CropCircle

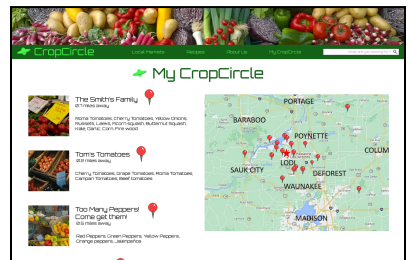## The Crop finding App
(And Website)

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The Vision

   Yes, the name I came up with for this app is an alien reference, but it also describes the goal of this app; which is to provide an easier way to locate all these local, bottom of the driveway, fruit and vegetable stands via a mapping system. In the end you will have your own circle of crops, "cropcircle". And of course some of these homes may also have eggs, or firewood, or maybe even flowers or plants. Whatever is being harvested, there absolutely needs to be an easier way to find all these ma and pa stands, which are probably closer to you than a grocery store and most definitely cheaper than one. An overall great way to bring more money to these local green thumbs and bring a community closer together. The whole idea of this product would be to bring people together and create a more harmonious lifestyle for us all.
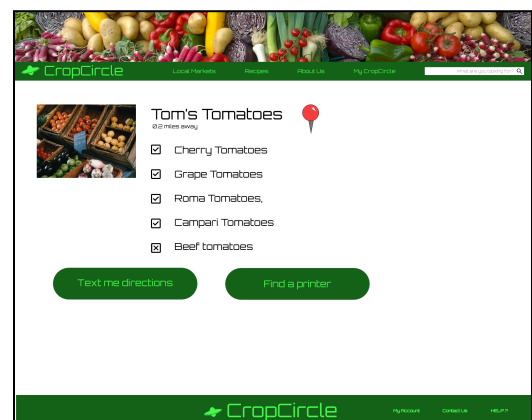
Who's a target?

When I first came up with the idea I was living in a small town in rural central Wisconsin, and there were soooooo many fruit and veggie stands everywhere I went. I would've stopped at these stands more often if I knew beforehand what they had at them so I wouldn't have to pull over and maybe be disappointed by the selection. I think people who live in a city would also find this product useful because even driving around in Madison, I would see peoples tables and crates all over the place with all these adorable handmade signs. A while ago too, I was living in a van and I would've absolutely loved an app like this so I could find fresh and cheap produce on the road. I truly don't think there's many people that wouldn't benefit from an app like this, no matter what kind of life you're living or where you're located. I even asked an international friend over in Norway if he thought there would be a need for something like this over there and he said "oh yes! That's brilliant! I would use it everyday! I see stands like that everywhere."
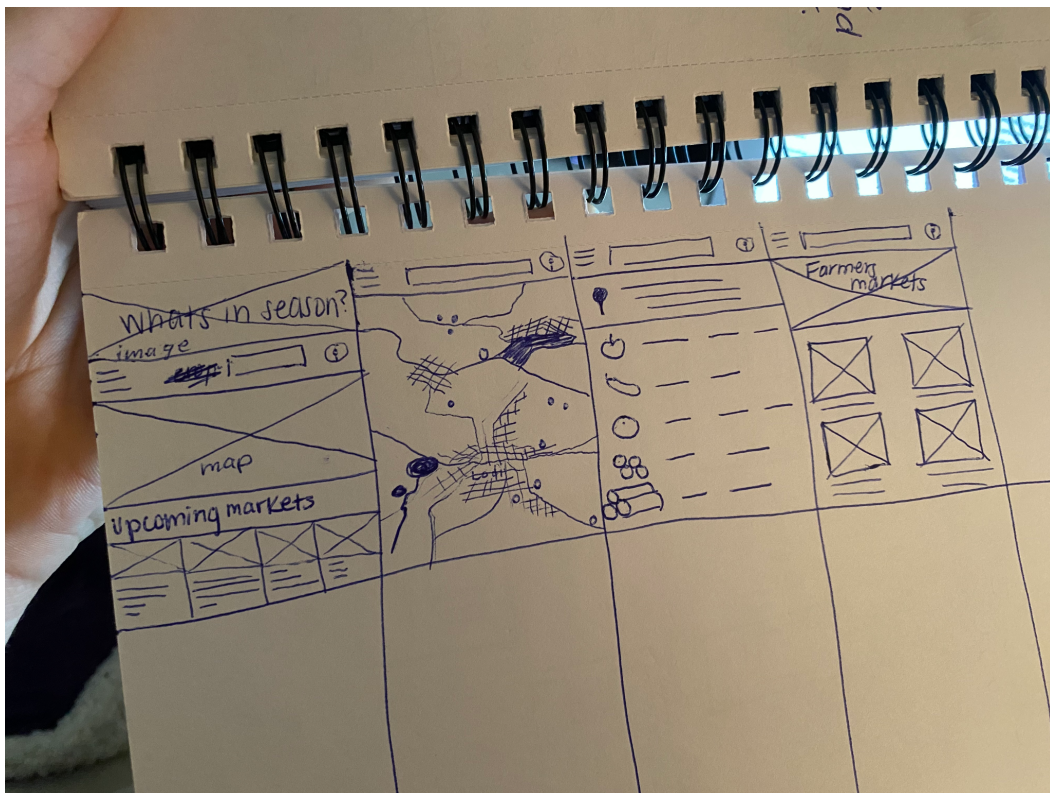
Research Conducted

