

BENCHMARK ANALYSIS

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Alberta Approved Farmers' Market. (IOS/Android)

Who is the user ?

What it is?

This Alberta Farmers' Market application guides user to nearest Alberta approved farmers' market.

Who use it ?

Users who want to find a farm market information around Alberta

How and why they use it ?

Find farm markets information in Alberta by using map or search engine.

User can star a farm market, and put into favourite. User can also check the seasonal fresh food information.



Alberta Approved Farmers' Market. (IOS/Android)

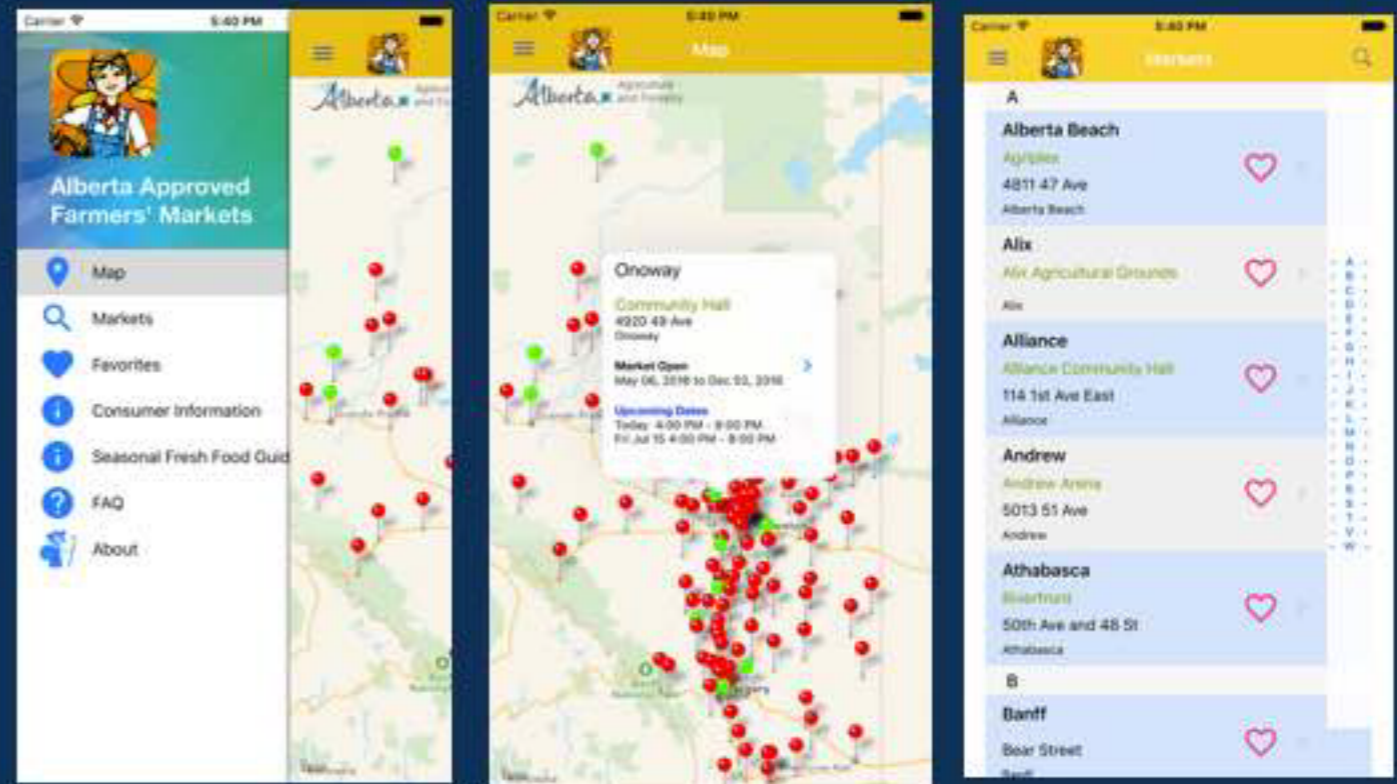
Information Architecture



Overall, the information architecture is very straight forward. All the information can be found in the sidebar navigation, which leads user directly to the information.

However, the sidebar doesn't separate the main features and about/ FAQ feature. The navigation hierarchy should be more clear.

If set navigation bar at the bottom, it would be more convenient for user to use.



