



- THE HAYWARD FARMERS MARKET CAMPAIGN -

Created by



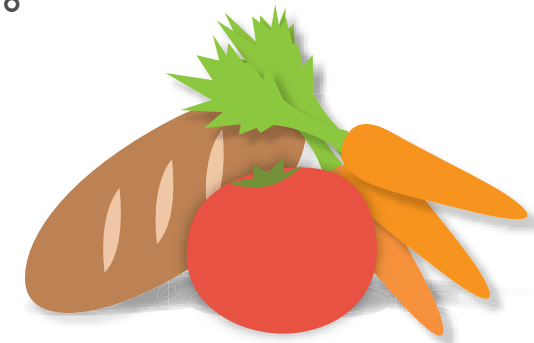
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THE HAYWARD FARMERS MARKET

The Hayward Farmers Market is more than just a market. It's the place to try new foods, meet new people, and listen to live bands. They have the finest selection of fresh organic produce, and artisan breads, not to mention fish. It's a small market located in downtown Hayward open year round to the public with a parking garage. It's adjacent to the public library that offers free books, and across the street from a park. It's much more than just a market. It's a cultural event that happens every Saturday where you can bring the family, friends, children, pets, all while having fun and supporting local businesses. A hidden gem right in the heart of the bay!



SO WHAT'S THE PROBLEM?

Considering that the Hayward Farmers Market is so small people are unaware that the market even exists! Thus resulting at shopping at major grocery stores missing out on quality foods.

The Location is off the main road and can easily be missed.

No one wants to go to unfamiliar places by themselves especially without knowing exactly what might be there, or if it's even worth checking out.

IS THERE A SOLUTION?

Get people to know about the market, where it's located, and get familiar with the vendors.

Promote supporting local businesses and communities.

Create opportunities for people to meet other people that frequent the market or for those who may want to check it out.

Getting people to check out what Hayward has to offer will give the locals a sense of pride.

HERE'S THE EXECUTION!

A mobile app that will have the map of the market, directions, along with a list of the vendors there.

Offers promotions from vendors such as special deals.

Incorporate a social network for people to meet using the farmers market as an activity to share.

Provide a way for users to promote the market themselves by uploading photos & adding reviews.



GOALS

- Promote the Hayward Farmers Market
- Turn the farmers market into a weekend social event rather than just another farmers market
- Give Hayward locals a sense of community and pride
- Get surrounding neighborhoods and out-of-town area folks to come visit this side of the bay
- Support the local businesses and organic agriculture
- Incorporate social networking
- Create a mobile application featuring all-in-one conveniences for the market go-ers and future go-ees
- Make the Hayward Farmers Market a mainstay for Saturday morning activities and grocery shopping

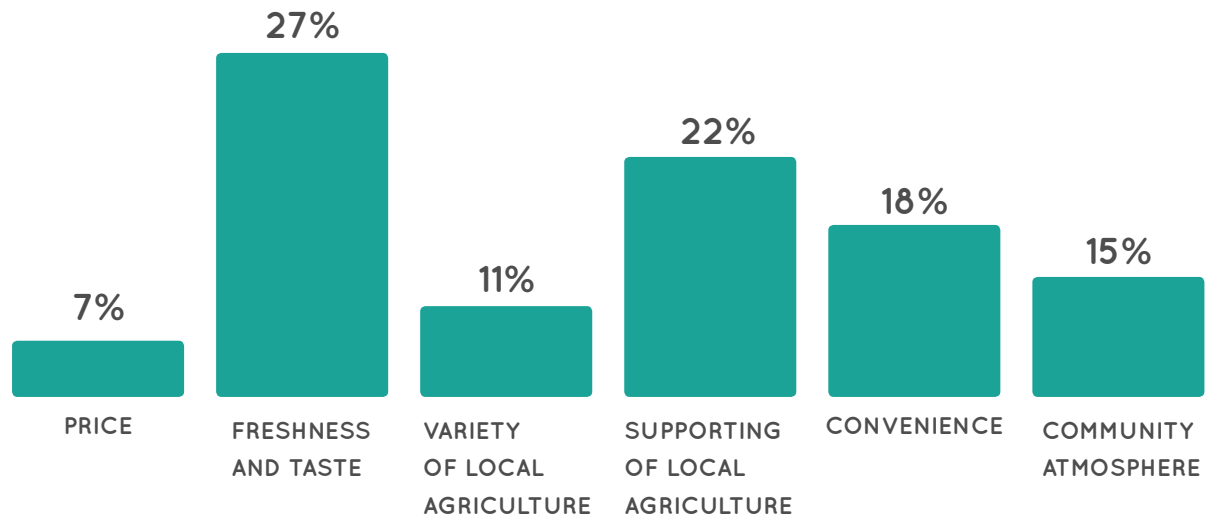


DEMOGRAPHIC

- Bay Area communities
- People of all ages
- People with pets
- Families with children
- Couples
- Foodies
- Bloggers
- Chefs
- Everyone



REASONS PEOPLE GO TO FARMERS MARKETS



* Information from the US Department of Agriculture



COMPETITORS

There are similar apps available, but this app will be targeted for a **specific** event. Bringing familiar functionalities together conveniently in an all-in-one app.



US FARMERS
MARKET FINDER



LOCAVORE

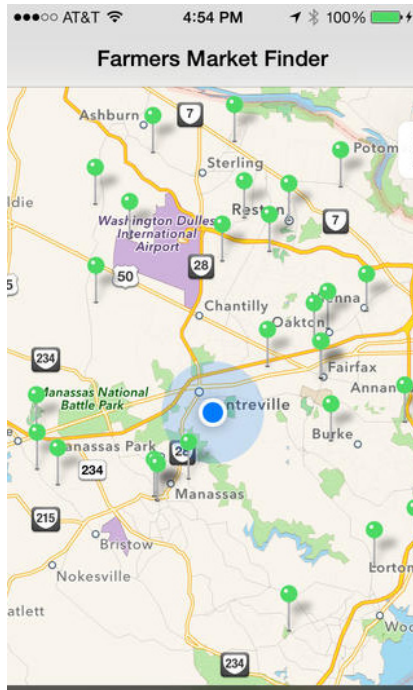


FARMSTAND



YELP

COMPETITORS



US FARMERS MARKET FINDER

This app is a farmers market finder that finds the nearest farmers market based on your GPS location anywhere in the US.

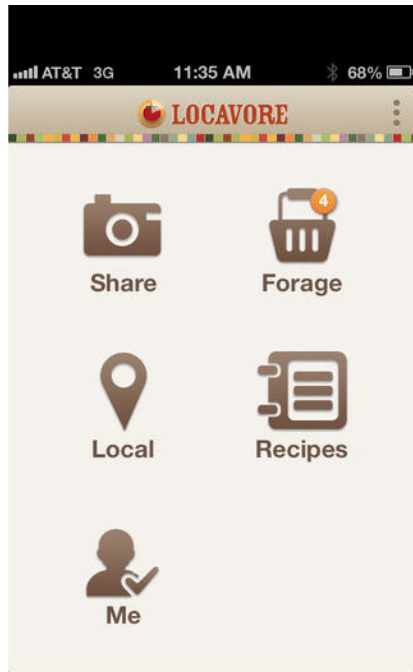
PROS

- App functions can be used throughout the US
- Easy to use
- Simple
- Good App Icon

CONS

- Not much versatility
- Only does one thing





LOCAVORE

Great app with great features. Users can find produce that are in season, find other farmers market locations, recipes, along with a sharing capability.

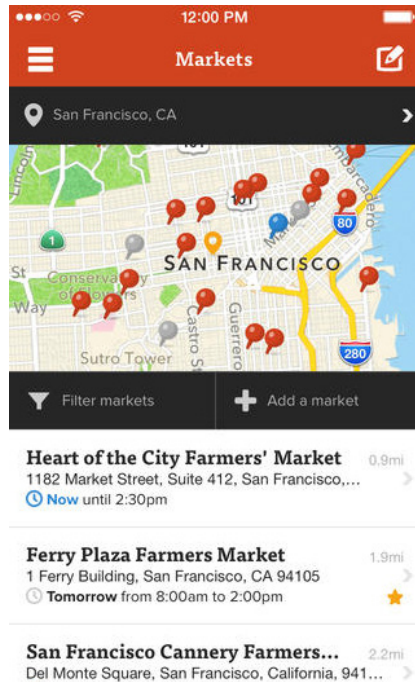
PROS

- Seasonal produce features
- Recipes
- Social functionality
- Great interface

CONS

- Social function isn't integrated beyond update feeds





FARMSTAND

Allows users to share the best of featured local farmers markets in the area by allowing updates, photos, and sharing capabilities

PROS

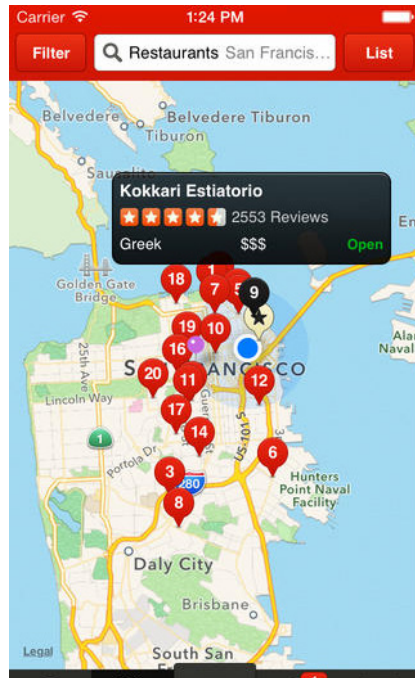
- Beautiful interface
- Integrates all local farmers markets
- Social interactions are simple
- Can be used throughout the US

CONS

- Information could be too overwhelming and cluttered



COMPETITORS



YELP

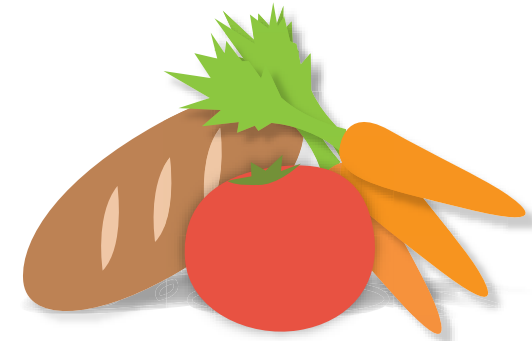
This app is used for restaurant reviews or anything that can be reviewed.

