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CREATION OF A COUNTRYSIDE FOOD SUPPLY SERVICE, ITS BRAND AND INITIAL WEBPAGE CONCEPT

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Abstract <p>The topic of the present thesis is “Creation of a countryside food supply service, its brand and initial webpage concept”. The motivation of the topic choice was based on a problem of industrial food production disadvantages, which brought an additional ethical implication to the study. The objective of this thesis was to create a proposition that solves a problem of complicated accessibility to fresh products from countryside, sustainably and ethically produced by small husbandries in certain areas. The solution takes a form of a service, that has a perspective of a startup.</p> <p>First part of the study consists of vast research, which contains all the required investigation for creation of a service, based on customer needs. That includes qualitative information gather about the market of food industry and farmers’ production, comprehensive analysis of targeted audience, i.e. end consumers and farmers and study of contemporary approach of successful service creation in the form of design thinking principles. The results of the research built a base for the complete service structure creation, described by diagrams and customer journey, placed within this document afterwards.</p> <p>Second part of the project was devoted to design implementation of the created service concept. It included a research of visual design and communication areas. In particular brand essence building and coherent visual identity creation were explored. This part of the study also reflects consequential practical implementation, i.e. writing brand essence elements: story, values, mission and vision; and describes a step-by-step process of designing essential attributes of visual identity: name, logotype, tagline, colours.</p> <p>The final part of the thesis outcome is a proposition of the main tool for service operation, which is a website basic prototype. It is a logically completing element of the service’s finding undertaking. The prototype includes the fundamental structure of the pages and their relations, providing a clear understanding of the user experience and website functionality. For the visual representation, the basic user interface solution was reflected in this part of study as well. Overall, the project result represents a completed service proposition, that solves the stated problem and consists of the functional concept supported by design visualizations. The goal of the study is achieved, since the project outcome makes a base for the real life realization in a form of startup initiative, which can serve people’s needs within a problem.</p>		
Keywords service creation, branding, visual identity, farmers’ food, design thinking, service design		

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1 INTRODUCTION

Nowadays, people residing in the cities mostly purchase their foods in the supermarkets or grocery stores or supercenters. According to a survey conducted by USDA, supermarkets are primary places of grocery shopping for 90% of the families (Ver Ploeg, Mancino, Todd, Clay, & Scharadin, 2015). It is an easy way to purchase. Supermarkets and similar food stores are everywhere around the city, people's accommodation and work places; it is comfortable and fast to get an apple or a pack of cheese any moment you want it – a true advantage of time saving. However, for that city dwellers sacrifice the quality of the food they eat, which can be dramatically disappointing. Industrial production makes groceries unnatural and unhealthy. Packed with chemicals, they are useless for human body, and some of them are even harmful (World Health Organization, 2015).

A good example is apples in supermarkets. They appear fresh and shiny, but researches open up the reality: those apples are sprayed with fungicide or 1-methylcyclopropene, covered with wax, and then kept about one year in the cold storages to make them look like they were picked yesterday (USDA Agricultural Research magazine, 2007). On average, people buy 14 months old apples from supermarkets, especially when it is not the ripening season (Michaelis, 2013). Generally, other kind of vegetables and fruits have similar procedures. And scientific researches prove that there is almost no nutritional value in those after so many storage months, since fruits and vegetables lose their nutrients very fast after being collected. (Greenwood, 2015).

Animal products coming from industrial production normally contain antibiotics and hormones, usually given to animals with food for fostering their growth and productivity or to diseases prophylaxis. When those are constantly consumed by people, they can cause health problems and drug-resistant bacteria infections. (Farm Sanctuary, 2016). Besides, factory farming production is commonly accompanied by cruel animal treatment. That fact relates to the farms' overall conditions, which are ranked to be inhumane (Animal Welfare Institute, 2016): animals live indoors in overcrowded sheds, concrete crates and cages, where they often cannot move, turn or spread their limbs (Good, 2014). Such conditions

cause poor sanitation and diseases as well as high level of stress, since animals cannot behave naturally and practice their common habits. (Bendik-Keymer, 2006, 147-148). Figure 1 illustrates living conditions of hens in “battery cages”, common in factories’ practices. Diseases caused by such animals’ treatment, can subsequently be passed to people through their products (Herren 2012, 52-59).



Figure 1. Hens in “Battery cages” in poultry and egg-laying factories. By Farm Sanctuary.

In addition, it was scientifically proved that animals are conscious and sentient, (Low, Panksepp, Reiss, Edelman, Swinderen & Koch, 2012), meaning they feel pain, fear and stress. Nevertheless, factory farming system contains many painful procedures on them – mutilations, e.g. cutting beaks, horns, tails, etc. (Bhumitra, 2015), as well as it is imperfect in slaughter process (PETA, 2008). Furthermore, it happens occasionally that staff treats animals in inappropriate way, acting against written rules and even laws. Examples of such behavior were found and recorded even in Finland (Walker, 2015).

Lastly, one more fact against industrial food production is that it is not sustainable at all, especially livestock breeding. It destroys environment, causing massive pollutions of water, air and land and waste of resources — all that for producing unhealthy food. Nowadays ecological situation requires to seek for more sustainable ways of production and, correspondingly, consumption. Much higher sustainability of one’s life is reached by eating locally-grown food, produced by small

countryside farms as well as by reducing meat consumption, that causes the biggest amount of pollutions. (Good, 2014).

To sum up, industry carelessness impacts both humans' and animals' health and prosperity and ecology in general. The idea of this thesis topic was raised with the reflection and research on the facts, stated above. Fortunately, more people become concerned about these problems. Some want to receive a better quality of products with higher nutrition, some care about ecology and ethical issues. Community of vegetarians, for instance, share these views, speaking against factory farming for the sake of, equally: animals, environment, health and for humanity in general (Friedrich, 2008). General picture of negative sides of industrial farming builds a motivation to avoid it and find alternative ways of food supply.

The question of such possibility led me to the fact of local small-sized farming existence, which was mentioned above as more sustainable way of production. The last could be found in the countryside, where the village residents produce food for their own needs and their families, doing it with traditional, old-fashioned approach, in which animals' welfare is taken into consideration. (Beyond factory farming, 2016). Welfare term includes the freedom to exhibit natural behaviors, such as grazing, ranging and foraging; freedom from fear, pain and distress as well as nutritional food, natural for the species of animal. Welfare farms aim to keep a comfortable life to animals, which will make them naturally productive. (Animal Welfare Institute, 2016).

The main difference of individual farming approach from industrial is explained by the purpose of production. The only industrial concern is making profit (Herren 2012, 51-68) whilst the food, produced by countryside families is meant for their own consumption. Logically, there is no reason, why village people would want to grow anyhow harmful products for their families. Thus, no chemical processing of crops is made, but only natural resources and tools for cultivation. Animal breeding conditions at such husbandries, with insignificant deviations, generally correspond to welfare standards. This means relative freedom and exclusion of over-exploitation or painful practices on animals. (Beyond factory farming, 2016).

The real prototype of such husbandry I have among my relative connections' households. It is a useful fact from the point of having opportunity to observe the live practice of such approach firsthand, thus understand its aspects better.

This way of farming can be considered conscientious. Those local farmers often suffer from big industries which control market and get all the profit, and that is a worldwide problem (Herren 2012, 38-48, 65-66). Therefore, one more important aim and motivation of this project is to help small farmers to become vendors, having their production sold, due to they can get better income as well as customers' honors for their higher quality production. Consuming products from village brings more benefits for health of body and mind. The open question is **how** a city resident access countryside products. This unsolved problem builds a challenge of the project, which can be described as following: to propose a design-based solution, which connects city residents, i.e. potential consumers, with producers from countryside – small husbandries. The challenge extends into an approach to make a **direct** trade possible between them, as well as to make a proposition of an **easy** alternative for consumers to receive the products.

2 PROJECT OVERVIEW

2.1 Service purpose, goals and problems

The problem to be solved within the project lies in the fact that townspeople do not have an easy access to the food produced by family farmers from countryside areas. Since, it gets more and more popular to care about the origin of the food, especially among young people, it is relevant to create a service providing good accessible products. The main point of the projected service is to conduct a direct trade between farmer and consumer, meaning the implementation of transparent and fair purchase straight from village farmers. Like that, it works well for both sides: farmers, who could set their own prices, compensating their labor fully; and consumers, who could buy healthy ethically produced food and does not pay extra to resellers.

The service work is based on holding a database of small countryside producers, each with full information, visual materials and location provided. Customer decides which products are desired, chooses producer and after that can easily go and see the real conditions on the farmyard and buy the ordered food straight from the owner. In addition, one of the service's aims is to make a process of purchase and access **fast and easy**, therefore the service is assigned with function of **home delivery**. Like that, it is not necessary to go to the farm, but production cycle can be trusted through informative materials, e.g. descriptions, photos and videos. In that case, a delivery cost is included into the order's price.

The service is planned to be operated through a web platform, since it is based on ordering and providing information. For further detailed representation of the service idea and structure it is crucial to make a prior vast research. One of the main problems for such service is funding. The initial budget should be obtained for starting a functioning company, engaging involved parties and developing service system. At the moment, the initial budget source is unclear and the startup is in need of sponsoring. However, this does not prevent this project from ideating and creating of initial prototypes and design implementation.

2.2 Project orientation and content

The difficulty of this project lies in fact that it is a start-up company, hence to build its foundation will require to cover development of several components. Among those are: ideation process of the problem solution from scratch; its further development into a clear service structure; and, finally, a subsequent adaptation into a form of design implementation with a help of various visual tools and techniques. Thus, to understand what exactly should be designed, I have to define the core idea of the service and its function, supported by prior research. Therefore, this project is meant to have a double-natured orientation, combining a strong **research foundation** with the following **art-oriented or design implementation**.

Summing up the planned parts of research and design implementation, the full list of outcome for the present project includes:

- 1) Service ideation: market and user researches, building persona profiles, service structuring, stakeholder map and customer journey development.
- 2) Brand creation: brand essence (values, story, mission, vision); visual identity (name, logotype, tagline, typefaces, colours). These are to create a standing out image for the service to make it known and recognizable.
- 3) Website structure and visual prototype. Website is a main tool through which the service will be provided. It is not possible to build a fully-developed website within this projects' framework, however planning its initial architecture and simple visual prototyping will help to unfold the complete user experience, provided by the service.

3 DESIGN RESEARCH

“Service is an action of value one performs for another person or organization” (Sexton & Trump 2008, 55). Typical design project, as well as service creation, has several phases. According to “Design and Designing. A Critical Introduction” publication (Garner & Evans 2012, 35), they include:

- information gathering
- problem definition
- concept development
- design development
- design evaluation.

Research for this project aims to cover both information needed for service start-up as well as for creating decent various design solutions to support the service communication with customers.

3.1 Market research

Every startup, including service, requires an enormous market research and defining a target customer (Aulet 2013, 25). Guided by this, I went through the market research constituents to figure out the areas of information to be covered. Though market research includes quantitative data, related to economic issues e.g. market size figures and deep analysis of market segmentation (Aulet, 2013), those are made not by service designers (Sagelström 2013, 54), so the main focus was kept on qualitative information gathering to stay in frames of design-oriented study. Having the thematic of the project defined: i.e. **solicitous farming** and **conscious food consumption**, the market research was started.

Within its framework various sources of information were gathered about solutions, offers and improvements on the matter, existing at the moment. The explored areas included overall evaluation of food supply on the market and new tendencies in eating culture, i.e. organic and bio production. However, most of the research was concentrated on exploring small farms' sourced production.

Such approach was useful to find the propositions, close to the intended problem-solving outcome of this service. The most important findings of overall market tendencies are outlined below.

Firstly, there are various tricks that appeared in the recent years and became trends. Among those are product lines on the supermarket shelves, labeled as “organic”, “free range” or made at “humane farm”. Those, basically, are marketing instruments, intended to increase sales. The reality is so, that “Organic” food, which is often produced by big manufacturers, is not much healthier than usual and not as eco-friendly as it is being promoted (Kelly, 2016). “Humane” and “Free-range” brands claim their animals live outside any cages and lead “happy lives”, which is not more than a myth, since conditions on those farms are very similar to conventional factory farms (PETA, 2016).

Secondly, a promising movement happening these days is the appearance and spreading of farmers’ markets. Their amount, format and permanence or work continuity depends on the country and the area of location. Like that, there is a popular farmers’ market in center of Helsinki, Hakaniemen Tori. However, sometimes their locations are quite limited (mostly in big cities) and in general they are few and sparse. Moreover, they tend to happen only seasonally or occasionally. In some cases, when market is in outskirts, it requires transportation and takes time to reach those.

Thirdly, another trend is that some farmers’ food suppliers are represented in the form the shops. Finnish examples are Eat&Joy Maatilatori, Anton&Anton and Sattumarja shops in Helsinki (Visit Finland, 2016). They claim having on their shelves products of small local farmers mainly. The open question here is trust: customer is meant to believe the sellers and their statements about the food origin and ways of production. Besides, customer pays more, since in those shops products become expensive.

