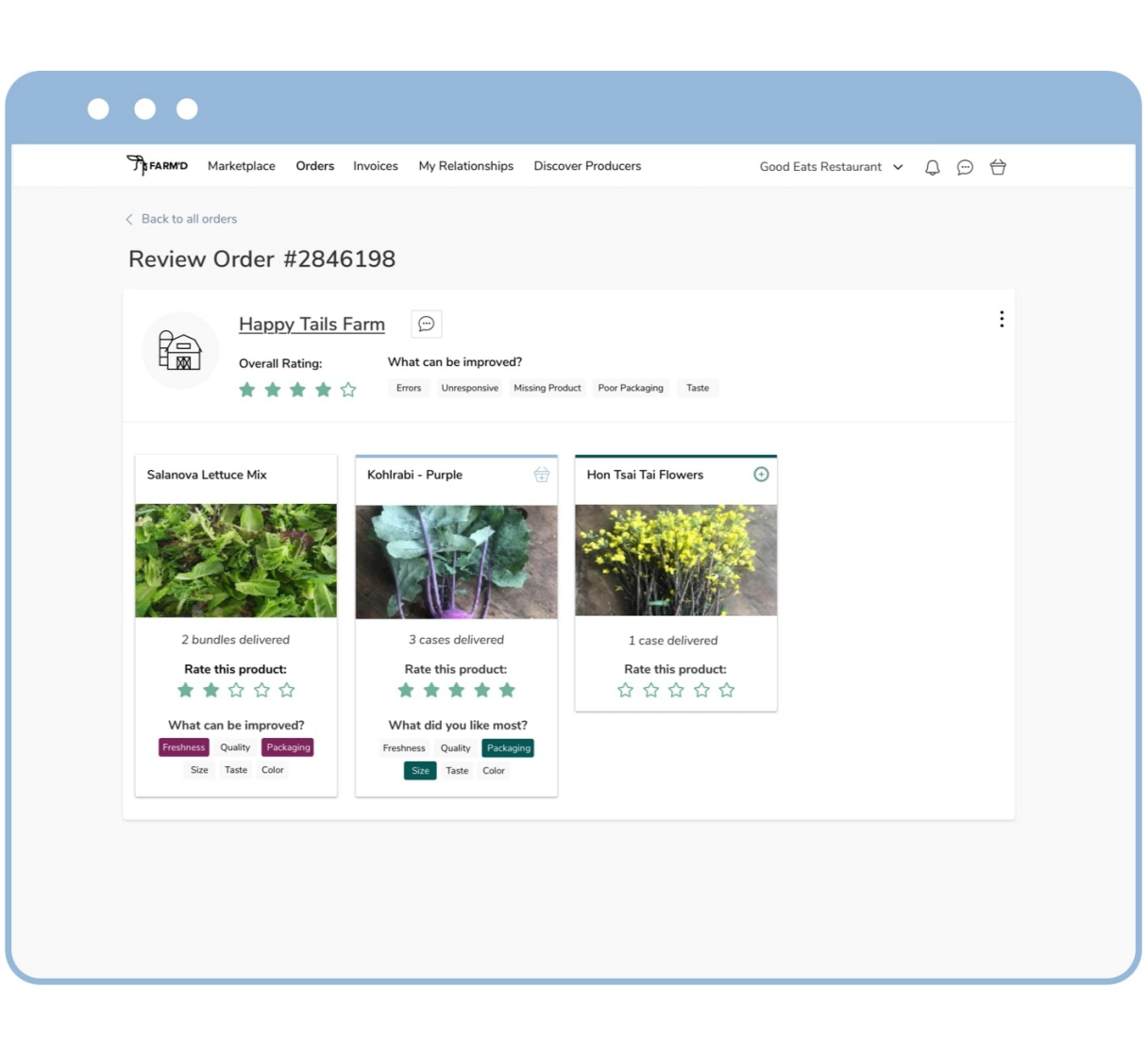
Before the redesign, the Farm'd dashboard was set up in a way where farmers would be looking at all incoming orders to approve on one screen. This was confusing and hard to use not only because of the sheer number of different orders being displayed as one, but there was also a lot of buttons that looked the same yet had very different functions. Farmers would frequently call Farm'd customer support to fix orders due to mistakes on this screen.