PROS

- Well known
- Familiar
- Can be used anywhere
- Millions of people use it

CONS

- The target audience is so broad



LOGO STAGES

With the Hayward Farmers Market logo, I knew I wanted it to be some type of banner. Banners give me a nostalgic feeling, which is what I get when I think of Downtown Hayward and I wanted to stay true to that. Here are some of the ideas I came up with that lead me to the final logo.



I really liked the idea of this logo but as creating this campaign I felt it was too modern and geometric and it just didn't fit the look I wanted to portray.



I tried using more curves to the banner to create more of an organic feeling which I liked, but then the colors started to look a little off.



I took the colors darker for more of a contemporary feeling. I decided I didn't like the typeface that was used, and using darker colors made it feel closed in which is the opposite of what the market is like.



I chose light colors for an open and inviting feeling still keeping it contemporary with the straight lines, and organic with the curves. Using a script typeface brought a nostalgic feeling that compliments the banner.



PRIMARY LOGO

This will be the primary logo colors for print & web use.



COLOR VARIATIONS

These color variations would be use only for grayscale printing.

LOGO SPACING





SWATCHES



Hex: #f97e53
RGB: 249, 126, 83
CMYK: 0, 63, 71, 0



Hex: #00a298
RGB: 0, 162, 152
CMYK: 80, 13, 47, 0



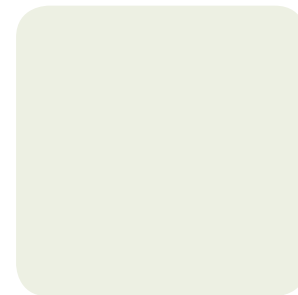
Hex: #d3d1cb
RGB: 211, 209, 203
CMYK: 17, 13, 17, 0



Hex: #424242
RGB: 66, 66, 66
CMYK: 67, 60, 59, 45



Hex: #babda8
RGB: 186, 189, 168
CMYK: 28, 19, 35, 0



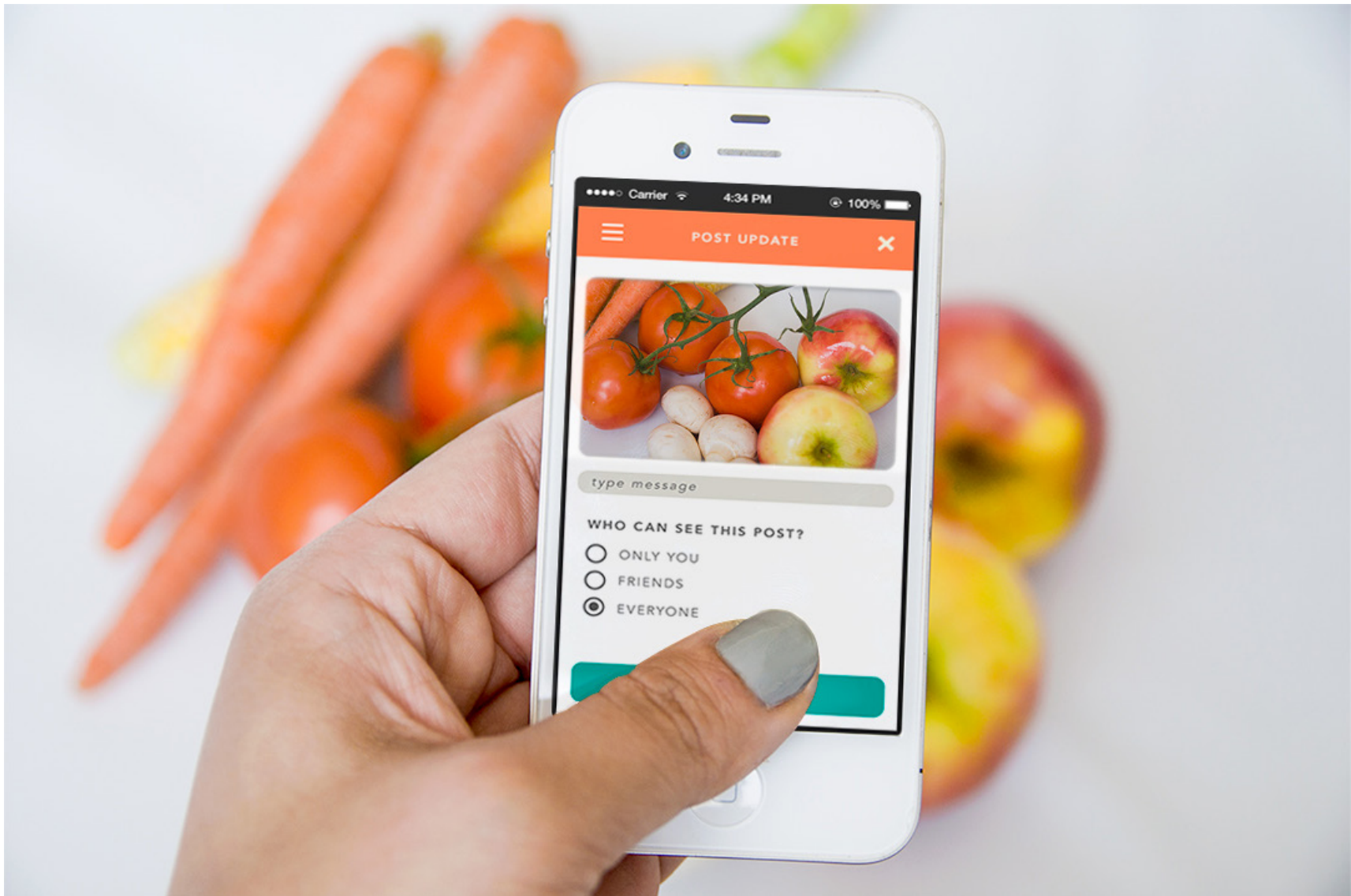
Hex: #edefe2
RGB: 237, 240, 227
CMYK: 6, 2, 11, 0

Website Headers	<p>Quicksand Bold</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()</p>
Body Copy	<p>Avenir LT Std Book</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()</p>
App Headers	<p>Avenir LT Std Heavy</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()</p>
Logo Type	<p><i>LeckerliOne</i></p> <p><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890!@#\$%^&*()</i></p>

FEATURES INCLUDE

- Directions
- People Nearby
- Check lists
- Deals
- Friends
- Messaging
- Updates
- Photos
- and more...





PROFILE

For the social networking aspect of the app. You can upload a profile picture, and display a little info about yourself. Having a profile allows you to take advantage of all the other great features of the app.

DEALS

This section features some items highlighted from specific vendors. Such as prices, if it's a food truck it would feature their specials on the menu. You can add any deals that you want to your list so you won't forget.

PHOTOS

We all like to take photos of our food. This allows you to upload anything you want that has to do with the market.

FRIENDS

This allows you to make new friends and meet new people. Find out what they like, what's their favorite things about the market, or send them a message.

VENDORS

This displays what vendors are there. It will have what kind of food they sell, and show where they are located at the market.

UPDATES

Keeps you on the latest update coming from folks who've recently attended the market.

LIST

This acts like a grocery list. You can list things so you won't forget what you need. Plus you can add items from the "deals" page and never miss out on a good deal!

MAP

This displays directions to the market. It will also show nearby friends .