Finally, the research showed an inspiring project that had been recently launched in Russia, which is called LavkaLavka. Its idea is close to expectations of my own startup. LavkaLavka is a seller that represents a cooperative with selected local farmers and vendors, who distributes products through several LavkaLavka

brand's markets, shops, website and even restaurants. They choose farmers for cooperation by themselves; as a part of their philosophy they keep stiff control on farmers' selection. At the moment, their activity covers only Moscow, Russia.

As the service is planned to be held via web platform, a special research was made on existing online offers, which brought the following results:

- There are some family farms who offer their own delivery through their own website. Many of those were found in the USA and have their long history behind, for example "Farm Fresh to You", "Karl Family Farms", "The Wheeler Farm", etc.
- There is a Belgian project "Farm to Me" that represents a database of farms scattered around Belgium. The service is however available only in French not Flemish. It basically has a list of all types of farm with their address and contact details, sometimes there is also a link to a farm's a webpage given.
- "Farm Drop" is an inspiring delivery project I found, operating in the area of London. They claim to bring the ordered food within 19 hours straight from the farmers they cooperate with. Their website is very well designed and keeps in the soft image of their friendly team and overall philosophy. They aim to help both local farmers and health-hunting customers, which is close to the spirit I want to create within the present project.
- "Wild Kale" is truly the closest service to my concept. It is an online farmers market, where you can order from farmers around you. The plus is they do not limit the geographical area, but try to expand. The minus is that it does not let you in to see the service without inserting your billing and card information.
- Several online delivery projects were found in the USA areas, based on weekly basket orders from local farmers, e.g. Winder Farms, Bella Beans Organic.

The above list represents the most notable findings, that gave additional inspiration to the ideation process. Links to all these are collected in Appendix 1, as well as the full list of results. It should be taken into consideration that the language of the research can influence the depth of the results and some non-English services might be missed out. However, I came to a conclusion, that in some countries buying from farmers gets more popular. It is also easier and more accessible in places with warm climate, where growing food is easy all year round. On

the contrary, in colder climate with distinct seasons shops, selling naturally grown or eco products are rare and expensive, especially for vegetarian needs, and that is why they miss supply from farmers.

Analyzing the results of market research, it was identified that the idea within this project is close to some already existing concepts of services. The main competitor was defined as well. Russian “LavkaLavka” has many similar views as well as its geographical area is close to the intended one. Nevertheless, the uniqueness of my service’s concept cannot be doubted and is clearly defined by the ethical directivity. It is meant to be not only a source of food acquisition, but also a tool to raise people’s level of consciousness and empathy in daily life, popularize humane attitudes and views, support vegetarianism as a positive undertaking. In addition, the creative design approach will help to distinguish the service visually among the other offers.

3.2 User research

Stakeholders’ research seems to be one of the most important for service designers. It helps to raise the level of empathy to the people involved in the process and to get a deep insight in understanding their lives and needs. That can inspire more ideas and improvements to the future service. Ethnographical methods, such as observations and interviews are considered to be the most applicable and widely used. (Sagelström 2013, 57). Though stakeholders represent all the people involved into the process of service, at the beginning of a new start-up the research is to be focused mostly on customers.

Therefore, the aim at this stage of the project is to explore the two main stakeholders involved into service, who represent the target groups of users. Those are countryside producers and customers from big cities. I took a challenge to make an observation in the countryside to have a clearer idea about villagers’ life mode and labor. It was not just watching, but a participant observation, meaning that I was living in the village and doing the same things they were doing, following their everyday routine. That kind of observation is considered to be one of the most productive and advanced for information gathering and inspirational insight

(Sagelström 2013, 32-37). My countryside research became possible due to having my relatives residing a village, my aunt's family in particular.

So far, the observation was held in "Lobzha" village in Mogilev region of Belarus and continued for two weeks. During this time, I had a chance to go to the fields and gardens, to feed all kinds of animals, to pasture cows and explore the best ways to keep the household the way my aunt does it. Additionally, the interviews with locals of the village were held, altogether with picturing them running their everyday duties. As a result, a lot of visual materials were collected in the form of photos and videos. Those are meant to help building the service basing on the villagers' needs and interests. The questionnaire for farmers is in Appendix 2.

As an outcome of countryside research, a summary of crucial conclusions derived from interview answers and participant observation is listed below:

- The labor of the observed countryside people is hard and takes round the clock involvement, especially when one's farm is a major source of subsistence and livelihood of a villager and their family.
- Most of the people in the countryside still practice old-fashioned ways of farming, meaning manual labor and natural processes and methods of agronomy and animals growing.
- All the farm animals are free to stroll around, doing their own affairs, raising their offspring, experiencing animals' welfare conditions.
- The new batches of food are an everyday flow with accumulation of naturally fresh food in excess, which has a short period of storage. Therefore, farmers would gladly sell their production, if there were buyers.
- Nearby food processing factories buy products from the villagers for unacceptably low prices with the subsequent resale for much higher prices under their brand names, e.g. milk is bought by "Babushkina Krynka" company (Taisia Polyanskaya, Lobzha village resident, 12 July 2016). Farmers consider these slim pickings but the lack of other demand means they have no better option than to accept the offered deal. In this way, "Babushkina Krynka" pays for their milk 5 times less than the cheapest milk pack in a grocery store in the area (Taisia Polyanskaya, Lobzha village resident, 12 July 2016).

- Locals use computers and the internet, though depending on the range of produced foodstuffs their level of everyday activity is high, so the overall time spent at the desk is minimised.
- The idea of having a platform to sell their food directly to interested customers at a decent price sounded appealing to the farmers, hence they expressed high interest in such possibility.

This service and design of it is not going to be for everyone, but for certain consumer. The consumer from big city is the main user of the service and harder target to extract among all the rest of townspeople, thus it requires more detailed research on who exactly those are. And I believe that successful service should be based on the customer needs, hence creating an **end user profile** will help to understand the direction to move and design tools in particular. The words of John Edson in his book “Design like Apple: seven principles for creating insanely great products, services, and experiences” confirm this point of view: “Design starts with knowing your customers and creating a corporate culture that is keen to listen to those customers” (Edson 2012, 149). This explains why defining my end user was one of the thorough parts of the research work. Developing a profile of my end user, I used a list of characteristics suggested by Bill Aulet (2013, 52). The included ones are presented below:

- Gender: female and male, female is prevailing
- Age: 20-40, young and active
- Income range: from low to average salary
- Geographic location: big or middle-sized cities in Russia, Belarus, Ukraine (potentially could be more Eastern European countries)
- Average motivations: permanent intellectual and spiritual growth; leading an interesting and healthy life; self-development; to be harmonious and happy; to be active and mentally strong; to spread love and positive influence on others
- Strongest fears: loss of closest people; personal crisis; degradation of economics and ecology; violence; embittered society; diseases
- Their heroes: depend on the age and dispositions – possibly Buddha, Mahatma Gandhi, Leo Tolstoy, Nikola Tesla, John Lennon & Yoko Ono

- Spend their vacation travelling or spending time for themselves; prefer eating out in healthy food places, e.g. salad / fresh bars, vegetarian/vegan kitchen, attracted by crafted fast food, enjoy exploring new cozy places; healthy energizing breakfast is a must; would love to have time for exercising in the mornings before work/put an effort to do it
- Do not watch TV or almost, narrow down topics of news out of the chaotic multiplicity and choose information flows matching their spheres of interests, like to surf internet for the sake of getting new interesting knowledge or for fun
- Reasons to use the service: ethical - to stay away from harming animals; self-care - to eat fresh and healthy food; moral - to be sure in the natural origin of their food; confidence - possibility to check production process themselves; economical - no overpay to industry brands/saving money; comfort – easy access
- What makes them special and identifiable: love to the world around them, healthy habits, strong principles, vegetarians, hard-working, humorous, relaxed, creative, active
- Story: does not matter what kind of life they had before, but once, with the help of some new knowledge or experiences, they realized they can live better, kinder, healthier, and fair. Since then, they want and aim to live without making any negative affection to the other living creatures. They aspire to improve and develop every day and make life better, first, for themselves but intend to help others with their example. They are thinkers, they are creative, they are active, well-educated. They are humorous, easy-going and love to have fun and live easy

Working on end user profile helped to sort out the type of consumers targeted by this project. Yet, for the deeper understanding of the customer characteristics and answer more questions about their needs, it makes sense to build a **persona profile** (Aulet 2013, 71). Persona is a representation of a made-up person that pictures one target segment for which the service or product is being created. Having different target segments, makes it possible to have more than one persona. (Ling 2015, 94). Considering two main targets for this project – a consumer and a farmer, I find it relevant to create two personas:

- user (consumer) persona;
- producer (farmer) persona

There are many demographic and personal specifications to be defined for persona. To achieve the deepest insight about potential consumers (end users) I had to use additional tools, specifically interviewing. Questionnaire for them (Appendix 3) was built considering the fact that service does not exist yet, nor that its structure. For making a decision on which questions should be included in this case, I used Carly Ries' article guidance (Ries, 2014). Same guidance was used for structuring the questionnaire for farmers, mentioned above (Appendix 2). To build farmer's persona I also used the materials collected during the village trip and participant observation conclusions.

Compiling the contents of the personas profiles, I followed a comprehensive example of Bill Aulet (2013,73-74). As a part of profile a visual representation of persona should be created. In my case, they were drawn collecting features from plenty of real people. As an overall result, the two well-structured profiles — of consumer persona and farmer persona — were developed, both based on their answers to the prior interviews. Interviewees selection among the end users (customers) was made according to the demographic features associated with them earlier in this research, though their countries of origin varied, since the geographical area is not applied to the service yet. Like that, it gave more understanding if this kind of service could be relevant in one or another country. Analysis of the city interviewees' answers revealed the following main tendencies in customers' attitudes in relation to the service:

- many people admit that to eat organic and vegetarian is more expensive for them due to the prices in those kind of specialized shops, so they often visit the usual supermarkets
- they mostly do care about the origin of the food and are worried about factory farming methods
- they would love to cross out all the dairy and eggs that are produced by industry, but find it mentally and physically difficult for them
- they would want to get quality food from local farmers, but in most cases the access to those is limited and prices are much higher in farmers' food shops
- some people do not believe that conditions of the small individual farms are good for animals, besides they also produce meat

- before using the delivery service, they would want to see and know how the real production situation is
- they aspire to be happy and proud of committing some important things in life

Based on interviewees' answers and these general conclusions, the **customer persona** was built, represented in Appendix 4. As for **farmer persona**, the geography of the interviewed villagers covered the area of Belarus, Russia and Ukraine. The interview itself revealed high level of similarity in villagers' life modes in those countries. That builds grounds to focus on that geographical area for the consistency of the project orientation. Summing up the results of producers' research, the following facts sheet was created:

- depending on a region, farmers have varied level of income and living conditions, as well as different approaches concerning farming: some are old-fashioned, some are more advanced.
- most of them don't like producing meat and want to avoid it if there is enough of another provision
- in some researched regions, they have a chance to sell products to factories, though not satisfied with tiny payment, but there is no other choice.
- they want to increase their income and to be a part of the market
- they are highly inspired to try to be a part of the service and improve their farming methods for meeting service's standards and principles

The built persona of **village producers (farmer)**, based on these conclusions and interview answers and observations, is placed in Appendix 5. Creating personas helped me to get quite many insights that inspire some improvements for the service idea. It also puts a foundation for customer journey (or scenarios) development. Customer journey is meant to tell the story of how the service will be used. Personas are only half of the solution, but building scenarios within a full experience journey will make the research complete (Iltis, 2015). The creation of customer journey will become possible after defining a concept and structure of the service.

3.3 Concept development

First draft of the startup idea was inspired by my personal motivations and needs to improve the quality of consumed products as well as to know their origins and process of production. To make it closer to reality and build stronger grounds and broader promises, I resorted to thorough design thinking studies. Design thinking is about the adaptation to the challenges through the process of creation, in other words, cognitive flexibility, and focuses on real human interactions and relationships, behaviors and emotions (Mootee 2013, 32-39).

A project, based on design thinking as well as the team that follows its principles can be described as **human-centered, agile, adaptable, inspired and passionate, disruptive, innovative, committed, purposeful, fun and energetic, risk-taking** (Mootee 2013, 32). I want the service to have these qualities from the idea till the stakeholders' attitude. According to Idris Mootee's design thinking principles (Mootee 2013, 64-73), the approach to the project development should be:

- Action-oriented: learning-by-doing, applied experiences and experiments.
- Comfortable with changes: promote new look at problems out of dogmas
- Human-centric: focused on customers and their needs.
- Integrates foresight: explore the uncertainties
- Iterative: a dynamic constructive process
- Promotes empathy: understand people
- Risks reducing: by considering all the development factors
- Helpful to create meaning: by usage of various communication tools
- Bringing creativity to the next level

The appliance of the above principles to the further development of the service idea turned to be an applicable decision-making and problem-solving tool. Altogether with the conclusions from the user research and defining their needs, it brought me from the uncertain and blurry idea to a clear understanding of a ser-

vice that customers would want to use. The purposes and description of the service were outlined, and those are completely human-focused. The basis of the service structure and mechanism is defined by the following goals:

- Provide ethically produced food: only villagers who have sustainable and conscientious methods of farming are chosen to be suppliers.
- Provide reasonable prices for naturally-grown food: customer avoids brands and resellers, and pays only fair price justified by farmers' labor.
- Make the purchase transparent: full information about each farm is provided, so customers are welcome to visit and see conditions and production process.
- Provide fresh and high-quality food: each order is delivered as soon as possible right after villager collects it.
- Individualize the approach to customers: the food is produced on the fact of one's order, giving the feel of "made specially for you".
- Make customers positive about the world and proud of themselves: service stands for vegetarianism and humane philosophy of "no harm to anybody" and brings the customer a feeling of contribution to it.