Alberta Approved Farmers' Market. (IOS/Android)

Visual Design



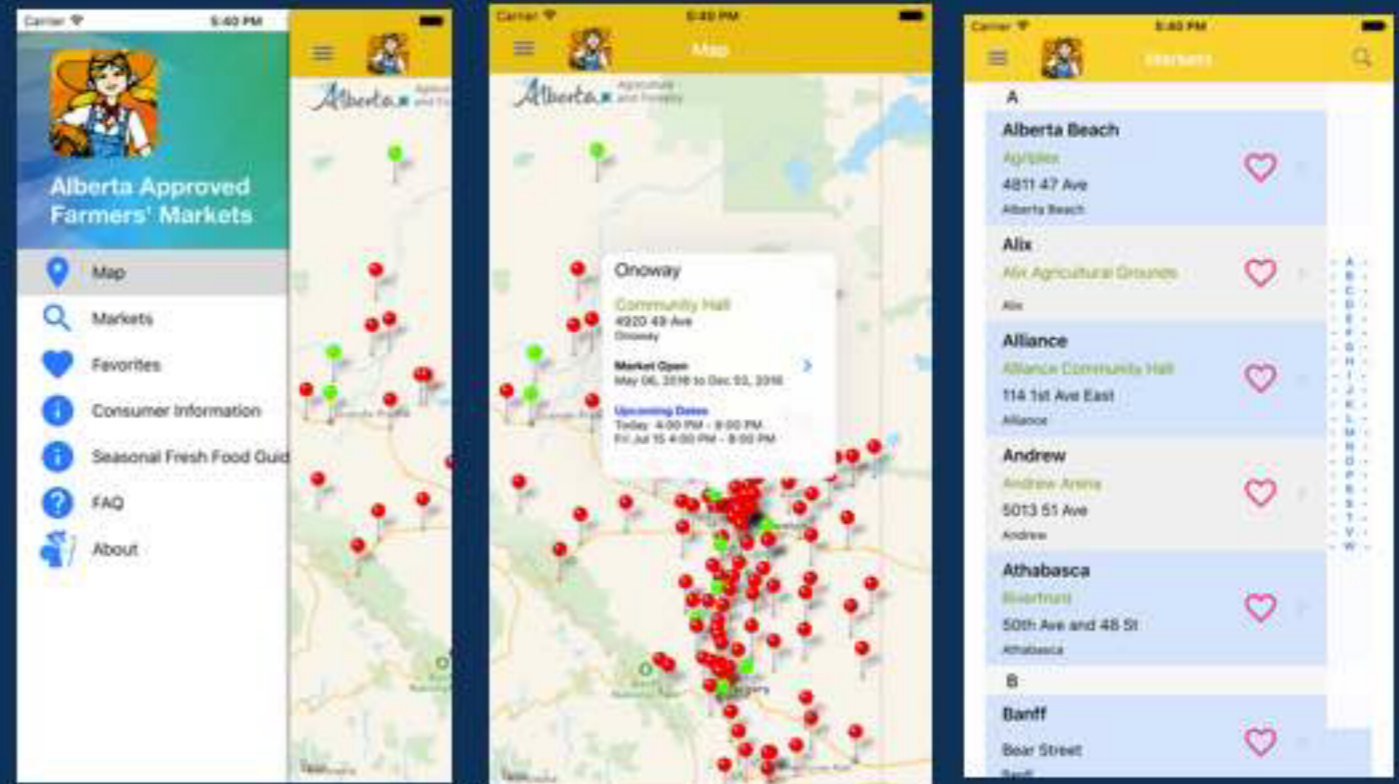
Typography

App doesn't have any font style except for the logo.

Hierarchy

The hierarchy for each page is relatively clear, and all the markets on the market page are listed in the alphabetical order, which is neat.

However, the market detail page is less readable, since title's font size and content's font size are the same.