APP ICONS



PROFILE



FRIENDS



LISTS



DEALS



VENDORS



SETTINGS



PHOTOS



MAPS



MESSAGES



UPDATES



PROFILE



FRIENDS



LISTS



DEALS



VENDORS



SETTINGS



PHOTOS



MAPS



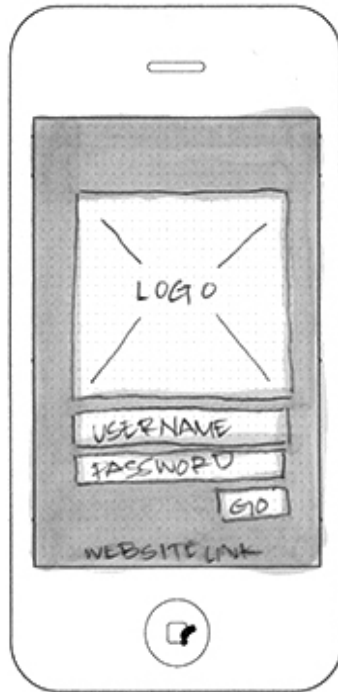
MESSAGES



UPDATES

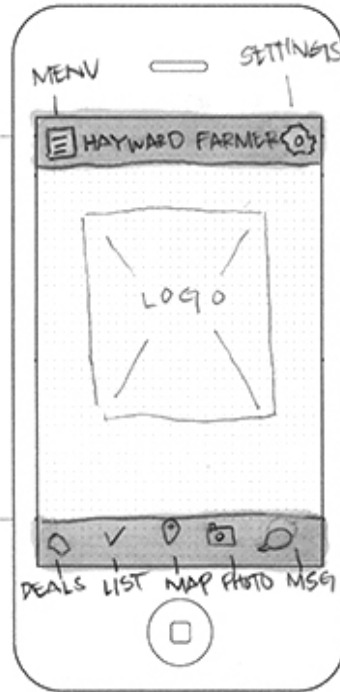
APP SKETCHES

Screen SIGN IN



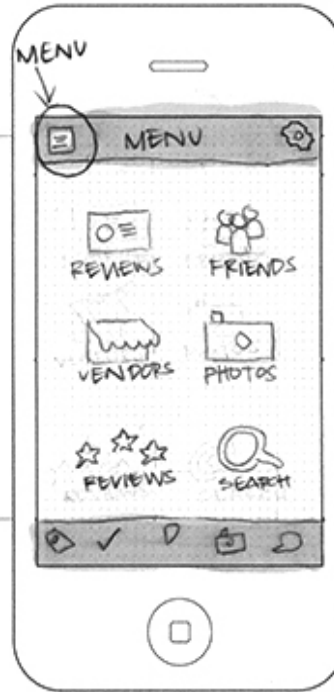
Notes
TO REGISTER USER WILL BE DIRECTED TO WEBSITE REGISTER PAGE. THIS WILL ALSO PROMOTE THE WEBSITE & WILL BE INTRODUCED TO THE BRAND

Screen OPENING SCREEN



Notes
QUICK NAV WILL HAVE THE MORE USED FUNCTIONS

Screen MENU BUTTON



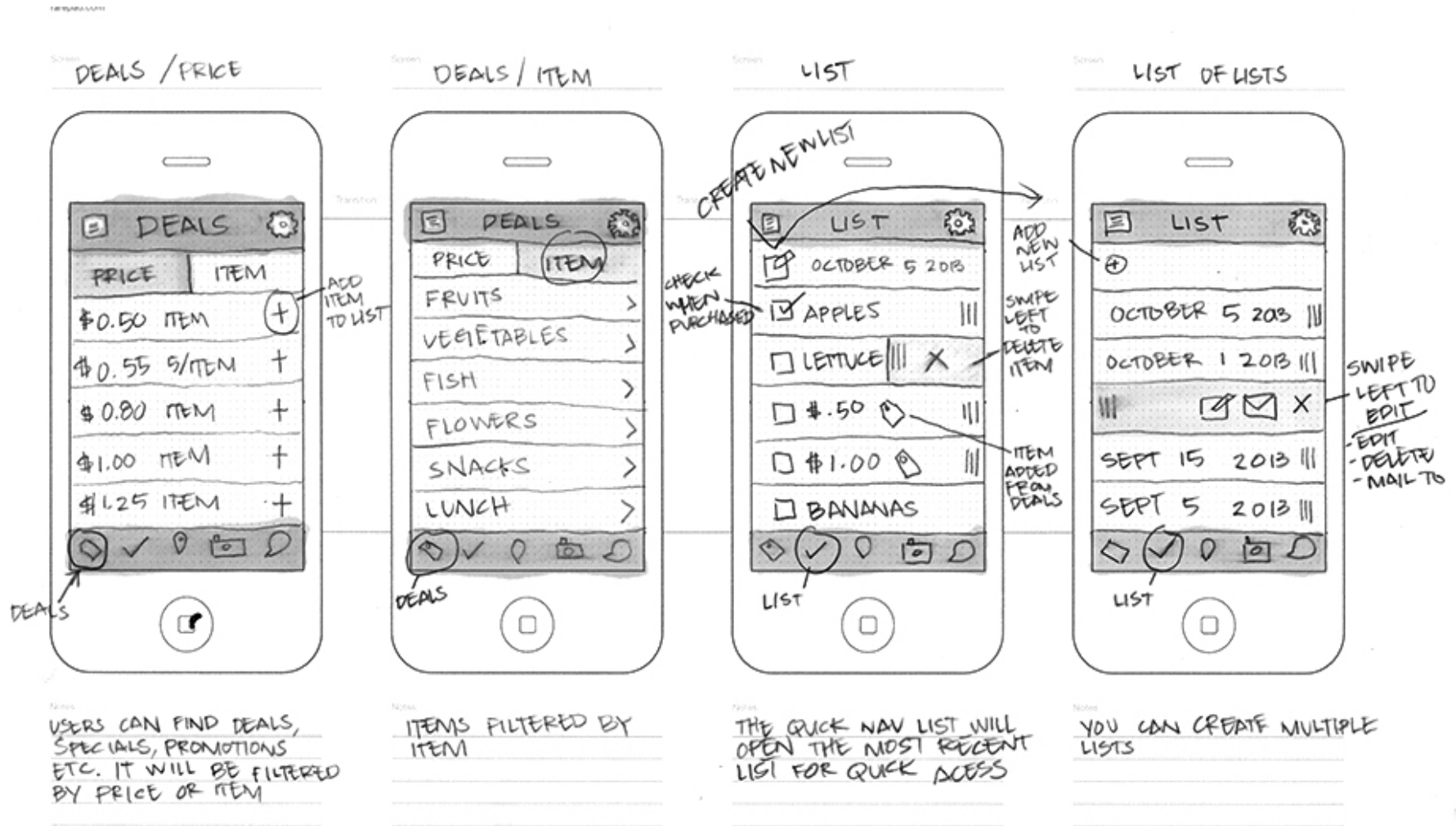
Notes
MAIN NAV FOR MORE FUNCTIONS WITH MORE PAGES