Description of the service. The service is meant for townspeople, who care about the natural and ethical origin of their food: mostly those are vegetarians; Additionally, other people leading healthy lifestyle can be perceived as targeted. The community of the service seeks for fair producers: usual people from countryside, who have a small husbandry, and who supports same principles as the community does. Those are to produce only naturally grown products and follow animals' welfare principles.

Each farmer, who becomes a supplier, gets his place on the website of the service. Website is its main tool. It provides full information about the supplier, an ordering and delivery functions. There are two ways to purchase: to go to the farm and buy straight from villager, if you want to see the conditions (or just to have a day off in the countryside); or to choose the delivery option. The service specializes on essential natural products, e.g. self-grown fruits and vegetables, cereals, dairy products, eggs and crafted meals. Meat is not provided due to ethical reasons the service stands for.

There is no fixed assortment on the website, but there are ranges of products that each producer can offer. Each order entails the production: once it is placed, the farmer is notified and prepares the bundle. The delivery comes as fast as possible to make the way and brings the goods straight to customers' home with preliminary notification, excluding any storage points. That way, a minimum time passes from production and consumption moment, which make the products incomparably fresh. The diagram in Appendix 6 illustrates the scheme of service work structure clearly. However, this diagram does not reveal the full image of people involved into a service existence and function. Therefore, a stakeholder map was built to show all the required human resources (Appendix 7).

The service aims to have an image of the least finance based, but obviously, cannot exist otherwise. Therefore, the budget is planned to come partially from delivery costs, while another part should come from a percentage of villagers' monthly income, caused by service usage. This must be agreed between farmers and the service. Within the prior interviewing, it has been revealed that farmers do not mind sharing up to 20% of their income resulted by the service usage.

The advantages of this service comparing to other solutions on the market:

- There are no shelves with products waiting to be bought and losing their freshness – they come directly to consumers after being produced.
- Food is controlled to be ethically produced, with proper care of animals.
- Fair price politics: it is not expensive to eat healthy and friendly any more.
- Transparent purchase with possibility to see personally production process as well as to have a day out in the countryside.
- It changes farmers' approaches and conditions: villagers can improve their farming methods, animals keeping habits and with this become a part of the caring community.
- It challenges to be vegetarian-oriented, narrowing down customers' range, but broadening the ethical impact.
- Makes society better by reducing the amount of cruelty imminence.
- Cares about ecology – reusable delivery packaging is employed.

- Arises customers' self-respect via making it a part of important mission, stated by the service.

Such a service can make vegetarianism more popular, because of easier access. When it is easy and cheap, vegetarian lifestyle becomes a normal activity and the others could become interested. The reasoning behind what could be a prosperous potential concept lies in the strong base of this service. It is worth saying, that one of the main things behind any successful company is a strong faith in the principles and ideas it stands for. Believing those ideas can change the world a little promises a good foundation to build an honest communicative brand. (Wheeler 2013, 32-34). At the same time, making a vegetarian-oriented service is a risk-taking projection: it narrows down user coverage and is more complicated to accomplish, however according to design thinking principles, a truly creative project should be like that.

Furthermore, the determined service structure allows to build a customer journey map, which displays the algorithm of the service function and user experience graphically. Customer journey map is an important tool to reveal problematic points in service implementation, so its development was made accurately. Following user experience designers' guidance, I have created a journey formed by several essential stages, which include acquaintance with service and post-usage effects (Ngai, 2016). The outcome of customer journey creation is placed in Appendix 8. To make user experience more effective, the further development should include design tools and interaction solutions, supportive to the idea of the service. This means moving to design implementation, which includes a process of brand creation for it as well as creation of a service website structure with the consequent prototyping of its initial visual design.

4 DESIGN IMPLEMENTATION

4.1 Brand essence, values and mission

A brand identifies service or product and differentiates it from competitors, helping customers to make choices among various similar offers, according to their qualities and values. Brands create “personality” via setting values that their target consumers appreciate. (Ambrose & Harris 2010, 90). Brand includes visual identifiers, such as logo, name, colours, typography, as well as its positioning. One fair, but at the same time very simple statement about branding says: “The best brands marry intelligence and insight with imagination and craft” –Connie Birdsall (Wheeler 2013, 28). Indeed, the origins of a brand lie in a well-thought and processed understanding of the reason or a problem you are creating the brand for. In my understanding, involvement of emotions and heart are essential to get a proper insight, and create a base of the brand that will conquer love of the customers. To make them stick to the brand, the implementation approach should be creative and skillful, but inside there should be a trustful essence.

Moreover, when a brand is created for a service, the communication between customer and brand cannot be strengthened all the time by the products distribution as in the case of products’ brands. The positioning should be strong and appealing enough to be kept by services’ stakeholders within a process of communication, that should associate those people with the brand itself. (Sexton & Trump 2008, 57). All that makes it crucial to create: first, - an affective brand essence and positioning, which answers customers’ and is understood by all the stakeholders; second – visual identifiers and attributes that would communicate the assigned positioning well.

It is not only identity that helps the brand to reveal itself. Identity is not enough to explain what the brand stands for, but the language that brand speaks clears up its personality in the form of words. (Shaw 2012, 41). And talented copywriting is meant to help in that. In particular, nowadays, it becomes crucial to build an impactful brand story that will make customers fall in love with brands’ vision as well as inspire all the stakeholders to live this story as a culture. The strongest are the ones that can somehow touch people emotionally or make them feel like a part of

it (Britton 2015, 239). In the case of this project, the topic itself is already emotional, so my strategy will be based on the entire honesty and openness of the communication, worship of nature and its origins as well as it will include the empathic insights conceived through the prior research.

Brand story I created for the service opens up its essence, telling more about the people behind the service and how they see themselves. This brand's essence is based a lot on the harmonic lifestyle basic rules, which relates to respect and love to the whole world and worships nature. It also reveals the main attitude of the service to farm animals, who are meaningful and deserve respect as people do, which is one of the most important part of this brand culture:

'Who are we? We are nature lovers and its messengers, aiming to deliver products of pure authentic origins. We act on behalf of village producers, and those are not only people. Animals are the ones too. We respect each cow that provides her milk to people and we value her life. We are thankful to each hen whose eggs we fry. And we praise the fertile soil for giving birth to all plants and crops. We value each farmer, who cares about quality of one's products and leads conscientious household, and we contribute to their prosperity. We want consumers to know the producers devoted to provide the best possible food to them, as we wish customers to value them the way we do.'

Values are meant to reflect the beliefs of the company, its philosophy. In defining these, it is helpful to imagine the brand as being a living person. Probably that will be someone who answers the persona's aspirational hero. Through the research results it should be one with a strong spirit, big heart and high intellect, someone harmonious, friendly and worth respect. An ethical culture of the service and its users' positive attitude to life got a notable reflection in the values list as well:

- **Grace:** respect and care for animals and humans
- **Honesty:** fair prices formed by labor input
- **Openness:** transparency of the production
- **Quality:** freshness gifted by nature
- **Genuine:** authentic food origin

- **Fun:** too positive and life-loving to be boring
- **Bold:** the challenge is not easy, but we challenge
- **Inspiring:** makes people want to be better

The “vision” represents the big idea behind the brand, which is the key belief that the service aims to deliver and possibly to bring about some change in the future (Wheeler 2013, 30). It is crucial that the brand communicates well about the meaning and sublime intentions carried by the service. With the help of all my copywriting skills, I would describe the brand vision and beliefs of the service company with the following lines:

‘We simply provide good food for you. But behind each order is a move to a new consumption culture, a responsible one. Buying from village cuts support to cruelty and raises value of fairness and respect to the caring producers. All that makes us an empathic community that improves the world with each bite. We believe this is what *normal* should be like.’

The mission of this brand is user-oriented and compiles the company vision and brand values essences: **‘We aim to create a new society, where being concerned is classy. Our mission is to make empathic lifestyle available and easy and prove that vegetarianism, care and ethical eating can be accessible and fun. Be proud to follow those.’**

4.2 Visual identity

Visual identity can be perceived with the human senses and serves the brand’s recognition. Visual identity is meant to deliver the brand message. (Wheeler 2013, 4). It consists of many elements, including logo, name, tagline, typefaces, colour palettes. Coherently compiled, they should support each other within the overall feel of the brand and speak the same brand language. During the process of identity creation for the service I began with inventing a suitable name for it.

4.2.1 Naming

Name is an element of visual identity that has a crucial function to differentiate the service or product from the others. Applied together with the visual elements, it expresses the culture and values of the future brand and should communicate well with the target audience, speaking the same language. Brand name should be meaningful, unique and speaking enough to build visual associations with the overall aimed culture of the service as well as it should bring positive feelings to the ones who hear it (Wheeler 2013, 22-23).

The basis of the name for the product or service can have a different nature, such as types of formation that are traditional (e.g. name of the founder), descriptive (describes what a service does), metaphorical, emotional or abstract (Tomlins 2014, 147-148). It took a long struggling time to generate several suitable versions, but the most challenging was to single out that perfect one, which could be prospective and would embody the brand essence fully. Every time I had a new idea for a name, I referenced the intended above values and the mission to check the level of their match.

First round of brainstorming drew up an impressive list of possible name variations for me. There were names such as:

“Farmhood” – reflects the proximity of the farm to your home; “Swap”, “Fair Point”, “FrankMe” – underlines the two important service principles: a fair trade between buyer and producer and fair treatment of animals by humans; “Meal-Mate” – relates to a friendly community represented by the service; “Farmtome” was one of the favourite name options, however research revealed the presence of a pre-existing service of the same name. There were more propositions made, but at the end of the first brainstorming session I came up with the name “Villagers” as a solution.

The reason for this choice was my intention to associate the brand name with its origin, with the people from countryside, who produce the food. This approach reflects well that the service is traditional farming-oriented and open and honest, speaking about the origin of the food. With that it builds a communication based

on simplicity, and humanism. It just straight tells what you buy – you buy something made by villagers. Besides, it makes an associative visual representation in the audience’s imagination as well as certain mood tone, which helps to create a supportive logo and other forms of visual identity.

4.2.2 Brand mark development

Logo or a brand mark is a graphic symbol, designed to represent the profile of a company, product or service. Logotypes function by literally identifying an organization, using characters styled in such a way as to give an indication of its strengths or culture. (Ambrose & Harris 2010, 90). After experimenting with logotype (Figure 2), I was not satisfied with the rustic impression this mark created.



Figure 2. First try of logo with the chosen name

Such brand identity did not match the brand story and vision, so I had to stop the development of these name and mark combination. “The biggest question about a name is whether or not it communicates the story” - Karin Hibma (Weeler 2013, 141). This is where design thinking iterative principle — going in circles and reassessing the created work to make improvements — came to practical implementation: I realized the necessity to reconsider the previous version of the name and logo and to have a second round of identity ideation process.

This brand carries big ideas and high aspirations of changing the world potentially, hence it is more sophisticated than being just a primitive reflection of rustic life. The solution was to leave out the certain direction of ideation and take wider scope of thought via creating a new brainstorm map (Appendix 9). Since this moment, the development of name and logo mark solutions was led simultaneously along with the research.

This brainstorming turned to be concentrated around ethics aspect of the service as well as folk culture, inspired by the villagers. It led me to deepen into the historical aspect of nature and world perception by people through times, many centuries ago. The reason for that was the fact, that folk superstitions from ancient beliefs kept their existence via oral folklore and were wide-spread in villages through epochs even after many changes in society and cultures. My own experience of visiting far countryside in Russian, Ukrainian and Belarus villages shows, that symbolism of pagans still exists and can be slightly noticed in everyday life, though it is not obvious or sensible any more.

The choice of such direction brought me to discover symbolism established in ancient, pagan times. I researched on numbers of pagan myths related to cycles and laws of nature as well as superstitions about deities. Often, different tribal cultures had similar idea and roots in those. My attention was drawn mostly to Slavic and Norse cultures, due to their geographical area, matching with the project demography. Semiotics of those is a very useful thing to explore and get inspiration for creating my brand identity. In particular, it can help to come up with the solution of a meaningful metaphorical name and creatively applied into visual part of identity.

Symbols and signs are commonly used in logos creation, since they can build an effective communication in design in general, due to patterns of perception (Ambrose & Harris 2010, 90). At the same time this fact emphasizes a careful usage of signs, hence a broader research on the topic. Putting nature-oriented archaic symbolic meaning of the identity altogether with contemporary approach of the brand positioning and communication can raise the significance of this brand by bringing it much closer to nature, to our roots and making connection with experiences of our ancestors.

At the same time, the visualization of this brand mark should be modern and seek for minimal look to bring the story closer to nowadays, conveying a touch of our time. It will communicate better with relatively young target audience by giving them a sensation of implication into historical meanings led through the prism of modern visual implementation that is easy and understandable for their mind.

