In order to maximize desirability, feasibility, and viability, the Chicago Farmers Market Collective (CFMC) can digitally educate consumers in an engaging way by focusing on users’ relationships within their communities. In order to do this, CFMC needs to respect and represent consumers from all backgrounds and identities and gain an understanding of how certain communities already view Chicago Farmers Market’s markets. How we can maximize that understanding, and how we can bring new consumers into CFMC’s community all through digital education.

We are a group of design thinkers looking to leverage our classroom experience, industry knowledge, and thought leadership to deliver a user-centric experience for the CFMC. We not tolerate any forms of discrimination, we thrive under diverse perspectives no matter the difference in gender, race, ethnicity, nationality, sexual orientation, age, socio-economic status, education level, or physical or mental disability, etc. We run as an open-minded group of collaborators with entrepreneurial mindsets. Looking to affirm CFMC’s visions and goals. We are focused on providing CFMC innovative ideas that turn into a customized, quality reality.

- TEAM STARSTRUCK -

**Research Objectives:**

- **RO 1:** To understand the benefits of shopping locally
- **RO 2:** To evaluate how consumers expect to be educated across digital platforms
- **RO 3:** To understand CFMC’s messaging as a collective
- **RO 4:** To investigate the specific ways the CFMC has brought Chicago neighborhoods together
- **RO 5:** To explore effective ways of soliciting feedback from CFMC community members
- **RO 6:** To explore effective ways to keep engagement with all demographics
- **RO 7:** To determine what social media platforms will reach an overall larger market

**Chicago Farmers Market Collective**
**Design & Research Process**

**Quantitative**
Our Quantitative research through the use of the platform, Qualtrics, has allowed for important insights to be discovered about CMC’s consumer base. The goal and design of Team Starstruck’s Qualtrics survey are to remain desirable, feasible, and viable between both researchers, participants, and our client. The applications and engagements of digital education help to provide specific numeric data, particularly about which digital mediums are frequently used. How to connect the Chicago community and reach all types of diverse demographics, the data collection and analysis are still in progress.

- Team Starstruck’s Quantitative survey design is inspired by a medium article titled “Designing an In-App Survey.” The article advises to “design the survey for the user, so they can fill it out with minimum effort.”
- Our design focus is to give participants a feasible, seamless, and fluid experience by asking a minimum amount of articulate and thought-provoking questions that provide CMC with a nuanced understanding of digital education.
- Team Starstruck has an extensive and diverse network of peers across Chicago which assisted us in strategizing how to mindfully distribute this survey to be able to obtain Quality data that is a representation of all demographics, backgrounds, generations, races, etc., across Chicago.

**Qualitative**
Data received through exploratory and Qualitative design and research yields unique, sophisticated information about consumer behavior options, use cases, or motivations. Through this lens, we can develop a compound understanding of end-users in a way that is simple, yet effective. We aimed to ask multifaceted questions that consider multiple aspects of digital education. Our design focuses on more than just the individual’s interaction with a product or brand. Our design considers the relationship users have with others in their lives, their relationship with CMC, and their ongoing relationships with farmer’s markets as a whole.

- Team Starstruck’s Qualitative research utilized a funnel-based approach.
  - This was achieved by adding discussion probes under each section’s broad opening question. This strategy aims to invoke an honest response without explicitly asking the same questions used in our Quantitative prototype.
- Our focused group questions centralize the end user by using concepts from the UX research basics module on Trailhead.
- The data collected will be used to identify areas of improvement and growth for CMC.

**Qualtrics Sample Question**

**Sample Question from Unfocus Group**