Screen SETTINGS

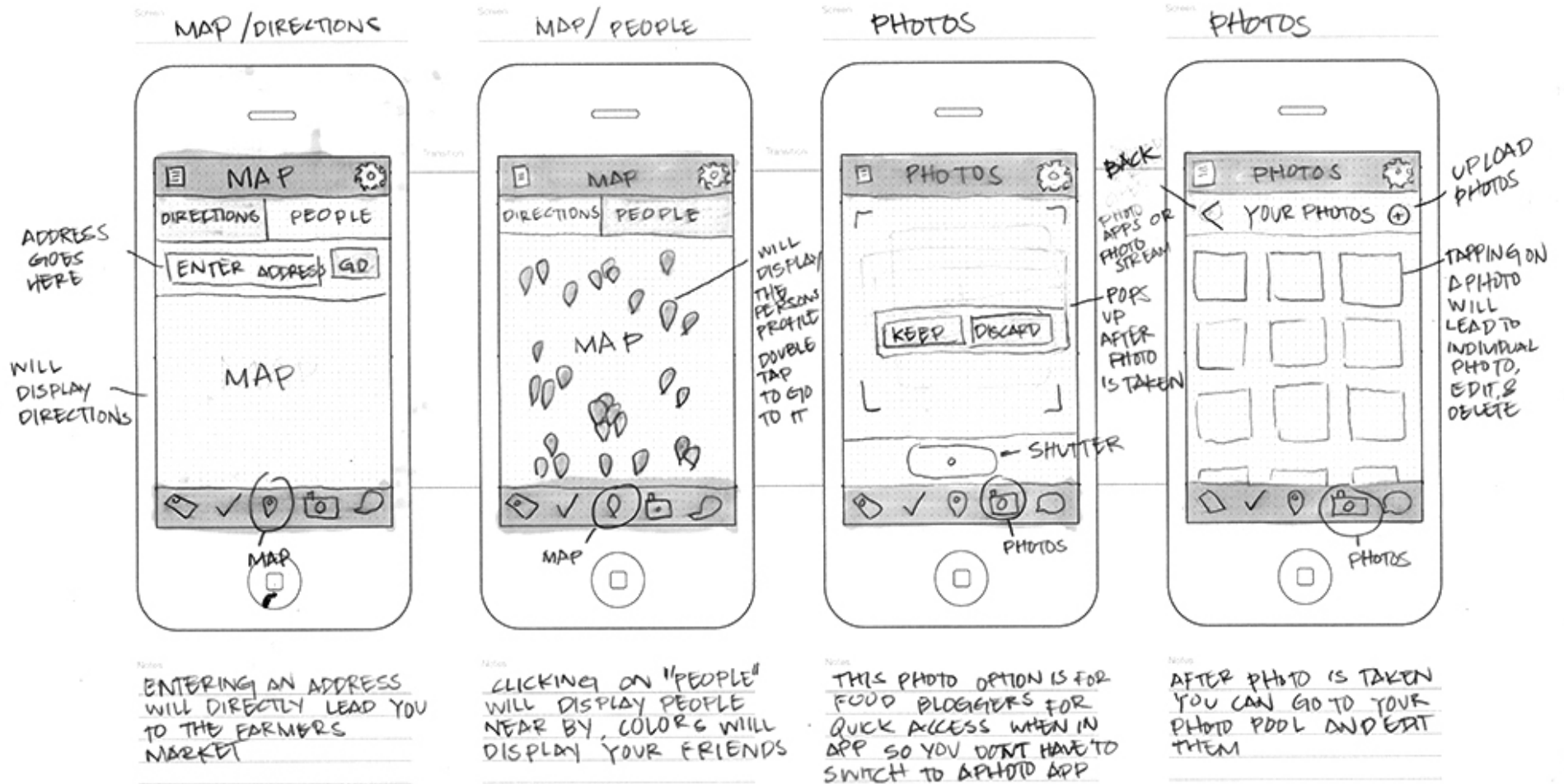


Notes
GENERAL SETTINGS USER CONTROL AREA

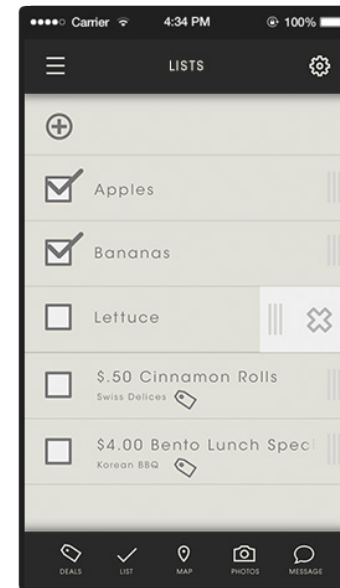
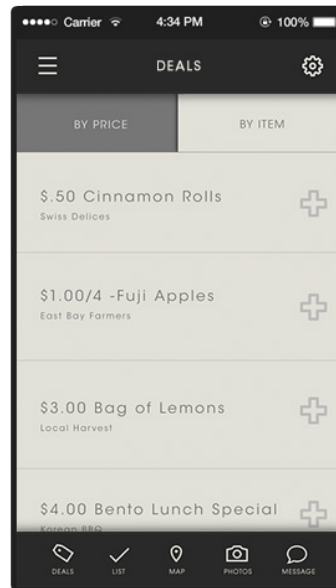
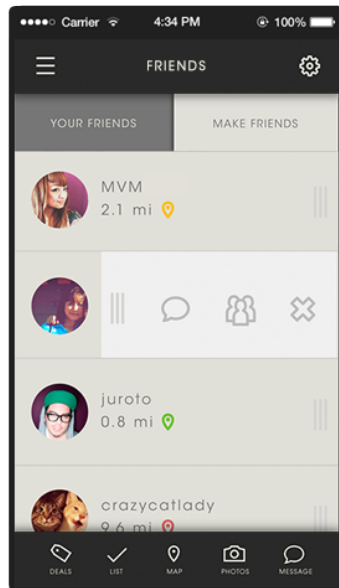
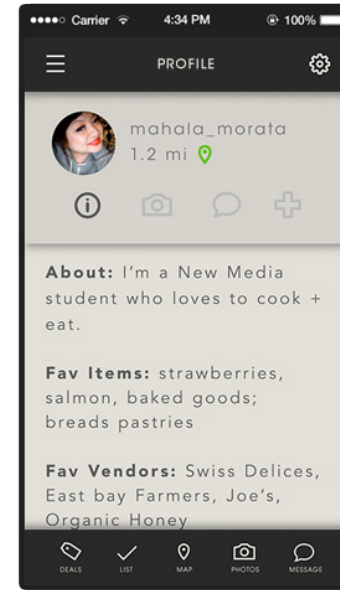
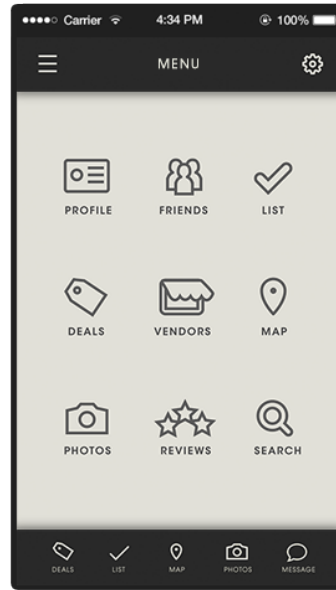
APP SKETCHES



APP SKETCHES



VERSION 1.0

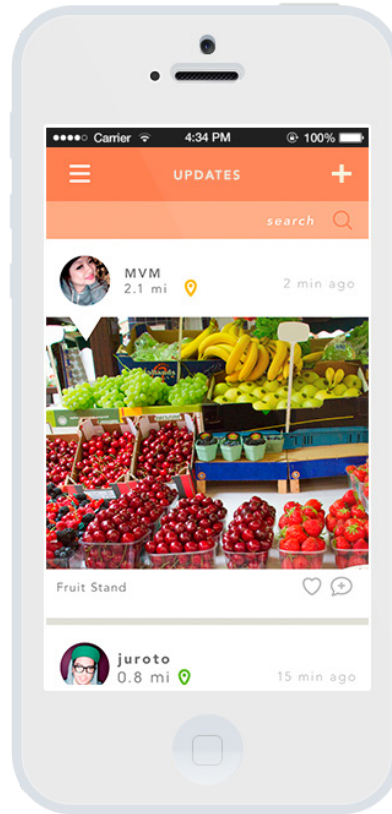


FINAL APP DESIGN



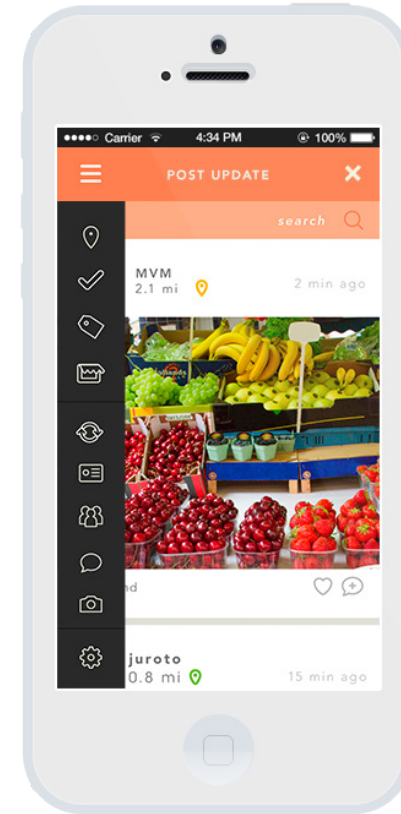
SIGN IN

Users will have to register at the website in order to use the app. But it will be an easy sign up.



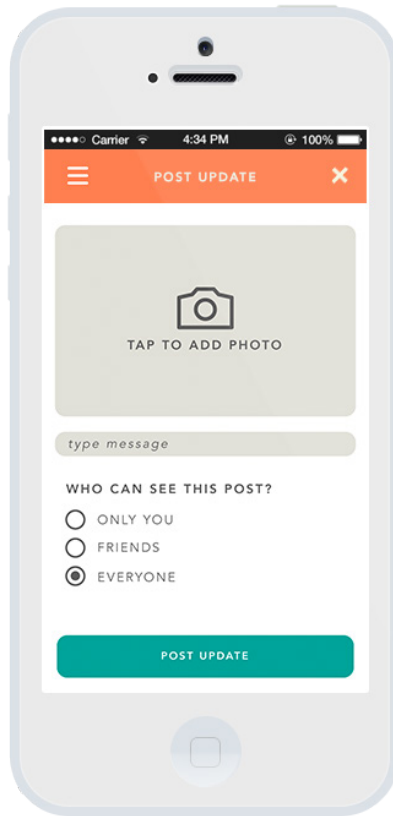
UPDATES

The app will open on updates to see the most current post about the market and what people are up to.



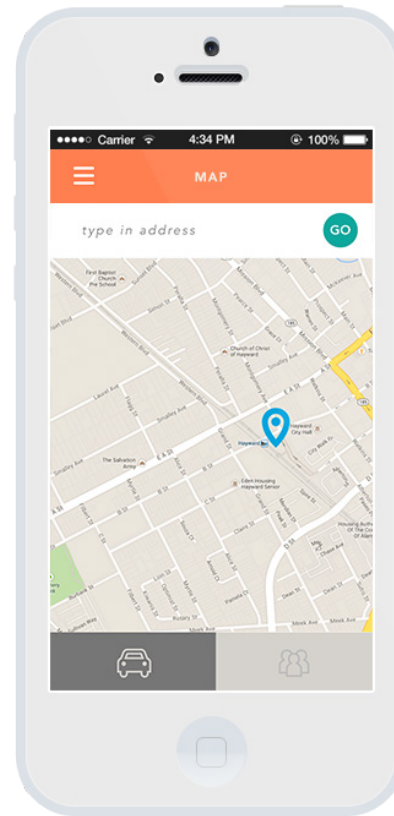
MENU

The menu slides out from the left so you can stay on the page you're on and can be accessed at any time.



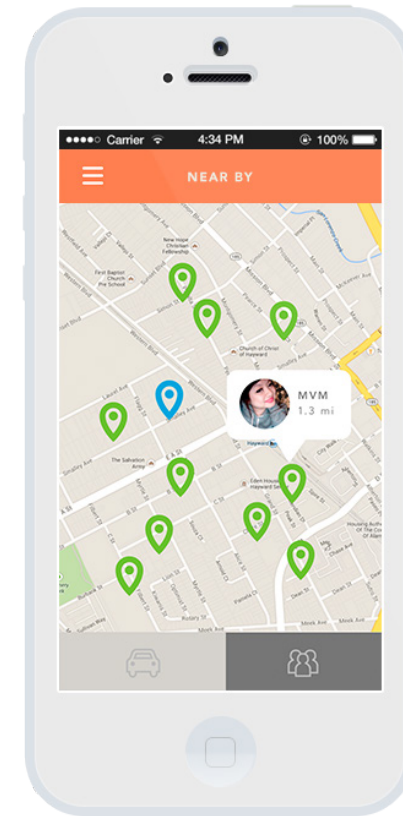
POST AN UPDATE

Posting a new update will be easy as 1-2-3. It can be achieved by pressing the + on the main updates page for quick access for those on the go.