Although, the symbolic story should be invisible and hardly tangible under surface of the created identity, it should arouse the interest of the users and encourage them to explore more about symbolic meanings of the mark. Hereby, some interesting results on studies of pagan symbolism are placed below.

Pagan symbolism. In-depth research about symbolism of pagans convinced me that I took the right direction thinking of the name and identity, because views of those tribes matches with a concept of intended brand philosophy. Overall tendency was so, that the main idea giving base to all of old beliefs associated whole human existence with their unity, respect and love to the nature. Many religions, that appeared after, and fought for power and owning minds through centuries, washed away that culture of pagans, whose attitudes to nature were turned into and interpreted as “old religion”. By that, nature and its phenomena became associated with dark powers. Within those changes and new beliefs people started to perceive nature as a thing for exploitation and consumption, causing its degradation that happens now. (Varner 2007, 13-14).

Talking about important symbols, the tree must be mentioned with a special notice. The tree had been always one of the central symbols in the pagan beliefs, associated with life and fertility. The World tree or Tree of Life, mentioned nearly in every ancient culture, was represented as a center of the whole world, connecting underworld through its roots with the skies by its branches and leaves, touching it. It was a main source of life for everything around and a habitat of animal creatures. (Varner 2007, 20). In Norse mythology the Tree of Life, which was represented by an ash called Yggdrasil, was balancing the whole Universe by keeping several Worlds in-between its roots and branches. (O’Donoghue 2007, 13,18).



Figure 3. Symbol of Yggdrasil. From *Massage to Eagle* 2016.

Since my brand position is a lot about harmonic life and balance and nature, I assigned certainly a tree to be a primary detail of my brand identity. The paradigm of Yggdrasill, which was described to have its roots and branches equally sprawling and entangled together inspired me in my sketching process. Figure 3 illustrates the symbol of Yggdrasil. Along with sketching process, I kept reading myths connected to the World Tree as well as pagan folklore, having an aim to extract more names of personages and interesting attributes to give me some more inspiration for a suitable name.

Exploring more of Slavic folklore and deriving more out of its fundamental superstitions, I found out that its main idea was based on cult of fertility from the very beginning. Certain gods caused and controlled different aspects of nature and controlled prosperity of people. At the certain period, the images of fertility goddesses took the central role in the pagan beliefs and art. One of the most notable and special ones was harvest goddess Makosh, associated with good crops, prosperity, happiness (Riasanovsky 2005, 12). Her name consists of the two parts: “Ma” – mother and “kosh” – harvest, bringing the “Mother of the Earth” meaning to her image.

This character gave a push towards a new round of service name generation, inspired by the meaning of Mother-Earth, as it relates to giving food to people. Another important aspect is that animal products provided by the villagers, such as eggs and milk, are given by female animals and are attributes of maternity. In this way the sense of ‘Mother’ corresponds well with the whole sense of the service. Using it within the name will declare honour and respect to animals and nature, as intended by the brand positioning. Moreover, the base of pagan beliefs was matriarchal worship in the beginning, but through change of times and religious pressure, the fertility goddesses were hidden in the visualization of folk arts and depicted as something else, e.g. in a form of cross or a tree (Riasanovsky 2005, 12). Like that, the metaphorical tree meaning – a tree as a Mother can be imposed, which arouses even more reasons to use it in my logo design.

Further in-depth research of drawings and pieces of art, reflecting Slavic beliefs, evoke more grounds for reflection and imagination on a brand mark compiled via adding more symbolic elements, which could potentially fulfill its perception with

new intended meanings. Here are signs I found suitable for my topic among the others: those are pagan symbols of Sun (Solar wheel), Earth and land (Figure 4). Their geometric shapes and decorative elements were taken into consideration while sketching the future logo mark modifications.

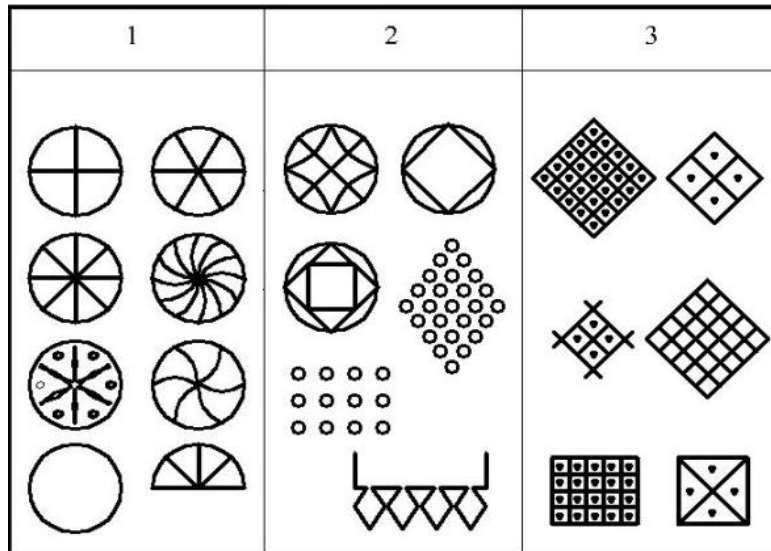


Figure 4. 1) Sun symbols/Solar wheel; 2) Earth symbols; 3) Sown field symbols.
From be.convdocs.org 2016

The meaning of shapes. Additionally, it is essential to compare the symbolism of ancient culture with nowadays semiotics of similar shapes and elements to understand what messages they construct and to see all the opportunities of their usage for creating brand mark with correct and interesting meanings. Different shapes have their own characteristics, conveying different moods and meanings, therefore influence our perception and feel about design. Shapes are a powerful way to communicate. (Bradley, 2010).

For example, the shape of a circle, representing Sun in ancient world, in general often relates to the infinite nature of energy, the unity, wholeness and perfection. The meaning of a circle is too extensive, but it fits well to be a shape for the brand logo with its semiotic of cycle, community, harmony and warmth. Circle also creates feminine impression. (Bradley, 2010). And that is important feature for this brand and complements well with the tree element. The mobility and movement that circle has is also important for this identity association.

The circle shape I intend to use is particularly a wheel. It brings the meaning of transportation and builds a connection with delivery, which is one of the main functions of the service. Moreover, the wheel has special symbolic meanings too, as seen in Buddhism where it represents the Dharma Wheel – an important symbol of transformation, spiritual rebirth and clearing mind and the eight spokes of it represent wisdom defeating ignorance (Dharma Wheel, 2015). Rhombus or diamond shape consists of two mirrored triangles joined together. It represents the balance of the human being, both inner balance and the harmony with the world around (Eternal Symbols, 2016). It relates to conscious living, which is very important definition for the service identity.

Sketching logo mark. As an additional research and inspiration, I surfed for up to date brand solutions for farming – connected brands. There are many similar ones illustrating happy cows in their identities. However, the number of new products which appear to be inspiring and refined is growing fast and some were found in online design resources. Also I took a look at vegetarian brands. Findings are reflected in Appendix 10. Sketching process of the logo is reflected in Appendix 11. I tried to join symbolic meanings of my findings on historical and contemporary shapes and signs semiotics research, constructing some harmonically looking visualization. As was mentioned above, the style of the mark should be understandable and well-perceived by young target users, so the direction of minimalism and simplicity was chosen. Inspired by modern subtle logos (Appendix 10), I created several versions of the brand mark using thin outlines to reach the refined and clean look (presented in Appendix 12).

While designing the logo I had to take into consideration the usage of this mark for website purposes. That requires the image to be distinct even in very small sizes of different devices. For example, using logo as an app icon require resizing it down to 62x62px or 48x48px and even less (Hawkins, 2015). This fact influenced the outlook of the mark: the outlines had to be thicker and the overall shape simple. The finalized brand mark obtained the shape and outlook that is presented on Figure 5. This logo can be used both in big formats as well as a digital icon for a future website, visible on different kind of devices.



Figure 5. Final brand mark

This image is formed by several shapes: a tree, a wheel and an earth symbol, which are merged together, creating a beautiful ornament. A tree with its roots in the earth and same sized branches brings a meaning of harmony, balance, peace, and the life itself. It communicates well the service idea and story of the brand: bringing harmonic life and prosperity, through the way of one's food consumption. Along with that, the wheel relates to path, movement, both representing delivery service and ethical choices, while in deeper connotation it brings a meaning of spirit purifying and change, corresponding well with a vision and mission of the service to make people community better. To transmit this image into finished logotype, a final name should be decided, as well as the typeface and colour palettes chosen.

4.2.3 Final name and tagline

As was mentioned above within the historical inquiry, Makosh, the goddess of harvest, brought a new inspirational twist to the name brainstorming. The meaning of her name referring to both "mother" and "harvest" joint, brought me to the path of "Mother of Earth" idea, corresponding with tree semiotics at the same time. To make a name for the service more universal, I resorted to Latin words. "Mother" is "mater" in Latin, and "terra" means Earth and soil. These two words can be merged together perfectly to form one beautiful name "Materra", that would relate to Mother-Earth sense. Unfortunately, after checking its availability in Google search, it turned to be used by a farming industry in USA, so there should have been created another one.

“Matree” (pronounced: Mátree) is the next version and is promising to be final and is not taken by any similar industry or service, which is important for future brand protection. This name contains the Mother Tree (Tree of Life) meaning and formed from Latin “mater” and “tree” fusion (“Mater” is known in English as well as one of the versions of “mother”). As was mentioned before, the Tree of Life is a symbol of fertility and nutrition and balance, which perfectly fits to the brand. Moreover, it can be considered as a metaphor to a goddess of harvest and fertility, underlining all the meaning of the service to bring food to people’s lives.

Tagline reflects brand positioning and personality, in spite of seeming to be a just a simple short phrase. Tagline is important to be witty and memorable, therefore requires thorough thinking and creative development. It should be short, catchy, evoke emotions and stimulate interest. (Weeler 2013, 24). Creating tagline for Matree, the main goal was to emphasize the sense of already created piece of identity to bring more of the brand essence to the surface. Since the logo and the name are speaking for grace, authenticity and harmony and are imbued with symbolism of our ancestors, I found a descriptive tagline **“The root of grace”** suitable. A wordplay of “root” works well here, combining both meanings of the word, i.e. the actual root of the tree is a metaphor to be a beginning of something: in particular case – a beginning of grace, that comes through centuries. This tagline can be used for potential service website.

4.2.4 Typeface

All the parts of brand language should carry same message and evoke same feelings, creating overall unified visual environment of the brand. Typeface is one of the main elements of visual language of the brand, along with logo mark and colours. Typography is a very effective instrument in a process creating identity and its personality can bring big changes to the identity perception, hence it should be chosen thoroughly to make it support the intended brand positioning. (Wheeler 2013, 148-154). After shaping the brand mark and developing name and tagline, the choice of suitable typefaces or typeface family is meant to join those elements into a finished logotype.

Each type has its unique appearance, which is defined by details and elements of letterforms. Typographic letterforms have several features inherit to them, which vary from one typeface to another. Those include weight, case, contrast, posture, width and style. The choice of typographic style, e.g. sans serif, serif, etc. depends on the purpose of design, but includes designers' own evaluation of the impression that its letterforms make. (Poulin 2011, 250-254).

In keeping with incipient minimalistic brand look and feel, entered by the mark, the choice of typeface for the name should have been geometric, subtle and delicate. Thus, roman straight-lined letterforms were an object for the search, meaning all the script-formed typefaces were excluded initially. Such approach intends to highlight the meaning and deep intentions of the service, which would be erased by insignificance and plainness that freehand type can create. Long way of experimenting with the other styles of typography, mostly sans serifs and slab serifs, gave me several choices. Thin sans serif fonts I was considering, looked too dull when placed together with the mark, though created nice geometrical support. Fatter letters have stronger presence and are more visible (Saltz 2009, 66), therefore convey more meaningful brand image, which is exactly the case.



Figure 6. Type samples in different weights of the Museo Slab font family by type designer Jos Buivenga. From Weandthecolor.

In addition to thicker letterforms, the reason I drew my attention to slab serif types, particularly to Museo Slab typeface (Figure 6), was their homogeneous – weighted serifs, creating more decorative effect. On one hand, such serifs are too

square, but on the other — that give more opportunities to use them: the execution was to rework the typeface and make square serifs into leaf-like rounded ones, reducing the harshness. In the end, the final result was a custom-made font, derived from redrawn Museo Slab typeface. It worked well with smooth outlines of the original type, though the final refinements required making letters thinner to match the logo image outlines better. Redrawn letters are shown on Figure 7. Overall result is very pleasing: geometric profile of main shapes altogether with smoothing ears, serifs and terminals creates strong but harmonic feeling, balancing between feminine and masculine impression. The finalized logotype in black & white version is presented on Figure 8.



Figure 7. Final redrawn typeface

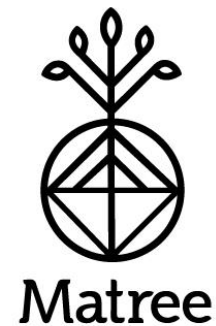


Figure 8. Logotype.