Alberta Approved Farmers' Market. (IOS/Android)

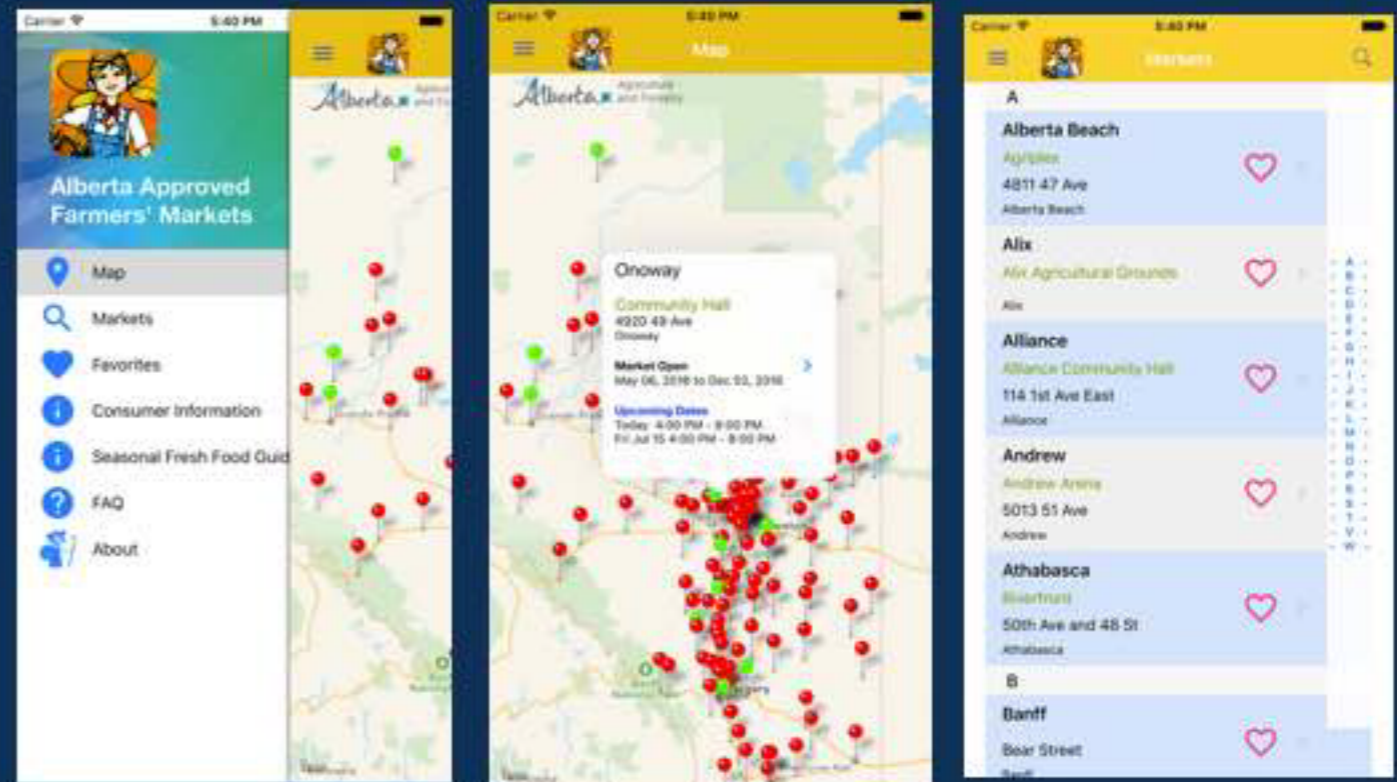
Visual Design

Navigation

The sidebar, which is the main navigation, use blue for all the icons. In my opinion, it should change to yellow, which is match as the top navigation bar and logo.

Color

Overall, the color theme doesn't seem match the main logo. The pins' color on the map is too bright, so visually it's a little disturbing for users. As the main feature for searching the markets, the pins' color should have designed more careful.