MAP

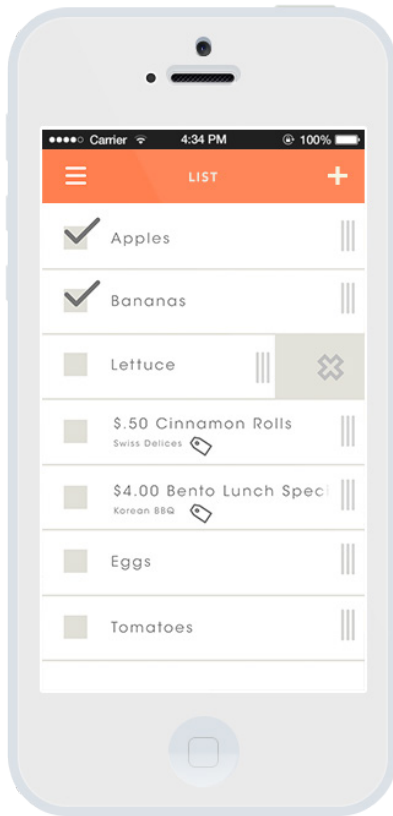
The map is the first link on the menu and will probably be used the most as driving directions and to find people nearby.



PEOPLE NEARBY

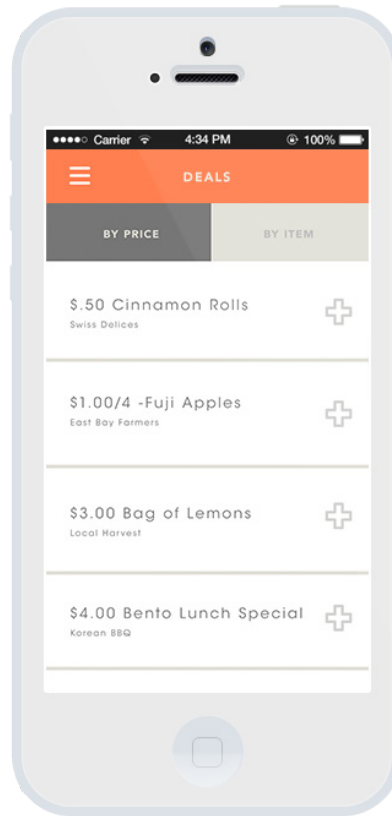
You can see who is nearby and check out their profile, and add them as a friend.

FINAL APP DESIGN



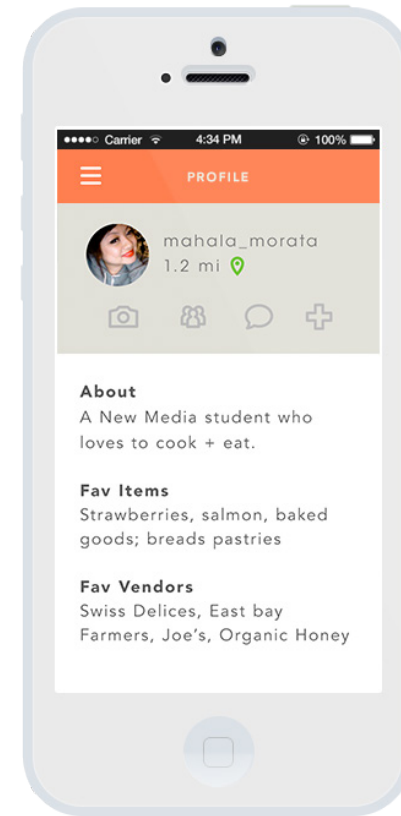
LIST

This is a grocery list where you can add whatever items you may need to buy at the market as well as add vendor deals so you won't forget about them.



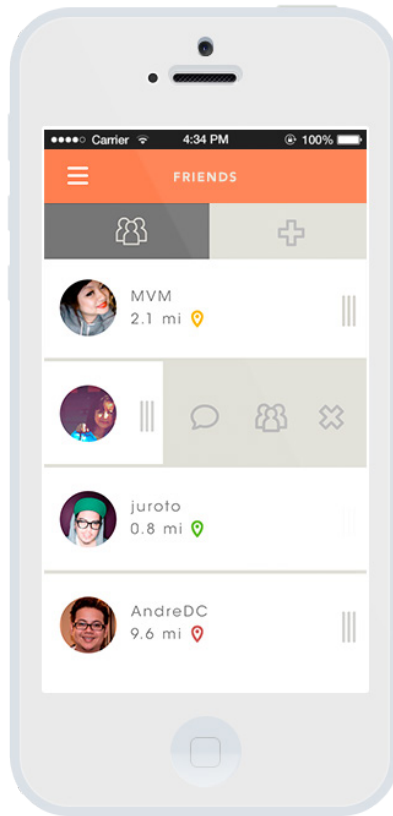
DEALS

This will feature deals, specials, or any highlighted items vendors may choose to have listed. Any deal can be added to your list. It can also be filtered by item or price.



PROFILE

You can create a profile to show your likes and favs of the market. You can also showcase your photos and updates to others who like similar things or share new things with them.



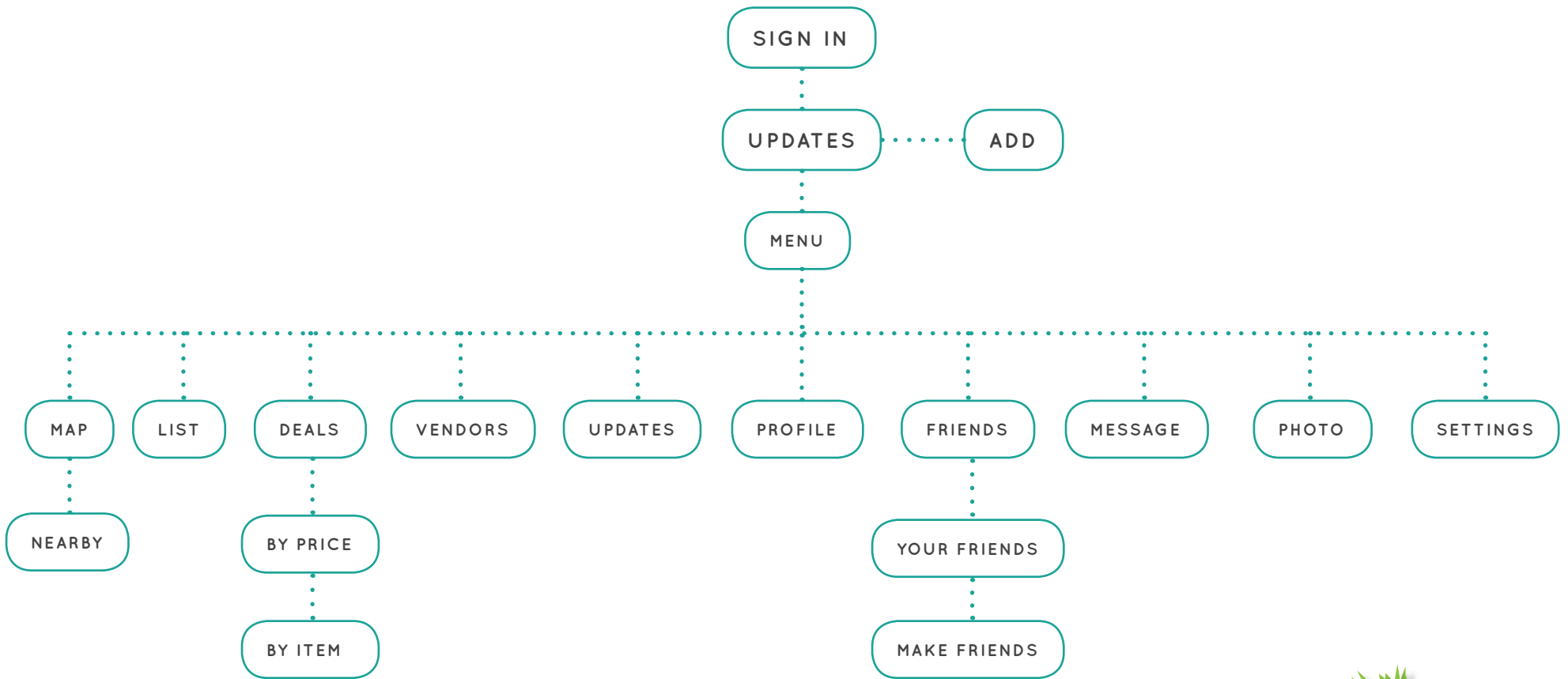
FRIENDS

You can mix and mingle with people you know or meet people that also go to the market .

CLICK TO
LAUNCH
PROTOTYPE



FLOW CHART





USER 1

AGE: 29

GENDER: Female

OCCUPATION: Student

TECH SAVVY: High

She lives in the area, and usually shops for organic produce in local grocery stores. She hasn't been to the farmers market yet and wants to know more about what kinds of vendors are there.

Usually before she goes shopping for groceries she likes to make a list to budget her spending.