4.2.5 Colour

Colour is one of the most powerful elements of visual language. This expressive communication tool evokes emotions, conveys attitudes and empowers messages of the designed visuals and is definitely meant to catch attention. Usage of colour is very helpful in creating a certain mood. (Poulin 2011, 59). Choice of colour impacts overall perception of brand and its overall emotional environment. Therefore, before making colour solutions for the brand, some initial knowledge research was done on the topic.

Colour has three fundamental properties that may influence audience's perception of the visual message, therefore it is good to know them. Hue is property that defines a colour in its purity, e.g. blue, red, etc. It is obvious that hue affects the mood and overall impression of the colored element, because colours do have various psychological meaning in our recognition. Value of colour determines its

lightness or tone and can convey a feeling of three-dimensional shape due to perception of our brain that recognises areas of lighter colours as emitted by the source of light. Changing colour value of the elements in composition enhances or decreases its meaning among others and can guide the eye certain way. Such property as saturation defines intensity and brightness of colour and can be used to manipulate attention. Thus, light desaturated colours perceived as friendly and calm, while intensive ones create dynamic feeling. (Poulin 2011, 62). Additionally, the temperature can be added to those, which is a perceived as level of warmth or coldness of the colour (Timothy 2014, 88).

The choice of colour always depends on context and content of the application as well as the desired emotional response and psychological effect on the audience (Puhalla 2011, 104). The important moment, while creating graphic design is to think of colour harmony, since different-coloured elements should work well together creating the needed effect. Colour wheels can help in colour selection and forming different kind of harmonies.

In addition to their own properties, the appearance of colours depends on the environment they are placed in. That refers to the fact, that same colour seems darker on the light background and lighter in the dark surroundings; same effect relates to colour saturation and hue and is called simultaneous contrast. (Puhalla 2011, 88). This specialty of perception should be taken into consideration while choosing colours for logotype, so this logo should be considered in the future context of the used mediums, e.g. print and website. It might be helpful to have several colour versions of logo that would serve different approaches of backgrounds. Like that, logotype for Matree will get colour options for both dark and light backgrounds.

So, first step was to assign a logotype colour. The outline-based stylistic of logotype required the appliance of a single colour for all of its parts, so that it would keep a solid ornament sense. Aiming to deliver the correct brand message to the audience, I studied colours' psychological effects and meanings and relevant knowledge was applied. This decision will influence brand perception by the customers and can stimulate them to action (Sherin 2012, 104), as well as it will give push to future design decisions for overall brand voice.

For light backgrounds some dark version of logo is needed to achieve a good legibility of such a subtle mark. The choice was made towards dark brown tint, which communicates as earth and wood colour, psychological aspect of which is described to bring trustworthy feeling and a sense of protection and safety (Timothy 2014, 122). Diluted with grey and slightly desaturated, the brown shade becomes soft and delicate, striving to neutral colour, that evokes calm and peaceful mood. Despite using it as a background colour or for big blocks can create a feeling of dirt and boredom, in the case of outlined logotype it brings the sense of soil, emphasizes connection to vegetation and enhance the honest impression of the brand. This colour makes a good substitute to black while its appliance expands opportunities for colourful backgrounds choices. Same colour will be assigned for texts within brand layouts.

The main coloured version of the logotype is assigned for olive green. It is essential to use green shades within a palette for nature- and vegetarian-oriented service. It builds connection with organic and vegetation process, olive tint adds earthiness as well as brightness. Psychologically, this colour symbolizes relaxed feeling mixed with young energy. It can also represent movement. (Timothy 2014, 122). In case of logotype placement into some dark environment, its colour will change to a very light shade of blueish green, close to white. The primary colour palette, i.e. choices for logotype are shown in Appendix 13. Besides primary colours, the service requires secondary palette for purposes of mediums, e.g. for website design, which will be considered below.

4.3 Website architecture

A website is considered to be the most living brand instrument. This can be explained by the fact that it can be accessed any moment, at any place or with any device, whenever the consumer wants it. (Wheeler 2013, 166). It is important for the service brand to have a webpage, since the other mediums to support the brand communication are limited comparing to product brands. In case of the present project, a future website is at the same time the main tool for operating Matree's work and function.

4.3.1 User experience

Designing a website is a long-term process, that requires a lot of planning and resources, e.g. developing. Creating a fully-functioning website within this project is not intended, although it is planned as a further step for service development in the future. However, in the frames of this research work, I find it applicable to make a clear vision of the user experience process. User experience is a design practice focusing on making easy and satisfying solutions, placing the user in the center of considerations (Nichols & Chesnut 2014, 8). Website construction is a digital part of user experience. Therefore, a logical organizational base of website should be structured to describe a part of the customer journey happening at the moment of the site usage, and to analyze it as a part of overall service experience.

No website will function without a logical well-thought structure, therefore creating a hierarchy of pages is a good way to see the content needed on the website to make it usable (Lynch & Horton, 2008). Hence, a first step towards a future service website understanding was to create a hierarchal diagram, representing all the pages within the website (Appendix 14). Besides that, for a better disclosure of user steps while ordering food, a sequential structure was developed. This type of structure assumes that there is some optimal path to go through for a better effectiveness (Lynch & Horton, 2008). Building such sequence is very helpful to show the ideal model of the customer experience path using the future website, therefore it was created and is placed in Appendix 15. Some navigational elements were shown there to understand the movement logic through the pages.

The third step was to create a content carcass for the site, or wireframes. Those show main elements and navigation placed on each page to outline its usability altogether with creating a base for future interface designs (Lynch & Horton, 2008). Rough wireframes were sketched to show approximate contents of the core pages, which are involved into the foregoing sequence structure diagram. It describes how the actions are built between them more precisely. Developing wireframes, I used a short guidance and page structure sample by Lynch & Horton (2008), as well as Matthew Hamm's wireframing recommendations (Hamm 2014, 15-16). The content sketching result is presented in Appendix 16.

Good user experience design should be useful, usable and desirable (Nichols & Chesnut 2014, 9). The plan of Matree site was drawn with intention to bring all the three features into a future website. The presented carcass meets usability functions, allows easy purchase and implies successive appealing interface visualization, which will be done within next step. The logic of building overall structure and content for the website was based on the intention to represent it as something more than just an online shop or promotional webpage. It is meant to be a tool for building a community of loyal customers via building trust to producers, introducing their fairness as well as sharing the important ideas and philosophy behind this service. For example, the starting page is meant to send a visitor to “Meet us” page with the first action button, where the philosophy of the project is revealed. Choosing products to buy, users will get to know a lot about farmers and even their animals, due to the detailed profiles that each villager is planned to have on the site. In addition, the established structure encourages visitors path to go through their profiles before making a purchase.

4.3.2 Visual prototyping

Interesting content and attractive interfaces of website bring brand to life. It is essential to make web design and organization appealing enough for customers to come back again. (Wheeler 2013, 166). So the next phase after structuring the website was to use that skeleton in creation of its visual representation. The look and feel of the website is affected by the choice of colour palette and typography. The typography was mainly defined within the prior identity creation and is represented by slab styles. The final chosen typefaces are “Roboto Slab” for headings and “Kreon” for the main text.

The choice of website colour palette intended to emphasize such brand values as “fun” and “inspiration”, as well as to add juiciness to its positioning and bring a visual strength. Before assigning a full set of colour combinations to the brand, it makes sense to choose a relationship within a palette (Timothy 2014,114). Such approach helps to form logical system in colour-related decisions for the project. The final result is based on harmonic combinations of primary colours of the logo-type with brighter accents, inspired by colours of nature (Figure 9). Overall feel of

the website can be understood through a moodboard created. The included brand components, e.g. colour palette, typeface propositions and imagery uncover the general style of the future web design (Flahaut, 2007). Moodboard sample for the service website is placed in Appendix 17. The feel created in the moodboard is a mixture of honesty, with tints of delightful sense of life.

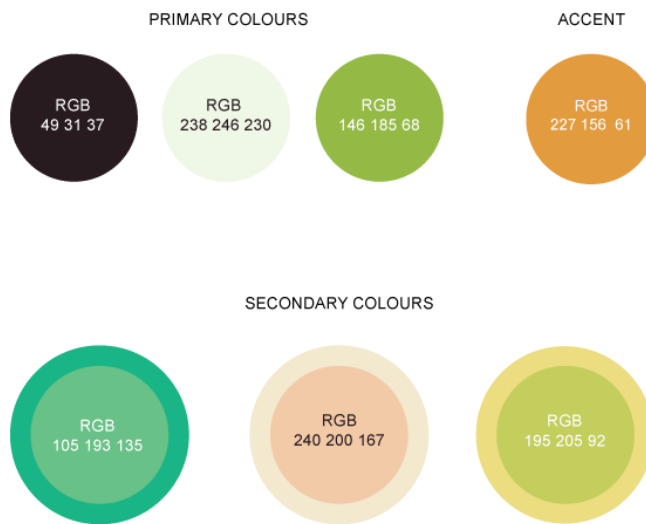


Figure 9. Colour palette for the website

Additionally, for a primary understanding of prospective user interface design, layout prototypes of the several core pages of the website were created and are presented in Appendix 18. Among them are: Home (index) page, “Meet us” (about), “Products”, “Our producers” and an example of a farmer’s profile page. While creating visual layouts, the main elements of pages planned within the wireframes should be respected but can be reconsidered in terms of forms, position and outlook (Nichols & Chesnut 2014, 201), so some necessary visual differences from the initial carcass occurred.

A general atmosphere that the website creates is balancing between the importance of problems that the service touches and a sense of fun and joy that service wants to spread while solving those. The serious side of the project is uncovered at the beginning of website journey: a clean discreet main page and then an informative “Meet us”, disclosing a story and the great. These pages are minimalistic and keen, created with the help of simple layout with solid colour blocks,

refined images and the sincere copywriting style focused on establishing visitors' understanding. After user was imbued with the idea, he moves to the products' and producers' pages, where the communication style changes to a more informal and trustful tone. Copywriting here is playful and fun. The desktop and mobile versions prototyping were made simultaneously.

Index page is considered to be one of the most important on the website. It is a starting point of customers' journey, which depends on main page's navigation. It also represents the brand's face and makes a visitor to take a decision to stay on the website or close it. (Tubik Studio, 2016). Therefore, it took time to create an appealing main page for Matree. I intended to bring an intriguing feel of mystery, hidden behind the brand, represented by the impressive photography on the background and by brand attributes presentation (logotype is planned to be animated). Appendix 18/1 contains a screenshot of the main page prototype.

"Meet us" page reveals service's philosophy and sends visitors to observe pages of products range and producers (Appendix 18/2). "Products" layout concept was based on the intention to show the source of different products and honor to animals, hence the foodstuffs were organized by their origin (Appendix 18/3). After choosing the desired product range, visitor gets to the page with possible options to buy, where each product has a supplier mentioned. The example at Appendix 18/4 represents cow's dairy production options page. That is a way to bring a customer to meet producers he could be interested in buying from constantly. From there he can access to each farmer's profile. An example of one producer's profile is placed in Appendixes 18/5 – 18/7. It has information about the whole husbandry, offered products and origins of the food, e.g. the cow is nicely presented in the given prototype. Lastly, "Our producers" from main menu was designed, where each farmer can be found and checked (Appendix 18/8).

All in all, the result of the created website prototype pieces matches the intended concept. It unfolds the brand essence, creates positive impression and stands out. These prototype images are a solution for a future website development and can be used to pitch the idea of the service, brand and website to potential investors. As a solution for the assigned within this project design task, the present outcome appears to be complete and satisfying.

CONCLUSION

The topic of the present project was truly demanding in terms of variety of subject aspects to be observed. To stay in frames of thesis project, an accurate selection of the essential constituents of the topic to research had to be made for narrowing down the expansiveness of the project. The problem and motivation behind the thesis work was clearly defined and stated, bringing a weighty cultural and ethical significance to the research work. The main goal of this thesis was to create a solution for the problem of inaccessible food provision from countryside small husbandries. The motivation for solving this problem laid in the intention to provide people with healthier and fresher food from local village producers, reaching higher level of life sustainability as well as raising ethical factor in people's consumption by reducing inhumane methods of industrial production.

With the help of design thinking principles, the problem solution was generated in a form of a service concept. The created concept was a result of thorough research of the market, the targeted audience and their needs and aspirations. Building detailed persona profiles opened up personal views of consumers on the problem of industrial production as well as their own approaches to eat better or improve their lifestyle. It also revealed that situation is difficult for farmers in terms of entering the market or successive presence on it, and especially it is hard to have any kind of competition with big factories. From the interviews with both city and village dwellers it became clear that this service is something that fulfills their needs and improves their everyday life.