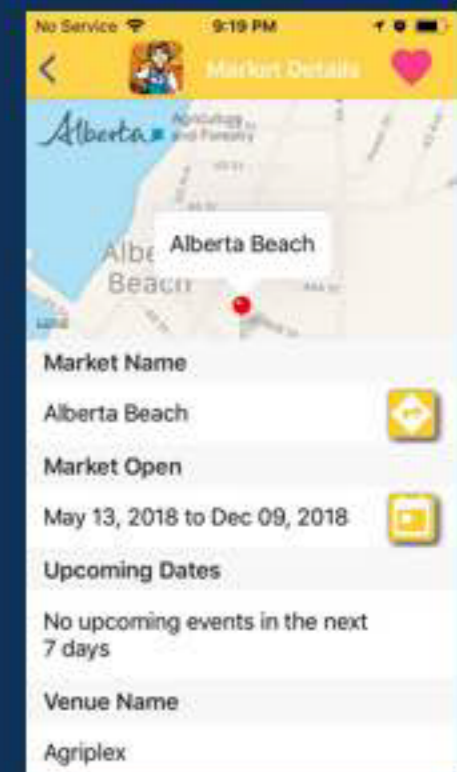
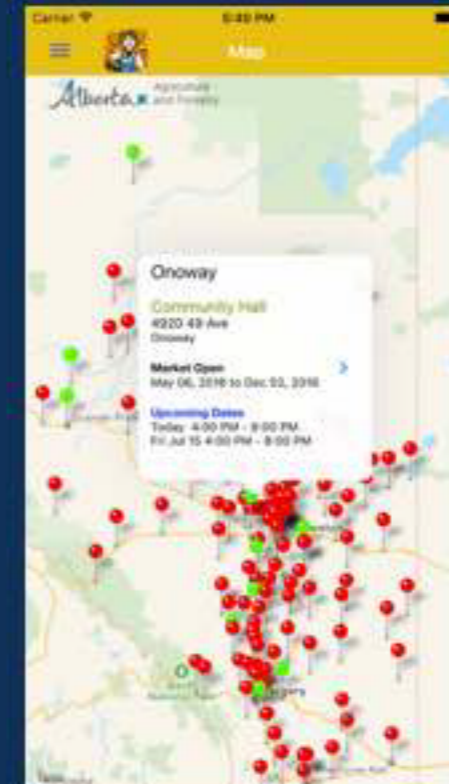
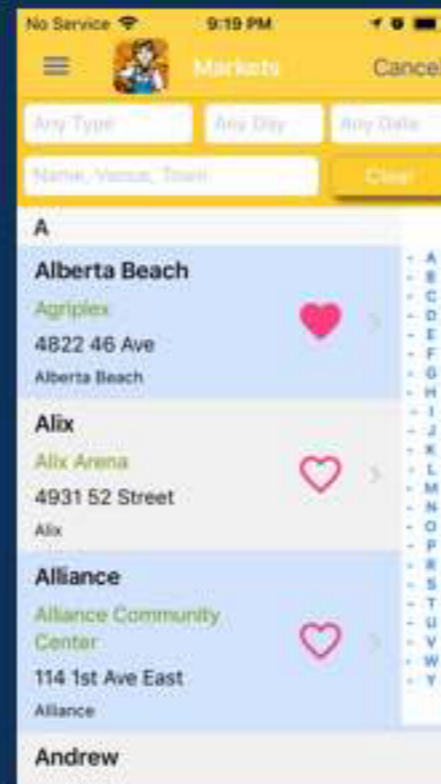
Alberta Approved Farmers' Market. (IOS/Android)

Usability



The filter on the market page is efficient. Especially, user can filter the market by the special day.

On the map, user can click the pin, and see the market information shortcut, which is also a handy feature.