TASKS

TASK 1: Add an item to a list

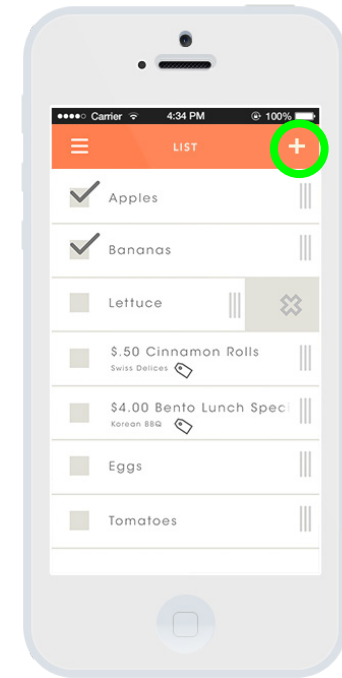
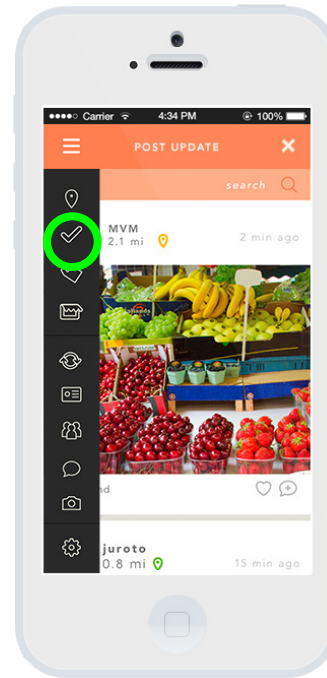
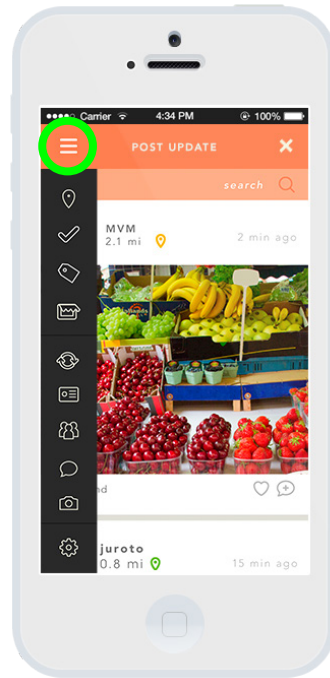
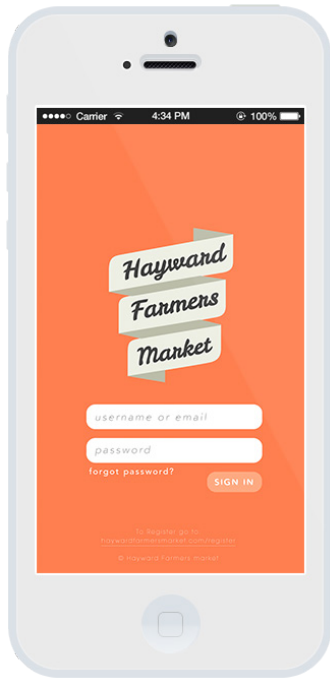
TASK 2: Add a vendor deal to a list



USER 1: TASK FLOW

TASK 1: Add an item to a list

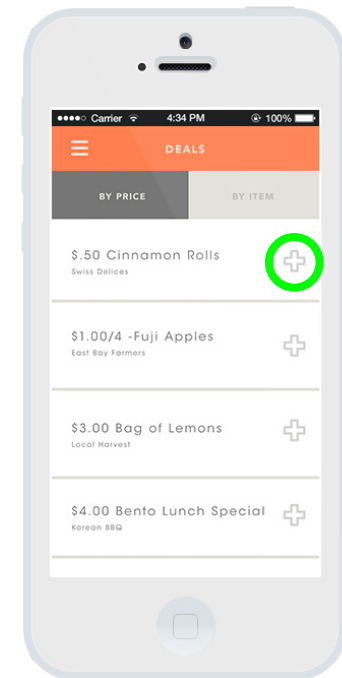
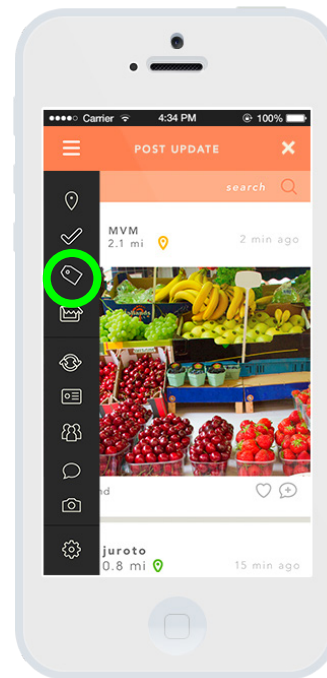
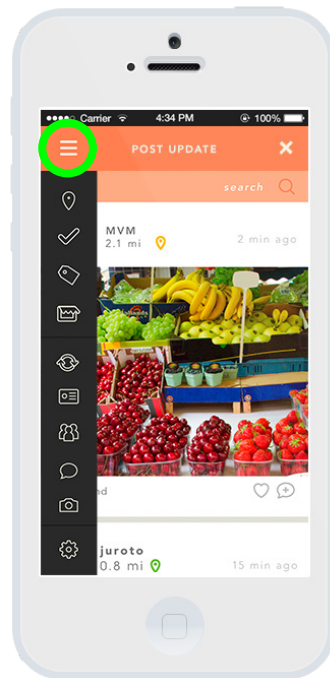
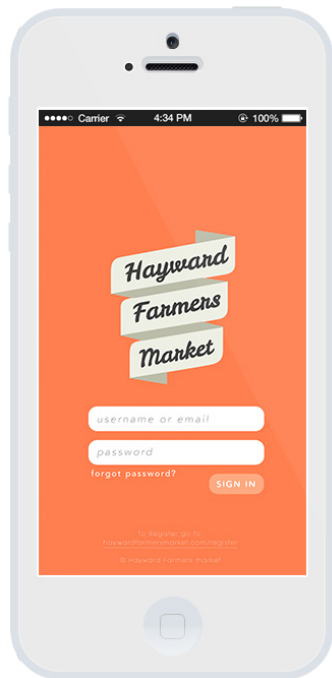
SIGN IN MENU LIST ADD



USER 1: TASK FLOW

TASK 2: Add a vendor deal to a list

SIGN IN MENU DEALS ADD





USER 2

AGE: 27

GENDER: Male

OCCUPATION: Hairdresser

TECH SAVVY: Moderate

He lives out of the area. He is highly into eating healthy and exercise. He goes to farmers markets often but hasn't been to Hayward.

He's a spontaneous shopper. He's adventurous, enjoys traveling and trying new things. He's passionate about food.

TASKS

TASK 1: Map out directions to the market

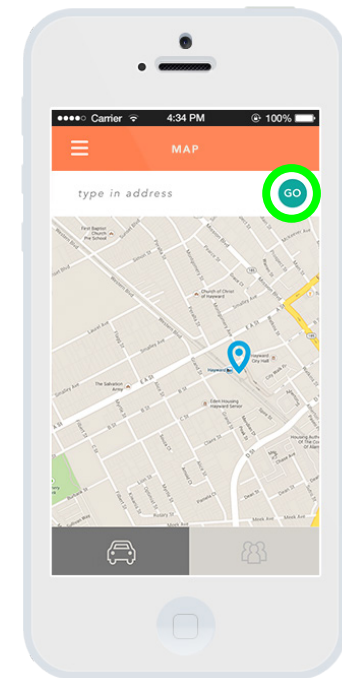
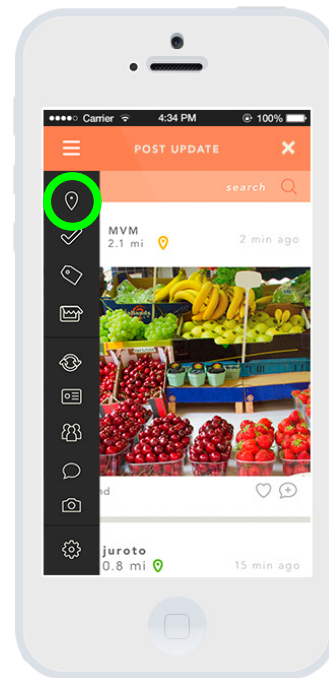
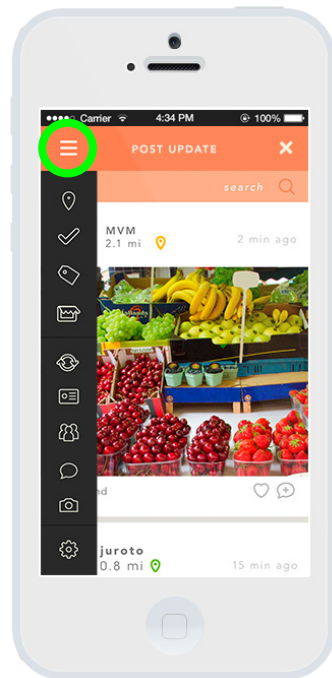
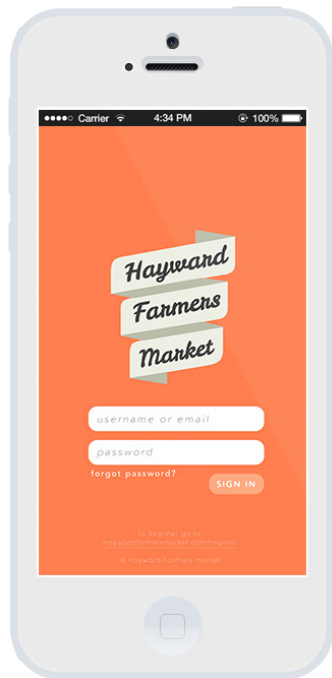
TASK 2: Upload a photo update