Listening to the customers and building a service around their needs make this startup a human-oriented project by right, as well as the design solution belongs to a user-centered approach. The outcome of service creation within this project represents a clearly defined idea of the provided values and user experience with the detailed company structure constituted and service's full cycle of functionality conceived. Moreover, the customer experience path was comprehensively investigated in each of its part and every potential step was well-thought to improve the participation process and build the service as much comfortable and easy to use as possible. Effective user experience is provided equally by the following means:

- caring approach to customers provided by company's stakeholders
- clever organization of company's activities that make fresh locally produced food accessible
- overall philosophy of the company lying in the base of each action within the service
- strong brand communication, created with a help of the emotive brand essence as well as by the appealing visual identity designed
- functional and well-designed website that provides fast and easy purchase combined with pleasant aesthetics of its use

One of the essential parts of project outcome is a unique brand designed for the service. It was important to fulfill the brand attributes with the sense of service aesthetics and transfer the significance of its goals and high level of dedication to the enterprise the service is doing. The created essence and visual identity is a result of semiotics studies, vast design-oriented research and creative approach. The outcome is a consistent brand that expresses service ideas clearly and raises empathic feelings effectively. As for the complex solution for the final website goes far beyond this project, nevertheless the objectives related to the initial website construction are fully implemented. The designed structure and primary interface prototyping explains user experience and aesthetic perception well.

To sum up, the immense amount of research and development was performed within the present project, considering various aspects of design fields. This comprehensive research and its outcomes expanded theoretical and practical knowledge of the author within both design and entrepreneurship areas. The applied methods of research and design implementation tools broadened my professional experience as well as accomplished my expertise with new efficient skills. In regard to a start-up beginning, this project prepared a fundamental base for the service company, with a coherent structure, impactful brand and ordering function implied via prospective of a future website. This builds all the grounds for the project to be realized in case of obtaining initial funding or financial support.

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QUESTIONNAIRE FOR VILLAGE PRODUCERS TO BUILD A PERSONA PROFILE

Personal facts

1. Specify your age and gender, please.
2. Your marital status is...? Do you have children? How many? What ages?
3. Where do you live? Why there? For how long?
4. What is your income? (Can be a generalized evaluation)
5. Tell about your roots. Did your family live in the countryside?

Occupation

6. What is your education (level, field of study)?
7. Do you have a job at the moment? What is your current position?
8. What are your main responsibilities? Which skills do they require?
9. Do you aspire another job or position? Why?
10. What is your desired job? Describe your ideal workplace.

Daily Lifestyle

11. Describe your typical day, please.
12. How much time do you spend at work and at home?
13. What are your hobbies? Do you have enough time for leisure activities?
14. How much time per day do you spend for keeping your household?
15. What are your favorite dishes? Do you eat meat a lot?
16. Do you have livestock? Which ones? How many?
17. Do you have a garden? How big is it?
18. Do you own and use any vehicles? Which ones and why?
19. Do you consider your lifestyle healthy? What is a healthy life for you?
20. Do you use computer? Which else devices do you use normally?
21. Do you use internet? What are your main purposes to use internet? How much time do you spend online?

Consumer Habit

22. Where and how do you do your grocery shopping? How often? Which products do you buy?
23. Are those shopping points far away from your home? How do you reach those?
24. Do you shop online? What kind of things you buy online?
25. Do you watch TV? Which programmes?

Pain Point Questions

26. What are your life aspirations?
27. What would you change in your present life state/conditions?
28. Do you consider moving to the city?
29. What are the most important things in your life?
30. What worries you most of all?
31. What are your biggest fears?
32. What makes you stressed?
33. Describe your personality as you see it.
34. What are your best personality traits, in your opinion?
35. What makes you feel proud of yourself?

36. Which daily activities are the least pleasant for you?
37. What is the most frustrating part of your day?
38. What can make you angry easily?
39. What is the worst job you can imagine?
40. The most important people in your life.
41. What do you think you are good at?
42. What do you love, have a passion to?
43. What do you dislike/hate?
44. Who is your hero/who do you admire or respect a lot?
45. What was the most stupid/the kindest thing you've ever done?
46. Are you communicative? Do you like to be around people?
47. What do you value most in the others?
48. Do you consider animals to have feelings, personalities?
49. Do you ever give names to your animals?

Relation to the service

50. Do you have the products you grow in excess?
51. Would you like to sell it to the people from the city?
52. Would you be ready to show your farm / household to the visitors?
53. How did you learn a right way to care about your crops and animals?
54. Is life in the countryside hard for you?
55. Do you sell your products already? To whom? Do you get paid well?
56. Do you go to the city often? To which one?
57. Did you ever take part in any farmers' markets in the city?
58. Do you use any chemical fertilizers? Do you feed your livestock with any special additives?
59. List the full products range that you produce with your own labor, please.
60. Do you produce meat yourself? Did you ever consider to avoid it?
61. Describe fully your principles of taking care of your livestock.
Are you ready to
62. Are you ready to get in contact with your customers?
63. Would you be a part of a service, that helps you to sell and deliver your food to the townspeople?
64. What is a percentage of income that you would be ready to donate to the service from your overall monthly sales?

QUESTIONNAIRE FOR END USERS (CONSUMERS) TO BUILD A PERSONA PROFILE

Personal facts

1. Specify your age and gender, please.
2. Your marital status is...
3. Where do you live?
4. What is your income? (Can be a generalized evaluation, compare to average salaries in the area)
5. Do you have children? How many? What ages?

Occupation

6. What is your education (level, field of study)?
7. In what industry do you work? What is your current position?
8. Is it a desired position? What are your main responsibilities? Which skills do they require?
9. Do you aspire another job or position? Why?
10. What is your desired job? Describe your ideal workplace.
11. Which languages do you speak?

Daily Lifestyle

12. Describe your typical day, please.
13. How much time do you spend at work and at home? What do you usually do after work?
14. What are your hobbies and leisure activities? Do you have a desired amount of free time for doing those?
15. Do you like to cook? Do you cook often?
16. Describe your typical daily meals. What is your favorite dish?
17. Do you eat out often? Which places and cuisines are your favorite? Describe a perfect lunch/dinner place.
18. Do you own and use any vehicles? Which ones and why?
19. Do you consider your lifestyle healthy? What is a healthy life for you? Do you aim to improve?
20. Do you have pets? Which ones.
21. What are your main purposes to use internet? How much time do you spend online every day? Which devices you use for that more often?

Consumer Habit

22. Where and how do you prefer to do your grocery shopping? Name some shopping points. How often you shop for groceries?
23. Are you satisfied with the quality of the products you buy? With the service/ prices?
24. Do you shop online often? What kind of things you usually buy online?
25. How do you learn about some product or service, that interests you?
26. Do you interact with vendors or do you avoid them?
27. Who do you ask for product/service recommendations?
28. Do you trust information on the packages of products, manufacturers claims?
29. What are your motivations, when you choose products to buy? What influences your decision, what are the key factors to purchase?

Pain Point Questions

30. What are your life aspirations?
31. What would you change in your present life state/conditions?

32. What are the top things on your bucket list?
33. Main goals in life.
34. What are your biggest fears?
35. What makes you stressed?
36. Which daily activities are the least pleasant for you?
37. What is the most frustrating part of your day?
38. What can make you angry easily?
39. What is the worst job you can imagine?
40. What is the least favorite part of your job?
41. What worries you most of all?
42. What do you love, have a passion to?
43. What do you dislike/hate?
44. Your strongest points.
45. What do you think you are good at?
46. What makes you feel proud of yourself?
47. Who is your hero/who do you admire or respect a lot?
48. Describe your personality as you see it.
49. What are your best personality traits, in your opinion?
50. Do you think, that others see you same way as you do?
51. Are you communicative? Do you like to be around people?
52. What attracts you and what do you value most in the others?
53. The most important people in your life.
54. What was the worst customer service experience you've ever had?
55. What was the most useless or disappointing purchase you've ever done?
56. What were the most stupid/ the craziest / the kindest things you've done in your life?
57. What are the most important things in your life?

Relation to the service

58. What do you know about factory farming? Does it disturb you?
59. Do you consume dairy or eggs? Do you consider crossing them out from your diet?
60. Why did you become a vegetarian/vegan?
61. Do you care about the origin of your food?
62. Are you interested in consuming farmers' naturally grown food?
63. Have you ever visited a small-sized farm in the village? How far was it from your home?
How did you travel there?
64. Do you enjoy nature, countryside areas?
65. Have you ever touched a cow?
66. Are there any farmers' markets or shops in your city?
67. Do you shop your groceries in those? How close are they to your home?
68. Would you like to have a delivery service bringing groceries from village producers straight to your home?

CUSTOMER'S PERSONA PROFILE

***Eva:***

26 y.o.

Single

Minsk, capital of Belarus.

Artist, gallery event coordinator

The average wage level

Personality: *Enthusiast. Determined, open-minded, creative. Full of aspirations, plans for future and personal growth intentions. Has a good sense of humor.*

Vegetarian. Harmonic, energetic, romantic, sensitive and positive. Values intelligence and empathic people.

Story: *Well-educated in artistic sphere. Comes from an average family, always had high hopes. Works in the gallery. Would love to create something big and genius.*

Aims her life to be full of interesting experiences, bringing more importance every day. Tries to follow principles of healthy lifestyle, to care about her body, look and harmonic state of mind.

Preferences: *Cares about social problems and people's ecological impact on the planet. Loves her friends, animals and cooking. Cinema, drawing & painting, writing and have fun are her favourite activities. Likes to be around people but also needs time with herself. Enjoys nature and travels. Though loves nature, she is more of a city person. Dislikes ignorant and rude people and violence.*

Everyday life: *Does a lot of mental work. Mostly gets her food in local stores, sometimes in special eco stores, but not often because of the high prices there and lack of time. Even rarer has a chance to visit some farmer market. Takes dance classes, uses bicycle often.*

Goals: *personal growth & development; bright life with new experiences and opportunities; bringing some impact to the world*

Needs: *to be proud of herself; to improve everyday eating; to obtain better accommodation; to raise the importance of the job done for the society.*

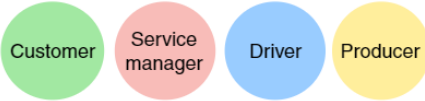
Pains: *self-critics, public transport, political and social pressure trying to influence her life principles, all kind of violence in the world.*

FARMER'S PERSONA PROFILE

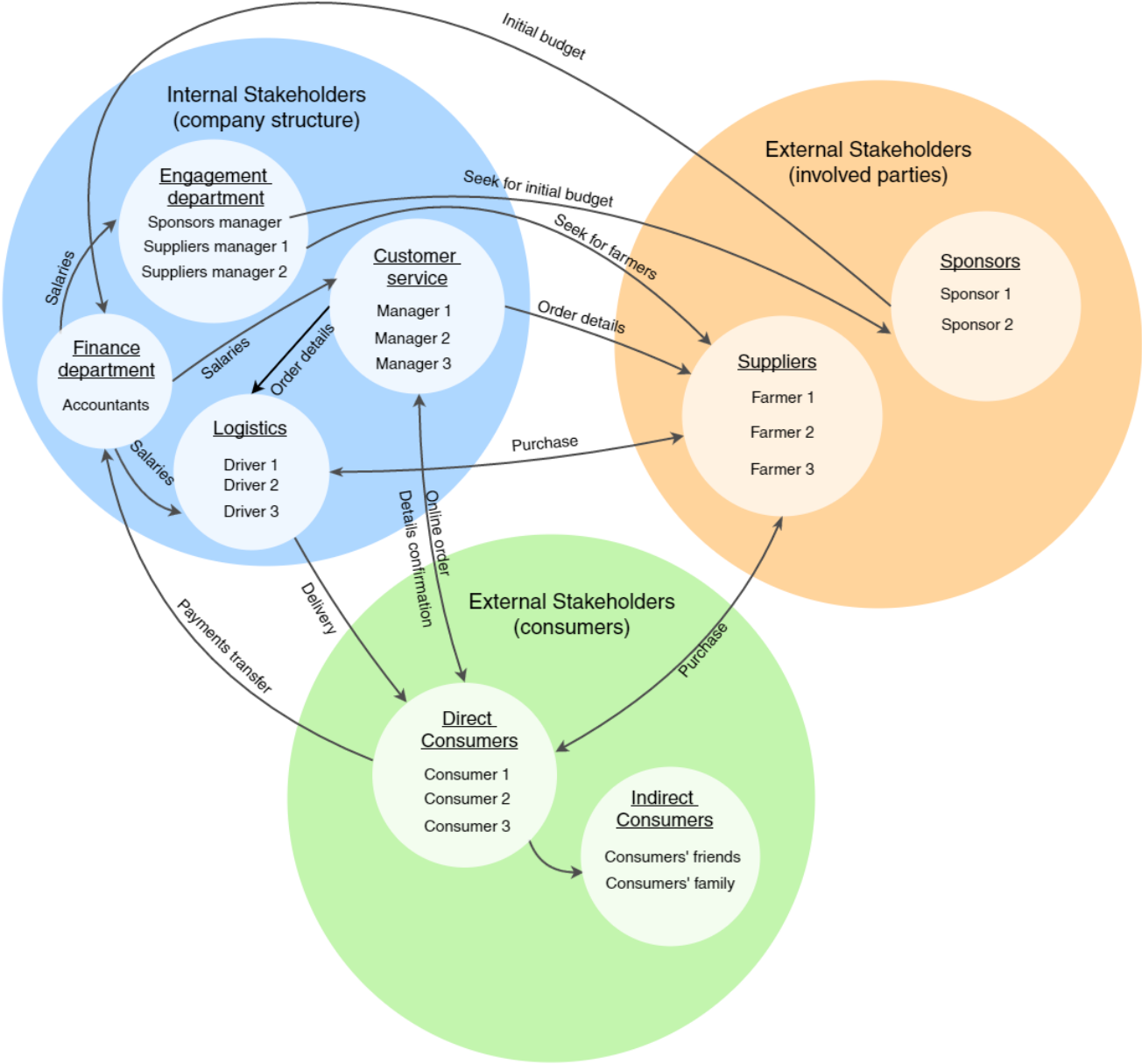
***Taisia:****39 y.o.**Lobzha village, countryside of Belarus**Housewife, seamstress, farm keeper**Married to a school teacher (41 y.o.)**Two children: daughter Klara (16 y.o.)
and son Artur (13 y.o.)**Little higher than subsistent wage level****Personality:*** *Mentally and physically strong woman; altruist, has lots of responsibilities: e.g. hearth & home, cultivating & gardening, farm keeping.**Well-organized, energetic, empathic, kind, attentive and trustful. Honest and helpful towards others and values same in them.****Story:*** *Her parents lived in the countryside too, so she knows that lifestyle. She went to study in the city and then used to work as a seamstress in the atelier. It is her loved job and she still keeps sewing from time to time, getting occasional orders from villagers. After the birth of her first child moved to the countryside, where her husband got a job of a school teacher. Since that, they are doing horticulture and keep some livestock, which brings the most of the food provision.****Preferences:*** *Loves nature and gardening. Her favorite activity is to go to the forest to enjoy, and do berry and mushroom picking there. Most of all she cares about her family and their well-being. Likes to cook, mostly vegetable dishes, with fresh dairy, because the ration full of those is the healthiest for her family. Would never want to move to city again.****Everyday life:*** *Spends several hours per day to take care of her livestock and fields. She loves animals and enjoys taking care of them, though it is tiring. Has two cows (Zorka, 15 y.o. and Belka, 3 y.o.), 2 goats, 15 hens (some with little chicks), rabbits and a cat. Has more than 1-hectare land with edible cultures. Household activities take the rest of the time. Petra has more farm responsibilities, because her husband is busy at work.****Goals:*** *family welfare, being a good mother & wife, merry & honest life, relaxed and careless retirement after all, to give a bright future to the children****Needs:*** *to increase income level, to reduce the labor amount, to have more leisure time****Pains:*** *selling milk to a milk factory for ridiculous cost, lack of time to relax or care of herself*