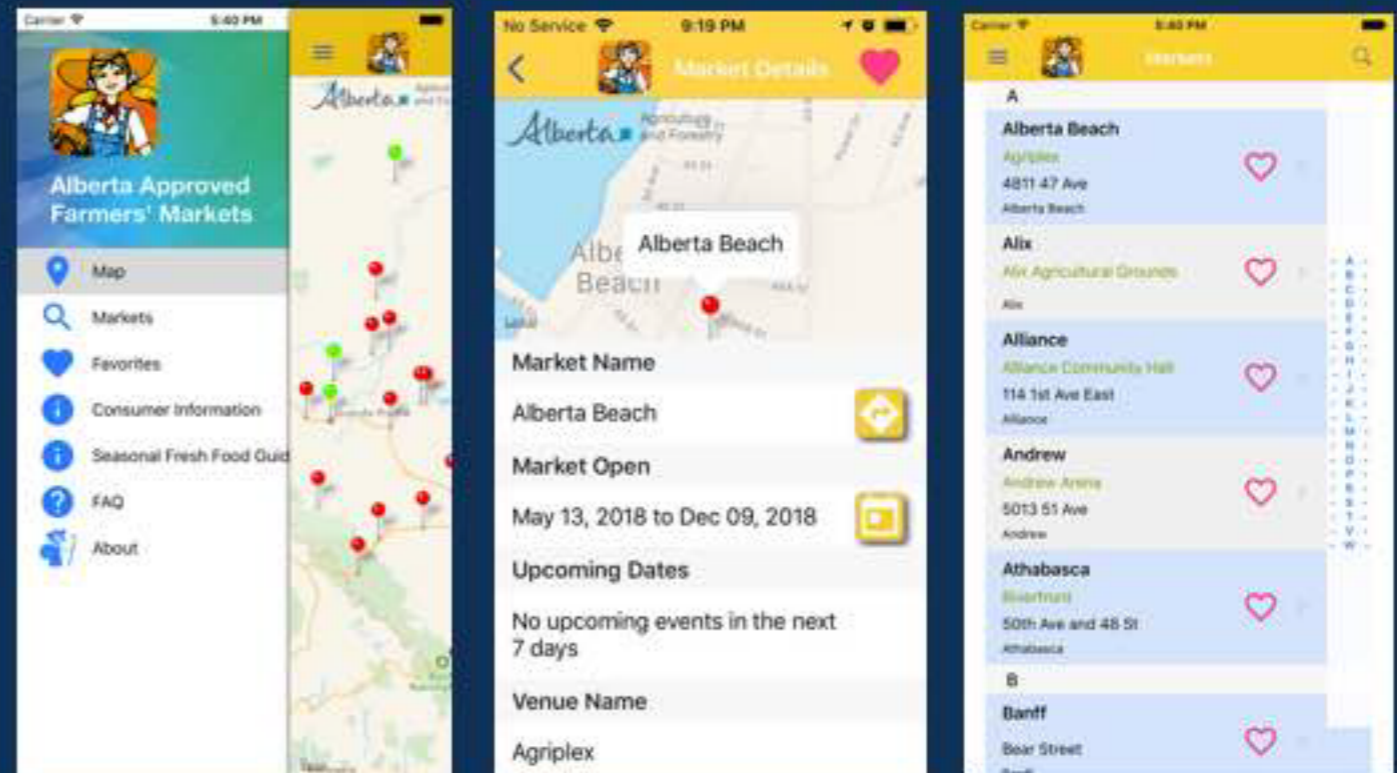
Alberta Approved Farmers' Market. (IOS/Android)

Content



For users who want to know the farm markets, this app can be very useful.

It has map feature, which can be used for searching nearby markets. The basic information shows on each page of the farms. In the market search section, user can also use filter to narrow down their options.



Farmers' Markets App

(Android/ipad)

Who is the user ?

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Who use it ?

Users who want to find a farm market information around Alberta

How and why they use it ?

Find farm markets information by using map or search engine.



Farmers' Markets App

(Android/ipad)

Who is the user ?

What it is?

This app is designed for farm market. It contains the information about farm holders and consumers.

Who use it ?

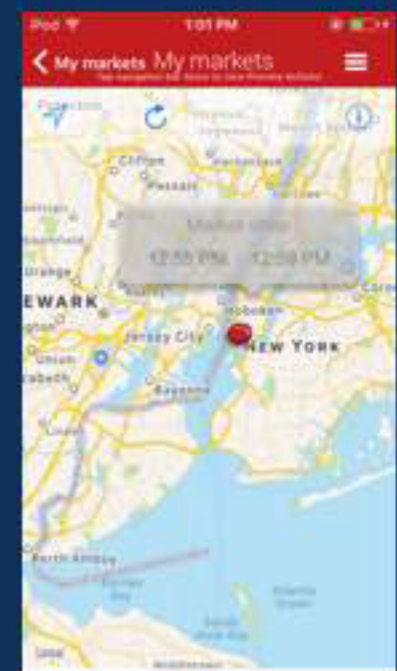
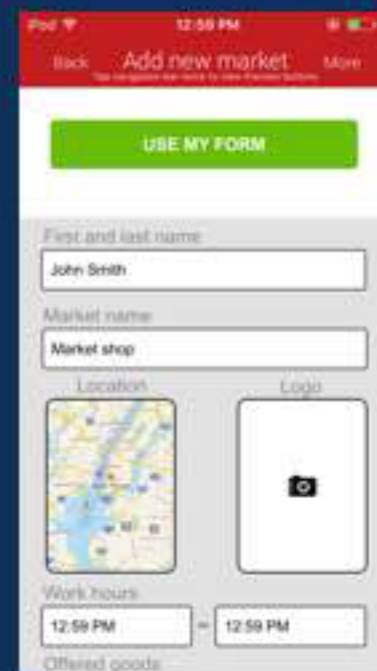
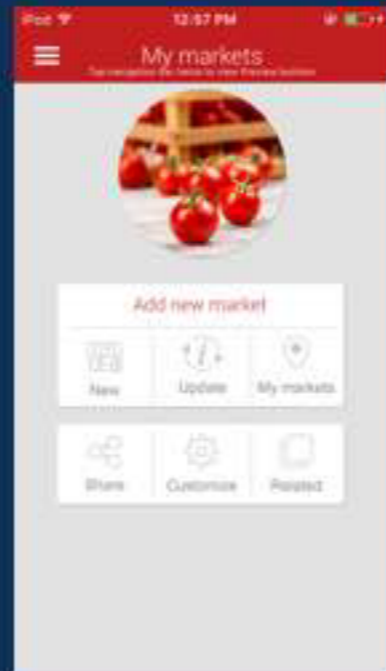
For the farmers who want to share their farm market information.