USER 2: TASK FLOW

TASK 1: Map out directions to the market

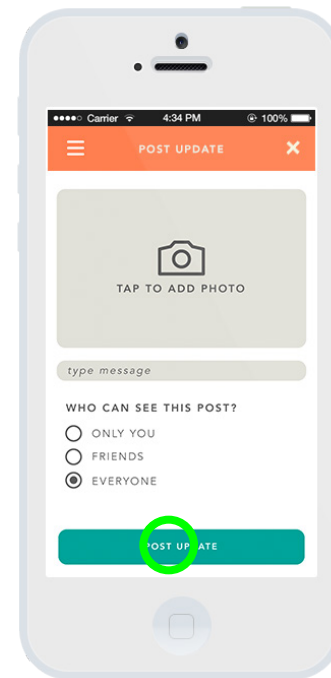
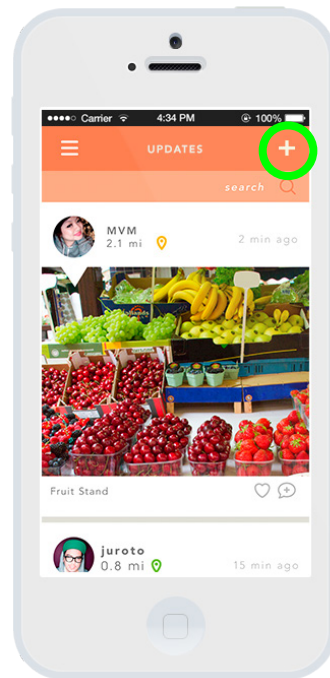
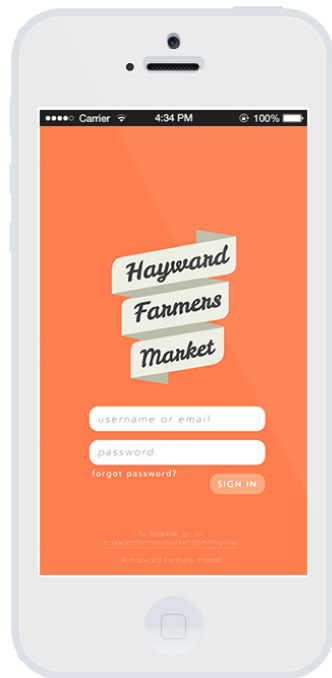
SIGN IN MENU MAP TYPE IN ADDRESS



USER 2: TASK FLOW

TASK 2: Upload a photo update

SIGN IN ADD ADD PHOTO





USER 3

AGE: 27

GENDER: Male

OCCUPATION: Designer

TECH SAVVY: High

He lives near the area and likes to meet new people. He's been to the farmers market before and really enjoyed it and plans to go back.

He's constantly on his phone, frequents food trucks, and blogs about food.

TASKS 3

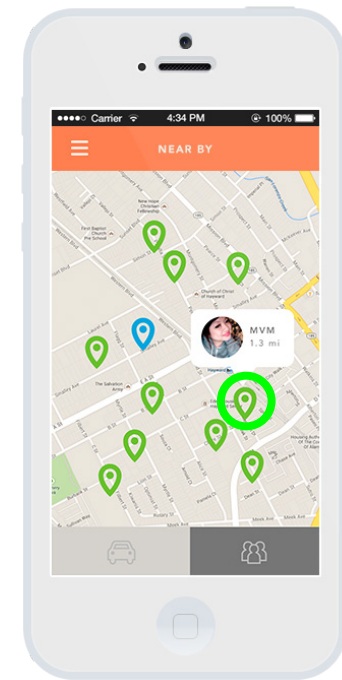
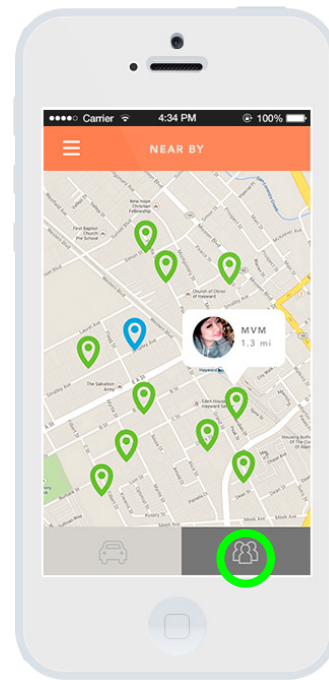
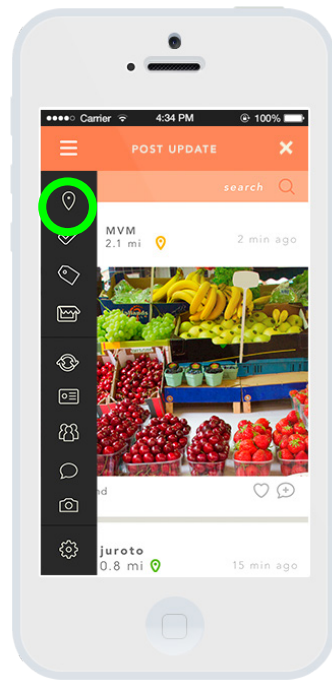
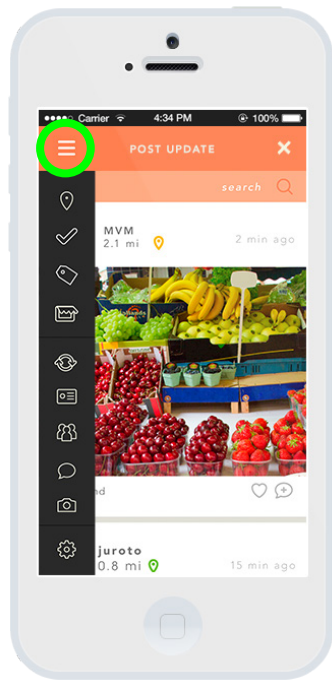
TASK 1: Find someone nearby

TASK 2: Add a nearby person as a friend



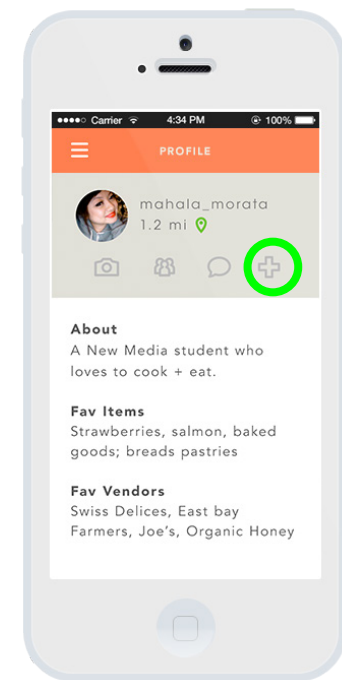
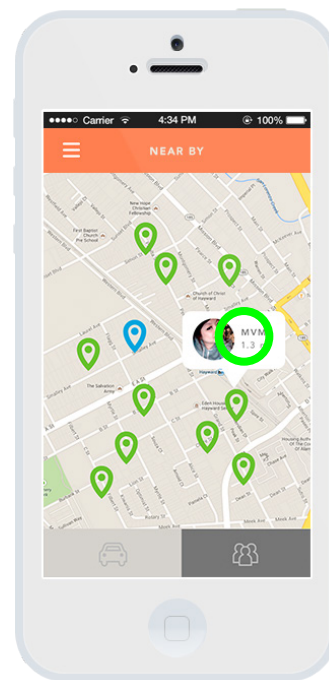
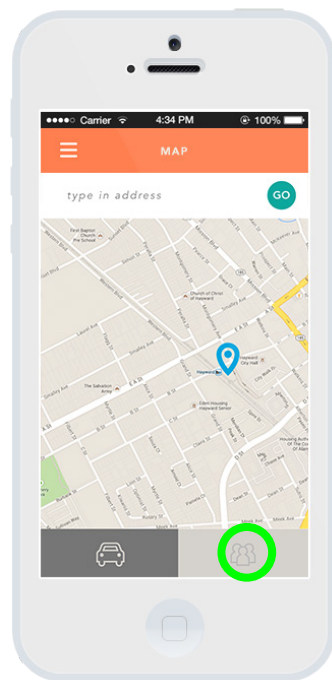
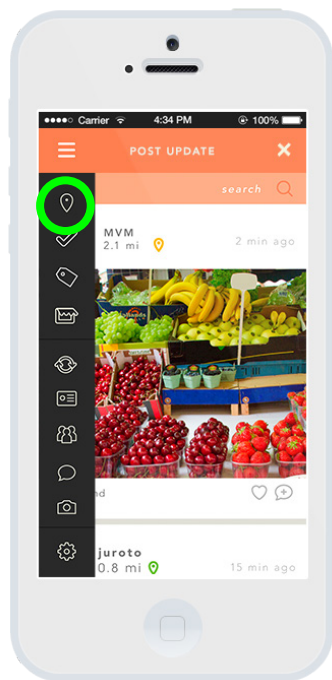
USER 3: TASK FLOW