I decided to conduct an unmoderated study because the design I created was fairly simple. I just gave my anonymous users the link to my design and gave them the task of finding tomatoes and getting the directions to a local stand close to their current location. All users completed the task in the end even though some users reported taking a slightly different journey through the flow of the screens than others.

I wanted the main purpose of this website to give the public a more

convenient way to find locally grown produce, however a few contestants didn't grasp that concept right away. One even thought it was a delivery service, another thought it was a food blog. A few tweaks are in order to make this service scream its purpose. Some of the older users really liked the option to print the directions, just like we had to do back in the day. The others preferred to use their phone 100% of the time. I would like to test out CropCircle again before launching it into the world but I'm always excited to receive feedback.
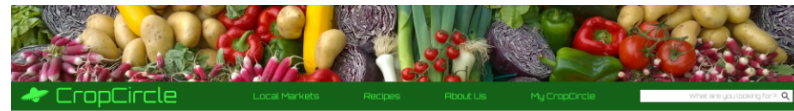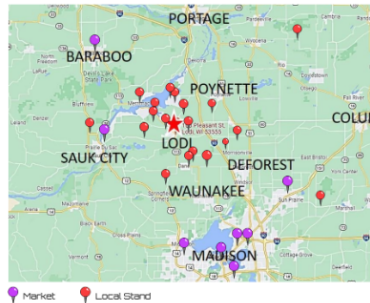
Sketches and Wireframes

My very first drawing of my initial idea was to make the map fairly front and center. As I started designing I started to think of other way someone could use this app I created.

Finalized Designs

Now of course nothing is designed without room for improvement, so with that being said these are my mostly final designs for this product. It turned out pretty close to how I imagined it but of course seeing it come to life is very thrilling.

CropCircle

Local Markets   Recipes   About Us   My CropCircle

Local Stands

The Smith's Family
0.1 miles away
Roma Tomatoes, Cherry Tomatoes, Yellow Onions, Russets, Leeks, Acorn squash, Butternut Squash, Kale, Garlic, Corn, Fire wood

Tom's Tomatoes
0.2 miles away
Cherry Tomatoes, Grape Tomatoes, Roma Tomatoes, Campari Tomatoes, Beef tomatoes

Too Many Peppers! Come get them!
0.5 miles away
Red Peppers, Green Peppers, Yellow Peppers, Orange peppers, Jalenpeños

Richards Veggies
1.1 miles away
Roma Tomatoes, Cherry Tomatoes, Yellow Onions, Russets, Leeks, Acorn squash, Butternut Squash, Kale, Garlic, Corn, Fire wood

Cherries!!!
1.4 miles away
Bing Cherries, Chelan Cherries

Spring st veg!
0.5 miles away
Red Peppers, Green Peppers, Yellow Peppers, Orange peppers, Jalenpeños

Tom's Tomatoes
0.2 miles away
Cherry Tomatoes, Grape Tomatoes, Roma Tomatoes, Campari Tomatoes, Beef tomatoes

Cherries!!!
1.4 miles away
Bing Cherries, Chelan Cherries

Stew's Veggies
1.1 miles away
Roma Tomatoes, Cherry Tomatoes, Yellow Onions, Russets, Leeks, Acorn squash, Butternut Squash, Kale, Garlic, Corn, Fire wood

Featured Markets

State Street Saturday Market
22.5 miles away   Hours: 9am - 4pm

Come down to Madison this Saturday and stock-up on your favorite fruits and veggies while strolling the beautiful capitol square of downtown Madison. This family friendly market is the perfect place to meet the local farmers or snag a loaf of cheesy bread. This market is every Saturday so don't

Challenges and Constraints

One pretty big challenge or recurring question I had was, should I make two separate apps for the people who own the veggie stands or do I make selling your own produce an option on the app for everyone. In the end I believed it would be better to have it all on one app, because people will most likely do both or just use it to find stuff rather than sell. I questioned whether this is even worth pursuing because how on earth do you monetize an app like this? I know I want it to be free, but I want there to be a way to have people's earnings get directly deposited into their accounts.

Key Takeaways

To conclude my case study for CropCircle, I really truly believe that there is a purpose for an app like this. I will most likely continue to edit the flow of this product so it becomes even easier and self explanatory over time. The goal for this product is to have it mesh into our lives so well that we don't know why we ever lived without it. If I don't create this app I sure hope someone else does!