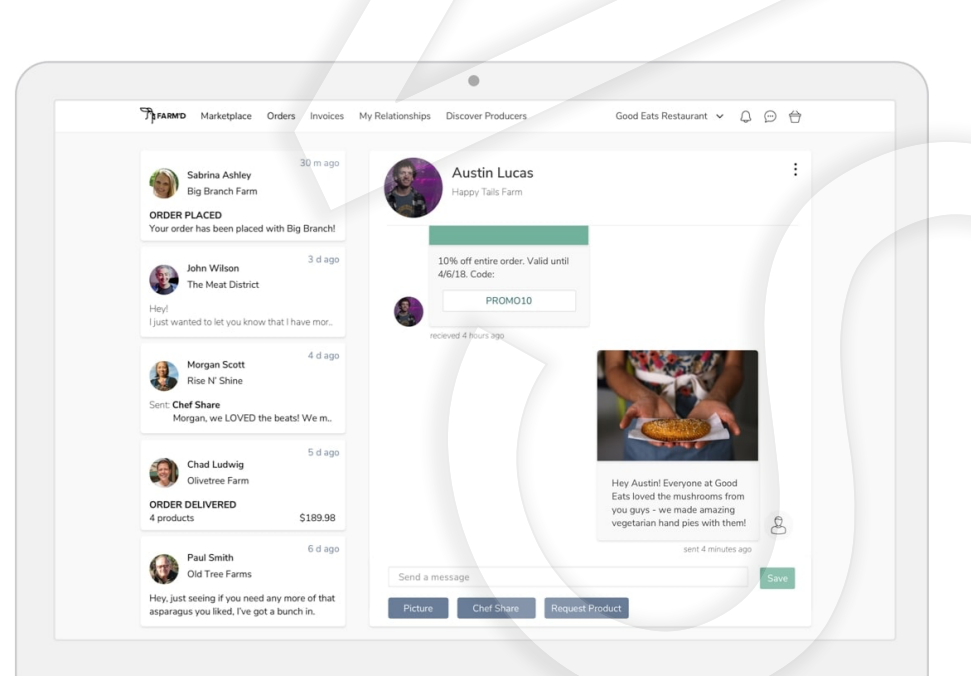
Now farmers will simply view one order at a time to confirm or edit it. They also now have the option to add a message back to the buyer, to make the whole experience more conversational and personal.

REVIEW ORDERS

Before the redesign, users had one screen to review all producers they had ever bought from all at once. It was confusing and intimidating for most buyers, which resulted in exactly 0 reviews being done by any users before the redesign. During testing, the biggest pain point was that the product cards would disappear as soon as you chose a star rating, which ended up happening while the user was still reading the second question and it's answer options.

After the redesign, I reorganized the site architecture so instead of an all inclusive 'review producers' page, buyers now have the option to review individual orders directly from the orders screen. The dashboard still autosaves each answer in real time, but now the cards stay in place so users don't feel pressured or rushed.





SHARING SUCCESS

Chefs now have the option to send farmers recipes and pictures of the meal they made with the products they bought. Both users found this really exciting and fun! Chefs enjoyed showing off their culinary creation and farmers loved getting the feedback & validation they had been missing prior. Farmers then have the option to keep it private or share it on the last page of their profile with the products in it tagged, for other chefs to view.

IMPLEMENTATION

Once the solution was laid out, I broke it down into manageable sections of the dashboard to be built in two week sprints each. I created a timeline for the next few months and hung it in the office so everyone on the team knew which parts of the dashboard were being worked on at any given time. Before each sprint I took the overall redesign and worked with an outside development team, Codesmith. We had always started with an kick off meeting to ensure there weren't any hidden technical limitations I wasn't aware of, and work together to find new solutions when there were. After the meeting, I broke down each sprint into tasks with annotated wireframes, a zeplin link, a detailed explanation, and a video example from the high fidelity prototype. After they finished building and testing the solutions themselves, they would pass it back to me for final approval before pushing to production. I made a product release blog for the team outlining all upcoming changes to the product so everyone would be prepared to educate our users. After each update was released, I used Fullstory to watch our users use the new interface & measure for success.

RESULTS

Prior to the redesign, farmers had not received any reviews yet. Upon testing the new designs - they were excited to see a notification letting them know a review had been completed & also delighted to find the review right on the order detail page. Users intuitively knew exactly where to go the next time to find new, incoming reviews.

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NEXT STEPS

- I'd like to give farmers some stats so they can see which products are selling well and who their best buyers are.
- Add ability for farms to connect with farms and buyers connect with other buyer - to make it more community based.
- Change marketplace to display products freely instead of grouping them by farm.
- Add ability for buyers to compare products by price.
- Allow farmers to upload products with multiple size variations and prices.
- Add recommendations for farmers to help them plan what seasonal products to grow, how much, and when to optimize sales.
- Continue to update the invoicing and billing system within the dashboard.
- Update managing products & orders on mobile for farmers.