TASK 1: Find someone nearby



USER 3: TASK FLOW

TASK 2: Add a nearby person as a friend





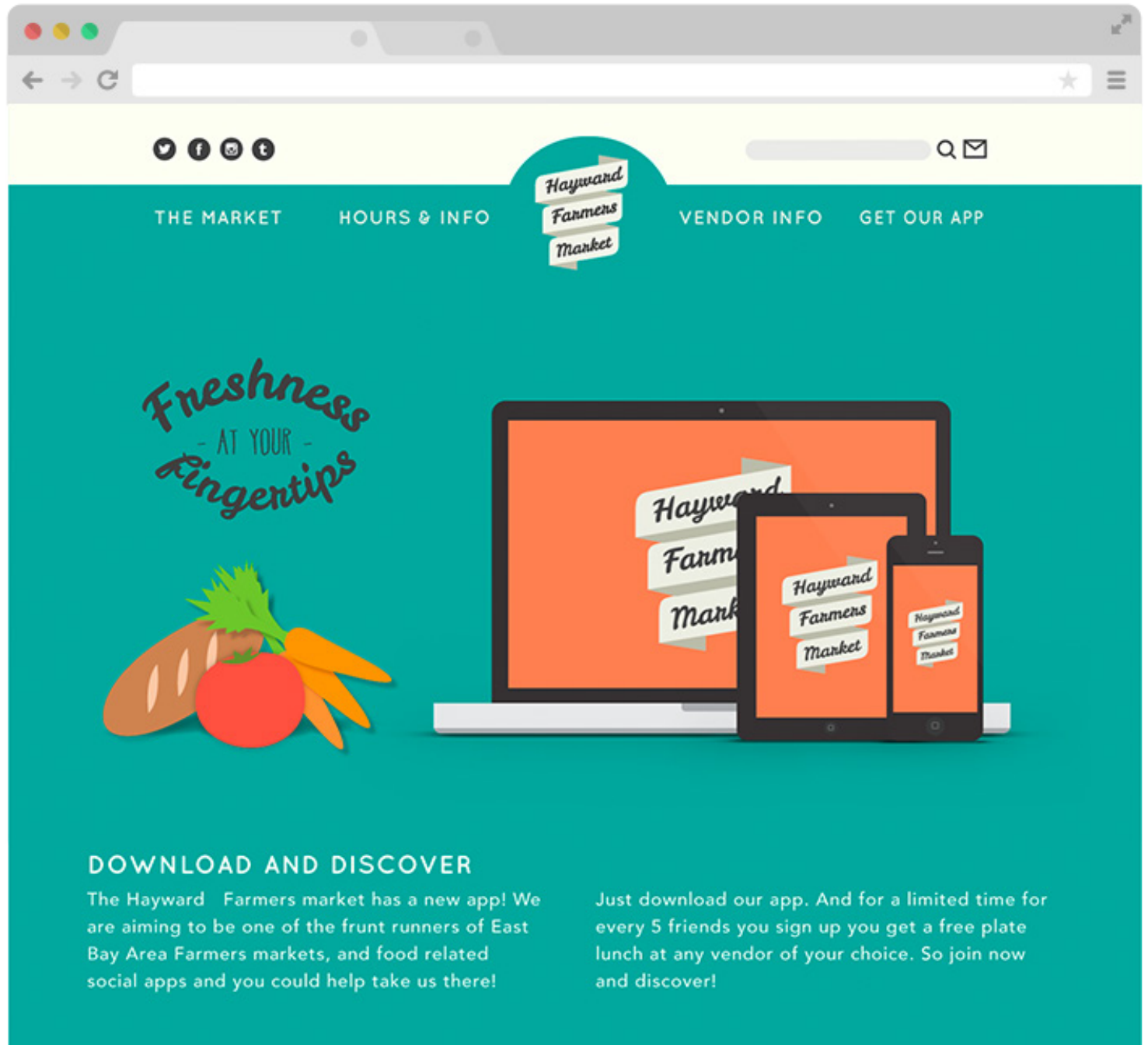


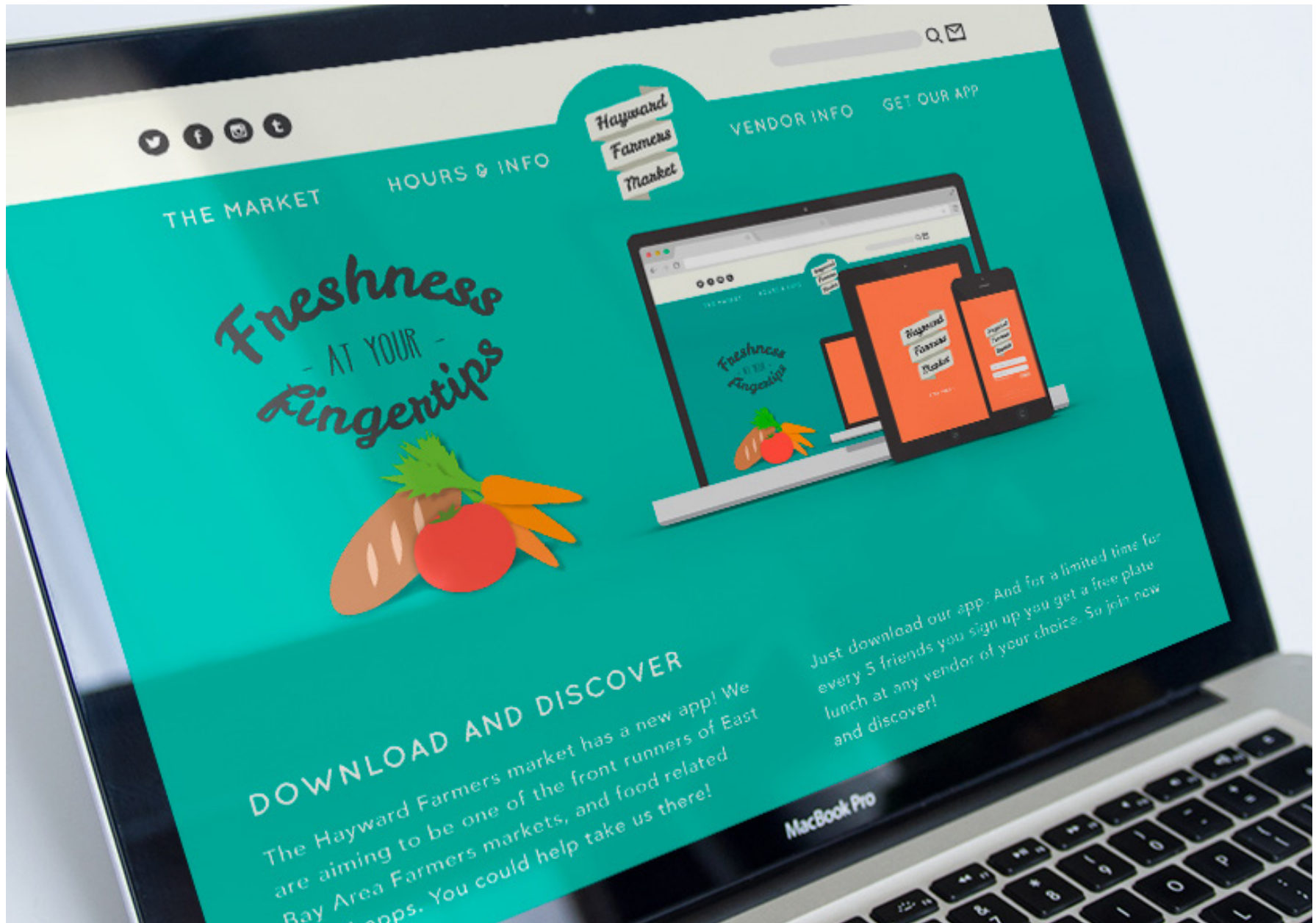


WEBSITE

The Hayward Farmers Market website will act as a companion site for the app with basic information. It will help promote the app and users will be directed here to register for the app,

click to Launch





POSTER

This poster will be used for print ads such as magazine spreads.



MAILER

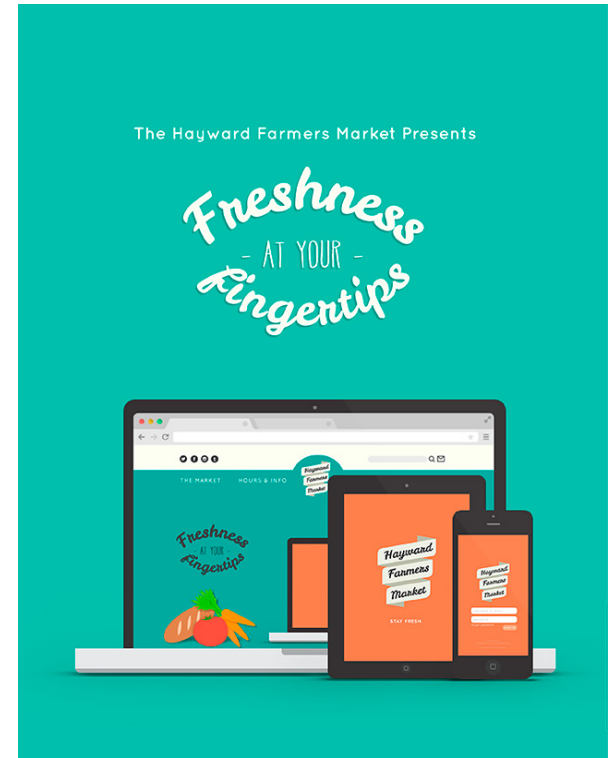
This mailer will be sent to the people around the area as an ad or invitation reminding them about the Hayward Farmers Market.



MARKETING

MAILER

This mailer is to spread the word about the new app to let people know that the Hayward Farmers Market is now online and on your mobile device.



INTRODUCING THE

*Hayward
Farmers
Market*

MOBILE APP

Make Friends • Create Lists
Get Directions • Find Deals
Shop Local • Have Fun!

Join the community!



For more information
please visit: www.haywardfarmersmarket.org





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THANK YOU!

For more information about a farmers market near you please visit:

www.localharvest.org

Buy Fresh, Buy Local