SERVICE FUNCTION DIAGRAM

Involved stakeholders:



STAKEHOLDERS MAP



CUSTOMER JOURNEY (USER EXPERIENCE SCENARIO)













Stage 1: Need & motivation How the user realizes the need		Stage 2: Service discovery The user finds a service				
Action	Eva gets a message: an old friend plans to visit her city on Thursday. 	Surfs recipes in the net 	Surfs for some close farmers' markets or stores 	Surfs for more shops in the area, sees a link of a new service website. 	Opens and explores what the new service is about 	Goes through content of website thoroughly
Needs/Motivation	They want to see each other and spend nice time	To cook something new and delicious to surprise her friend	To get freshest groceries, smelling like just picked ones	Curiosity	To find out if that can be something useful.	To understand how the service works and how to make an order.
Thoughts	So nice! Haven't seen her for ages. I have to cook something special for her!	Something Italian! Oh, they use lots of quality fresh ingredients there. Should I get some eco farmers' veggies & herbs? They are really fragrant!	Oh no, the only close-in farmers' market runs till 6! I can't reach there after work by that time! What should I do?	Hmm, what's this? Let's check it out.	That seems like something worth to try. Delivery from farmers straight to my home! Is that really happening? Let's try this.	It is so easy! It suits me perfectly: I can get the freshest veggies straight from the garden bed to my home by the time I arrive from work.
Feelings/Emotions	+++	+	-	+	+	++

Stage 3: Usage process
User experience, purchase

Action	Chooses one farmer from the website to order from. 	Puts an order of vegetables, butter, cheese and eggs. 	Sets the time for delivery for Thursday evening 	On Thursday morning she gets the call to confirm details for delivery 	After work she arrives home. Delivery is already there waiting. 	She takes a pack of groceries from the delivery man and thanks him for fast arrival.
Needs/Motivation	That one lady grows all the product range Eva needs.	She will not have to look for any more options or go to the shop after work on Thursday	To get fresh ingredients to cook dinner after work.	'Home, 6:30 pm'	She does not have to wait, she can start cooking already	The person is really nice and the food smells knockdown fresh
Thoughts	This lady has full range of vegetables & many kinds of herbs. I can buy all I need from her at once. And should I order cheese and eggs as well? The prices are so good!	They have "visit and pick-up" option. Wow, it would be nice to see that farm and check the process. But some other time... I'll get delivery for now.	Done! So fast. Thursday dinner is sorted. Can get back to work now	Great.	Oho, they've already arrived! What a service!	What a pleasing person. Give me that package - these smell so amazing!!
Feelings/Emotions	+	+	++	+	+++	+++





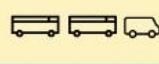







Stage 4: Response & Advocacy

What is the result of the service use? Impact, feedback













Action	<p>Eva cooks dinner, enjoying the fresh taste & smell of ingredients.</p> 	<p>Eva's friend arrives and they greet each other.</p> 	<p>They sit to have dinner. The smell of food is tempting. Eva waits.</p> 	<p>Eva gets admiration from her friend about the food and tastes it herself</p> 	<p>She tells to her friend that she had discovered that new service of farmers' food.</p> 	<p>Eva's friend says that she would try that service too. Eva says she will continue using it.</p> 
Needs/Motivation	<p>Needs to be in time by her friend's arrival</p>	<p>She finally gets the positive feelings from the fact of meeting an old friend</p>	<p>They both are hungry; Eva wants a compliment about the food</p>	<p>She wants to finally taste if the result is what she had expected</p>	<p>She wants to share the nice experience and its advantages</p>	<p>Eva wants to continue eating fresh tasty food from local farmers. Eva's friend supports same idea</p>
Thoughts	<p>Mmmm, these herbs! Italians would envy! That's going to be the tastiest dinner ever.</p>	<p>So nice to see her and talk!</p>	<p>Let's see how she will like my food!</p>	<p>Hooray! She loved it! WOW I love it too! This is so delicious! And even the fresh salad feels special!</p>	<p>"I think this is an amazing idea. These products were really fresh and you get them straight to your home from countryside"</p>	<p>Eating like that is healthier. So why pay supermarkets for worse quality, if I can support our farmers for such good food?</p>
Emotions/Feelings						

Stage 5: Repeat of use

How the customer uses the service again











Action	<p>After a week Eva decides to repeat her purchase.</p> 	<p>She goes to a website and makes an order from the same farmer.</p> 	<p>For the option of delivery she chooses "visit and pick-up"</p> 	<p>She checks the location and the transportation way.</p> 	<p>She has to take a city bus, a regional bus and the local countryside minibus and then walk for a while.</p> 	<p>Eva makes a decision and sets the date of visit for Saturday.</p> 
Needs/Motivation	<p>She liked the products she had bought at the first time and wants to have them again.</p>	<p>She already likes that lady-farmer.</p>	<p>She has time on weekends and wants to see the husbandry process.</p>	<p>To see if it is possible to make it</p>	<p>It is far but she is motivated to go</p>	<p>She wants to see the husbandry of the lady and have an adventure at the same time.</p>
Thoughts	<p>I want to have those village products again.</p>	<p>That cheese was special, I want it again. And the big eggs with such yellow yolks! How are those made, I wonder?</p>	<p>It could be a nice countryside trip! A good chance to see how her cow lives.</p>	<p>Let's see how can I get there</p>	<p>Wow, that is far! It will be a challenge. But let's do it once, to know what it is.</p>	<p>I will pet the cow! And eat that delicious ripe tomato right there! No bus will scare me...</p>
Emotions/Feelings						

Stage 5: Repeat of use
How the customer uses the service again

Action	She gets a call from service manager to confirm the visit and approximate time of arrival. 	On Saturday in the morning she goes off, taking 3 busses in a row. 	She arrives to the countryside and walks towards the lady-farmers' 	She sees the farm; the farmer (Petra) greets her and invites to the house for tea. 	They take a walk around the farm to see animals and gardens. 	Eva watches Petra collect eggs from hens' nests; cuts garden vegetables for Eva's order. 
Needs/ Motivation	She needs approx. 3,5 hours to get there.	To get to the lady's village.	To finally get to the farm, while walking enjoys the nature	Nice meeting and tea with home made marmalade	Eva sees that the cows are in the field grazing and hens are wandering around in the grass foraging.	Petra makes everything in front of Eva's eyes. And tells about her ways of household.
Thoughts	"Afternoon time of arrival."	Oh, what a long way. Can't wait to arrive already.	Seems like I am close! Wow, it is so beautiful here! Such a fresh air!	What a lovely hospitable woman and cute house!	I am so happy to be here! And see such a nice harmonic life of animals and people among nature.	These products are really made conscientiously. With so much love and care! I only want to consume these from now on.
Emotions/ Feelings						

Stage 5: Repeat of use
How the customer uses it next time

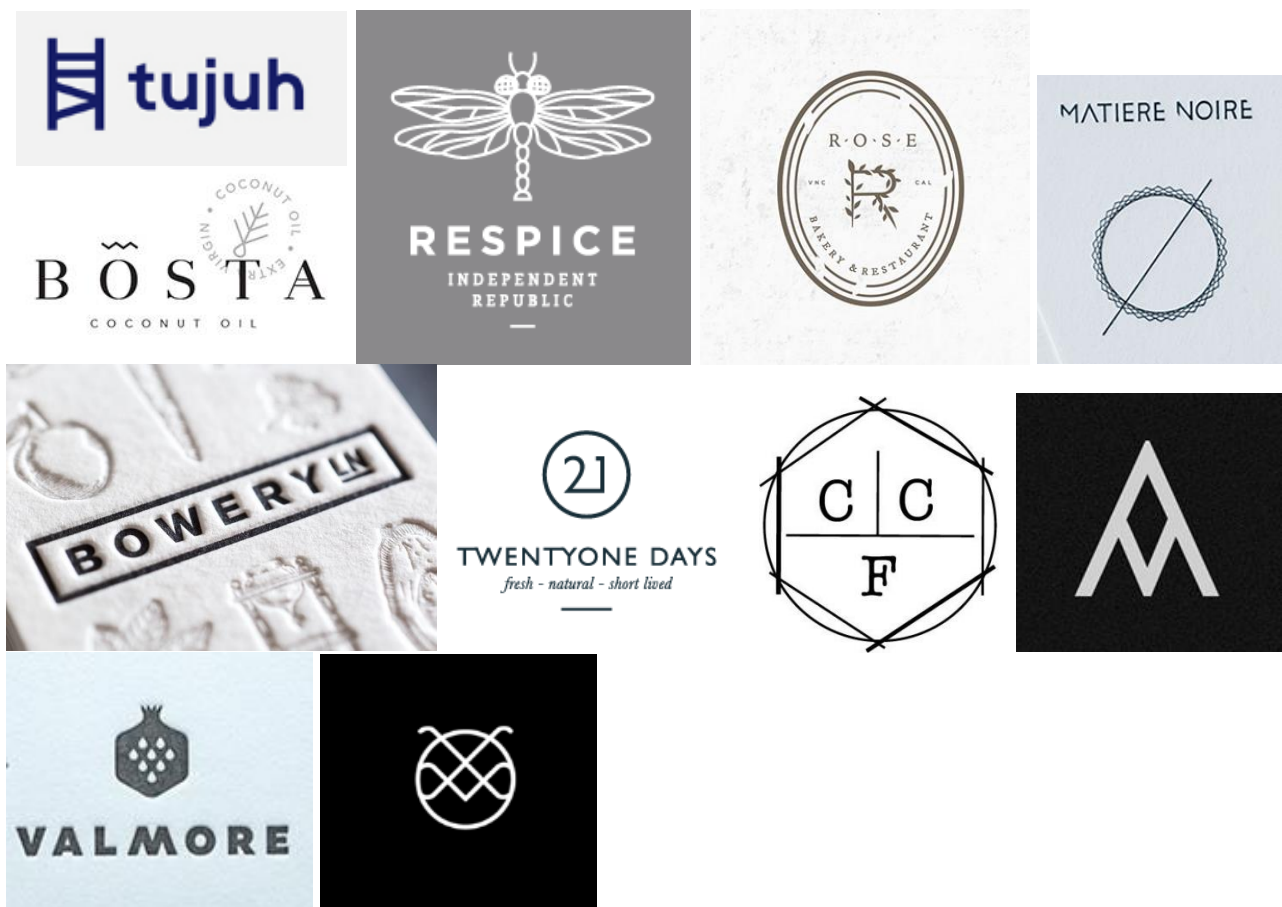
Stage 6: Advocacy
Positive opinion distribution

Action	Eva thanks Petra and declares she will buy her food regularly 	After some time, spent on farm with animals, she is heading home 	When Eva arrives home she writes about her amazing trip in her social media profiles 	She provides interested friends with information about the service. 	She also calls some of her close friends and spreads a word about it. 
Needs/ Motivation	She obtained the trust and loyalty to this farmer	She is tired and happy	To share her experience and advice this service to her friends	To help other vegetarians and the rest to eat better and cheap	She is really impressed by this finding
Thoughts	This is such a pleasing feeling to have your own food supplier with quality level that I have no doubt in!	Time to rest after all. I can sleep in these buses.	My other friends should try this too.	"And they are based on vegetarian products only! So many positive vibes!"	I think I will try to use this service as much as I can!
Emotions/ Feelings					