For the consumers who wants to check information about local markets.

How and why they use it ?

Farmers can upload their farm information, such as products price and opening hours, to let more visitors know about their farm markets.

Consumers can use map to look up the nearby farm markets, and also can compare the prices.



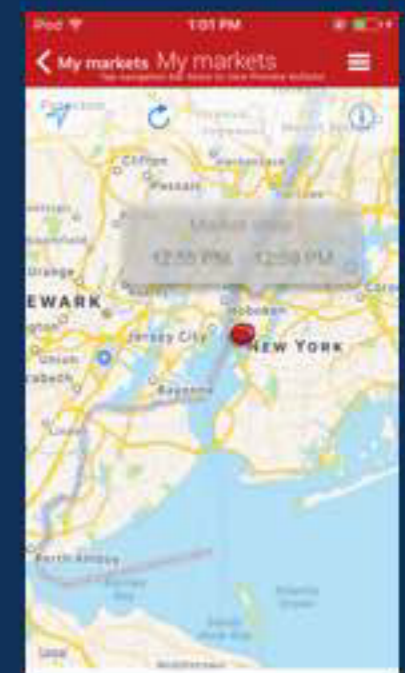
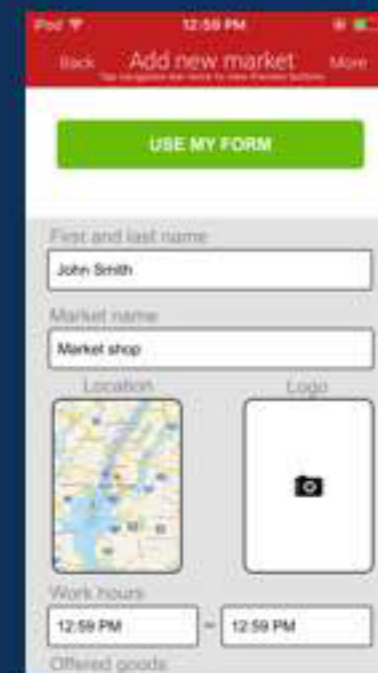
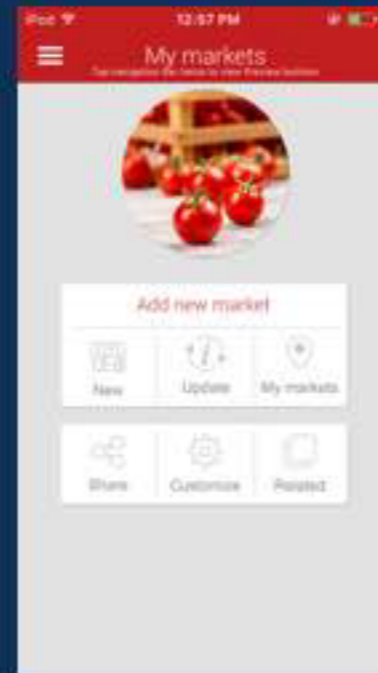
Farmers' Markets App

(Android/ ipad)

Information Architecture



Overall the architecture is designed very smooth. For farmers, simply follow the flow, and fill the required information, they can post their markets to the app.



