



FreshConnect

Find your Fresh

Objective

Our objective is to create a multifunctional application and a supporting website that enhances the experiences of tech-savvy visitors, vendors and area businesses at the Dane County Farmers' Market on the Capitol Square. The app will include an easy payment method, coupons and incentives, profiles of individual vendors, seasonal recipes and an interactive map of the Capitol Square and vendors. The app is designed to be a comprehensive tool for navigating and enhancing your farmers' market experience with an inside look at the largest producer-only farmers' market in the country.

Main Strategy

Popular across the state, the Farmers' Market is frequently a bustling event that can be overwhelming to navigate. FreshConnect will facilitate a hassle-free market environment for visitors, vendors and local businesses. The product will integrate the visitor into the Farmers' Market culture.

For customers:

- **Payment method:** Our survey shows that 18 percent of respondents think payment method is a difficulty for shopping at the Farmers' Market. FreshConnect features an easy QR code payment system to address the problem. By installing our app, customers will be able to scan a QR code for the merchandise on the vendor's phone and the payment can be automatically processed. It saves major time of cash exchanges.
- **Interactive map:** The survey indicates that crowds at the market are the biggest difficulty for shopping. Therefore, FreshConnect introduces an interactive map listing all the categories of produce, highlighting the location of the most popular stands and their alternatives.
- **Promotional items:** The survey shows that 14 percent of respondents are concerned about prices at the Farmers' Market. To address this concern, FreshConnect provides many promotional items, coupons, cooking events and a reusable canvas bag to receive discounts from certain vendors.
- **Social sharing:** According to the survey, 91 percent of respondents bring their electronic devices to the Farmers' Market and two thirds share their experiences on social media. FreshConnect enables social media interactions for people to post their photos, show their favorite foods, interact with friends, etc.

For vendors:

- **Increasing traffic:** With more customers installing our app, they will learn about lesser-known seasonal offerings vendors have. This will increase the traffic for vendors.
- **Personalized branding:** The FreshConnect website has profiles of vendors introducing their stories and their products. It helps brand vendors in a more personalized way.

Customers will be able to see vendors' farms, specialties and get a deeper understanding of the stories behind the produce they buy.

For local businesses:

- **Increasing traffic:** According to our market research, over two thirds of respondents visit other downtown Madison businesses while they are at the Farmers' Market. Therefore, FreshConnect will introduce visitors to area businesses.

Stories in Motion

To help better understand the functions and benefits of the mobile app, here are some stories we have on the supporting website.

- Location of vendors and food carts on Capitol Square
- A step-by-step guide to start selling at the Farmers' Market
- Profile of flower vendors and behind-the-scene stories of farmers
- Comparison between the Farmers' Market and other grocery stores
- The merchandise sold at the Farmers' Market

Revenue

1. Payment method

Fresh Connect will include an easy payment method between vendors and visitors. The payment method will be an electronic QR code that a vendor will scan for the visitor upon purchase. A certain percentage of each transaction will go back to FreshConnect.

2. Coupons and discount incentives

The FreshConnect app will offer weekly incentives for visitors to take advantage of at the Farmers' Market. These coupons will be specified for a particular vendor. They may offer a 50 percent discount on cucumbers, or a buy-one, get-one half off on flowers, or any other incentive vendors choose. These coupons will not provide fiscal revenue, but rather they will be an incentive for visitors to download the app. Downloading the app may lead to possible purchases of other merchandise and further exploration of FreshConnect.

3. Advertisements from vendors or local area businesses

Local businesses and vendors on Capitol Square will be able to pay a flat rate charge to FreshConnect in order to have an advertisement placed on the app and website.

4. Canvas bag

FreshConnect will sell a canvas bag with the official app and website logo. Visitors will be able to purchase the bag and receive a 10 percent discount off purchases they fill the bag with. Vendors will be able to choose whether or not they want to be FreshConnect certified and take part in the discount rate.

5. Cooking Evening

FreshConnect will offer monthly cooking evenings. Participants will be responsible for purchasing the necessary produce ahead of time and FreshConnect will provide any other needed tools and ingredients in order to make the recipes. The cooking evenings will be led by a farmer's market vendor and will feature seasonal produce in creative recipes. FreshConnect will charge a flat rate for each participant in the cooking evenings.

Timeline

FreshConnect hopes to have a preliminary app and website ready to unveil by mid-summer of 2015. The FreshConnect team plans to use the remaining portion of the 2015 outdoor Farmers' Market season to test out the first edition of the app. FreshConnect will utilize the winter to make needed changes to the app and have it entirely upgraded for the 2016 outdoor season.

The app will be able to be used for the 2016 indoor Farmers' Market season. It is FreshConnect's hope that, within two years, the app will expand to other area farmers' markets throughout Dane County and possibly the entire state of Wisconsin.

Potential Problems

FreshConnect's proposed website and app does have some overlap with material that already exists; however, it seeks to combine useful tools and information in new ways to enhance the experiences of Farmers' Market shoppers in a central location. Although there is some overlap between the information already existing on the Dane County Farmers' Market website, FreshConnect offers more comprehensive content addressing many different aspects of the market. The Farmers' Market draws a very large, diverse crowd of Madison residents and visitors. In order to help gain a steady and loyal user-base, we will hold monthly cooking evenings to promote the services of the app and the products of the market. Because the Farmers' Market draws a very geographically diverse crowd, we will promote the app to its visitors by branding it as an essential part to an authentic Farmers' Market experience.

Creative Concepts for FreshConnect

FreshConnect plans on integrating creative concepts to make the overall app and website experience positive and enjoyable. These creative concepts include:

- Hashtag, #findyourfresh, to be used on social media
- Strong social media presence, including Instagram, Twitter and Facebook
- Timelapse video, showing a day at the market
- Promo jingle for FreshConnect
- Canvas bag and stickers with FreshConnect logo
 - Apparel and accessories a possibility for future seasons
- Cohesive color palette, focused on earth tones



- Recognizable and unique logo

Conclusion

FreshConnect is an innovative and interactive platform, designed to enhance the Farmers' Market experience. Whether a first time visitor or a Farmers' Market veteran, we invite you to find your fresh.