Farmers' Markets App

(Android/ ipad)

Visual Design

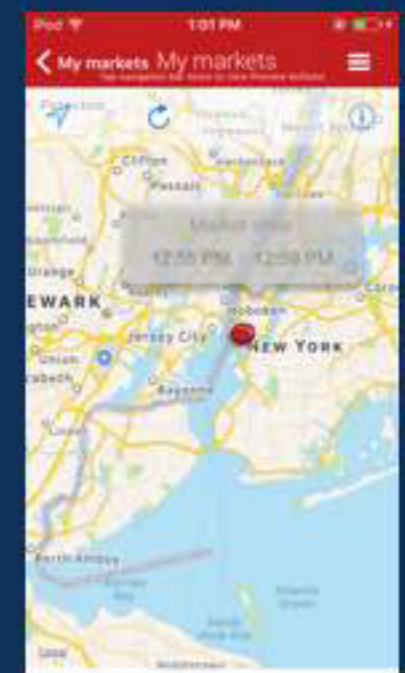
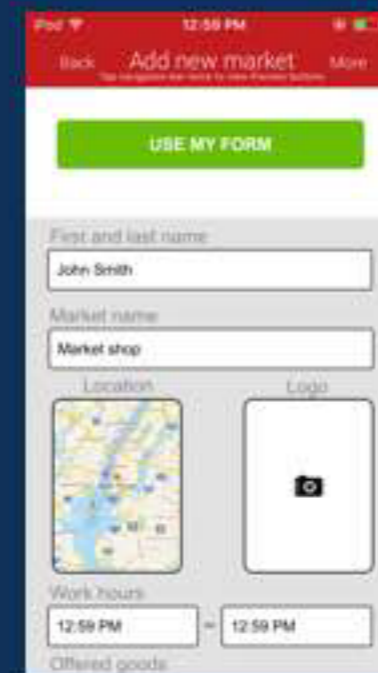
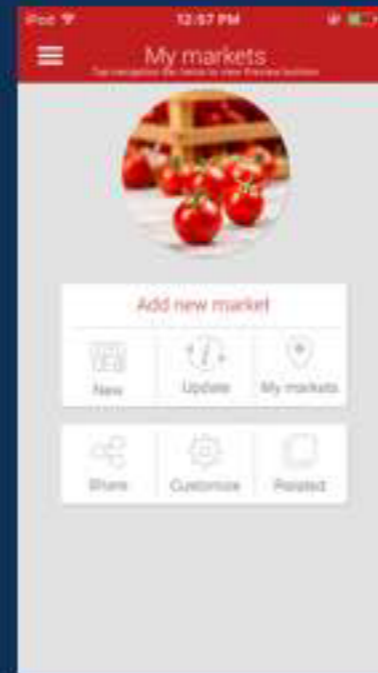


Typography

Typo feels clean and easy to read. Every column has its own color.

Hierarchy

No matter the color or the font size, the visual hierarchy is well designed.



Farmers' Markets App

(Android /ipad)

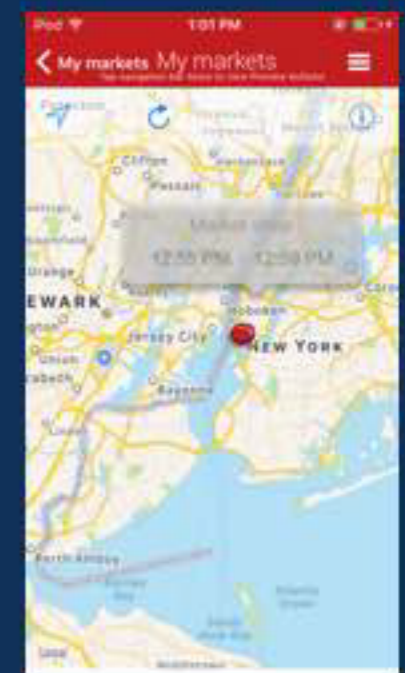
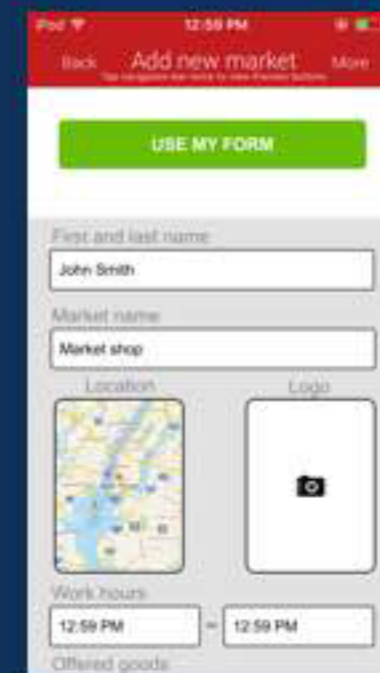
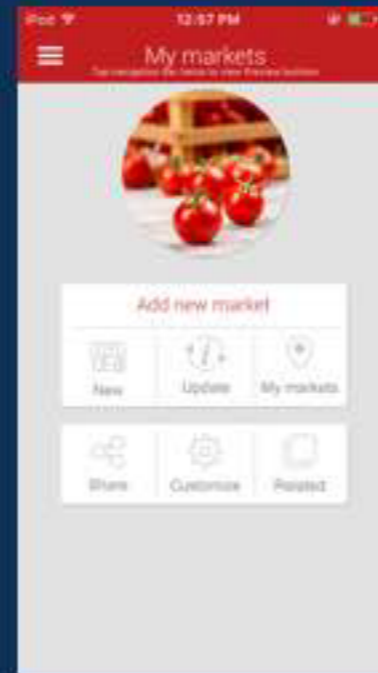
Visual Design

Navigation

The design of navigation is straight forward. The hamburger navigation contains every features for farmers and customers.

Color

Red and grey are the main color in the app, which is a perfect match to the logo.



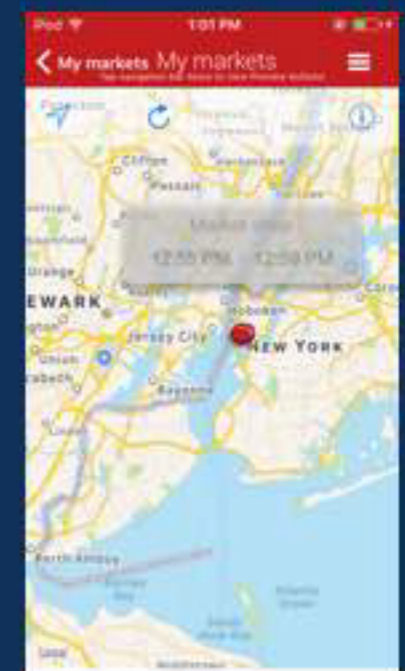
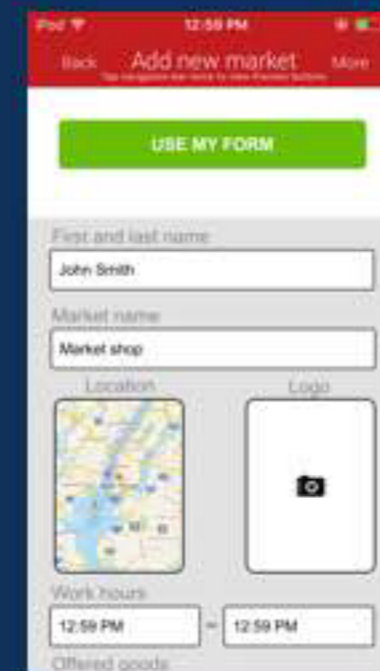
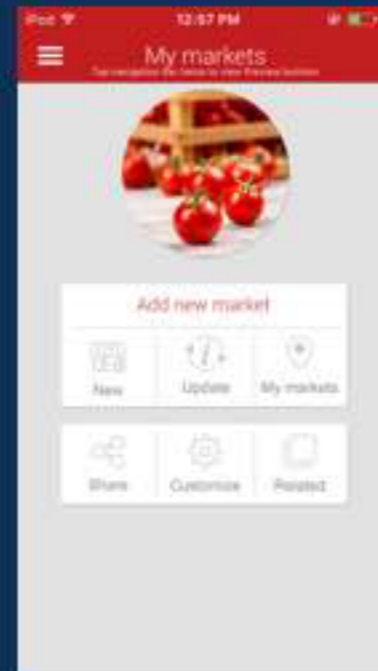
Farmers' Markets App

(Android/ ipad)

Usability



The register form for farmers is really designed into details, because it provides all the information that farm markets need. It's easy for farmers to use and to post their market information.



Farmers' Markets App

(Android/ipad)

Content



This app provides all the details that farmers need, which is very thoughtful.

Consumers can also use map feature to look up the local farm markets