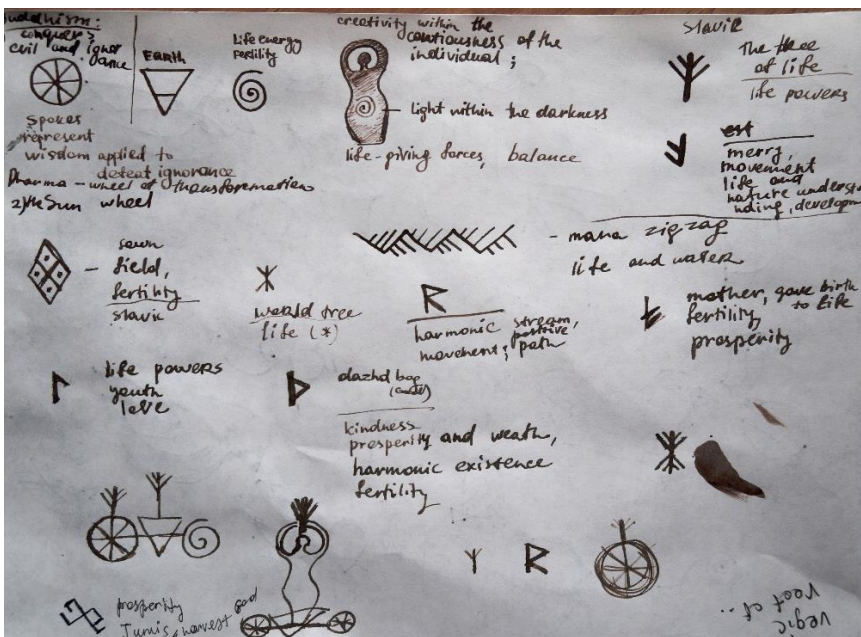
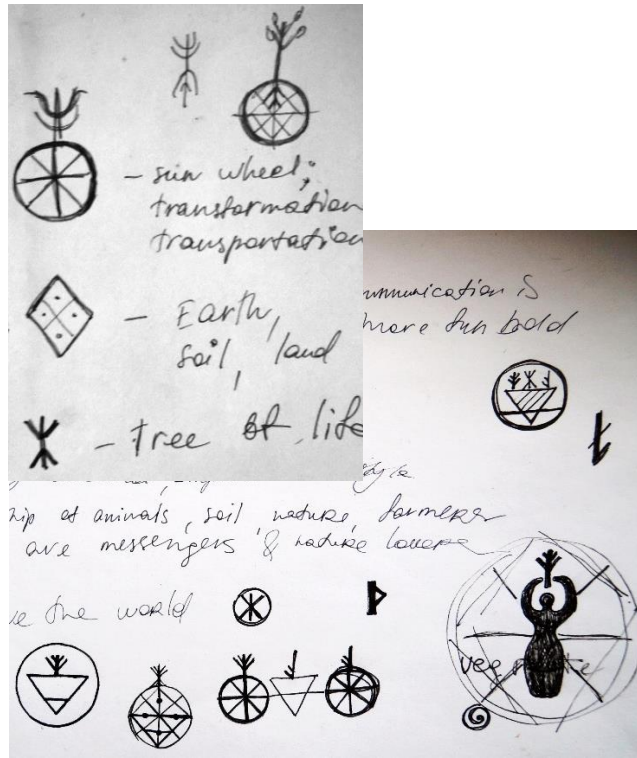
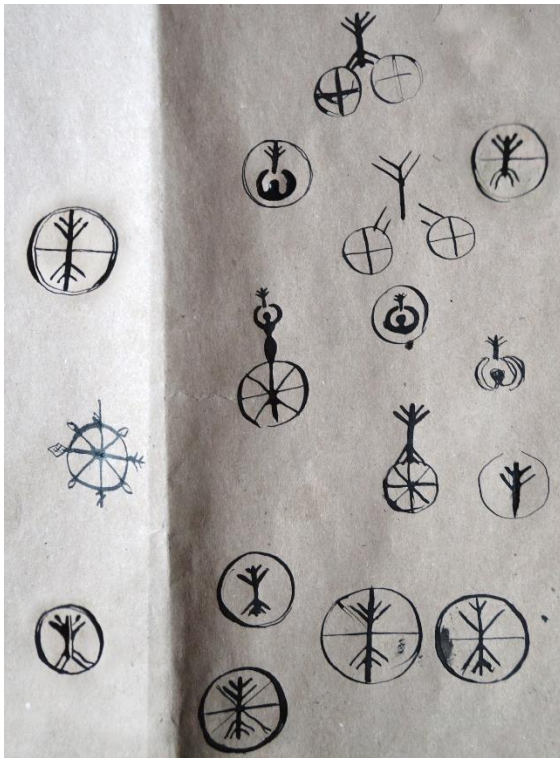
ORGANIC AND FARMING-ORIENTED INSPIRATIONS FOR LOGO MARK



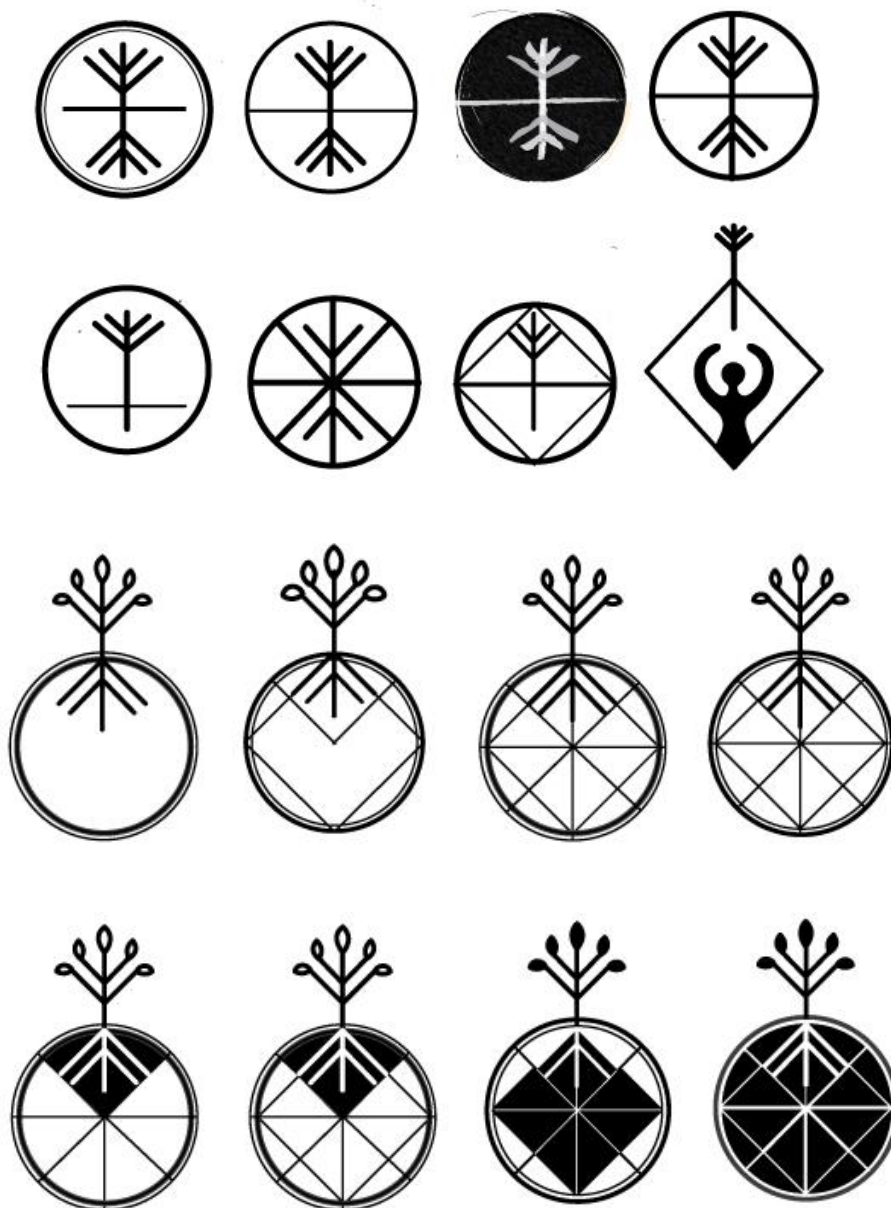
Other industries' inspirational logos of nowadays refined style



SKETCHING PROCESS FOR LOGO MARK SOLUTION

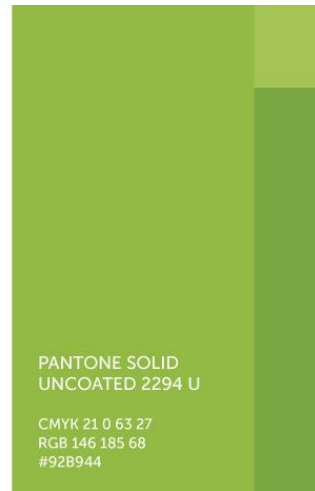


VERSIONS OF THE LOGO MARK



COLOUR CHOICES FOR THE LOGO

1) Main colour



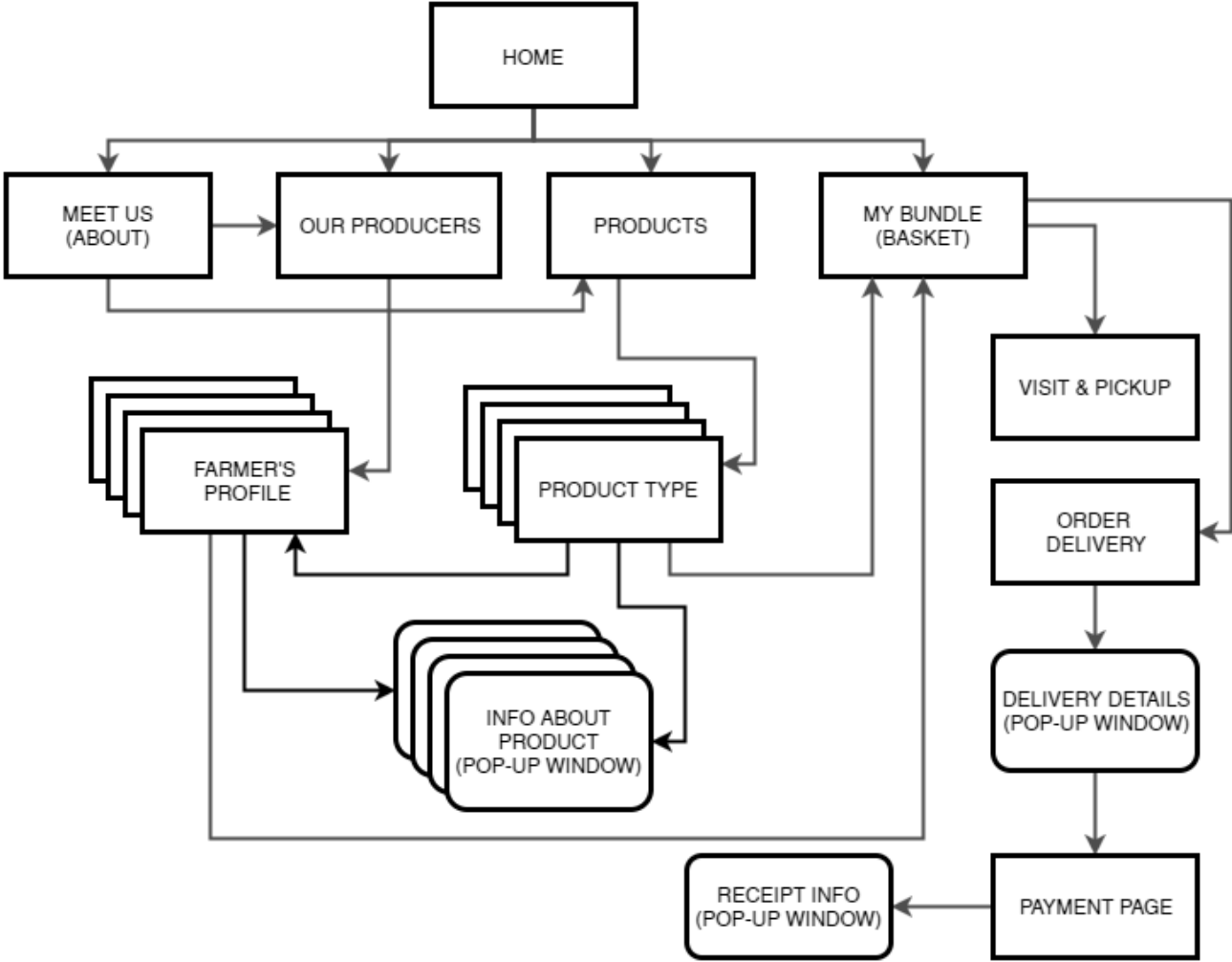
2) Light and colourful backgrounds



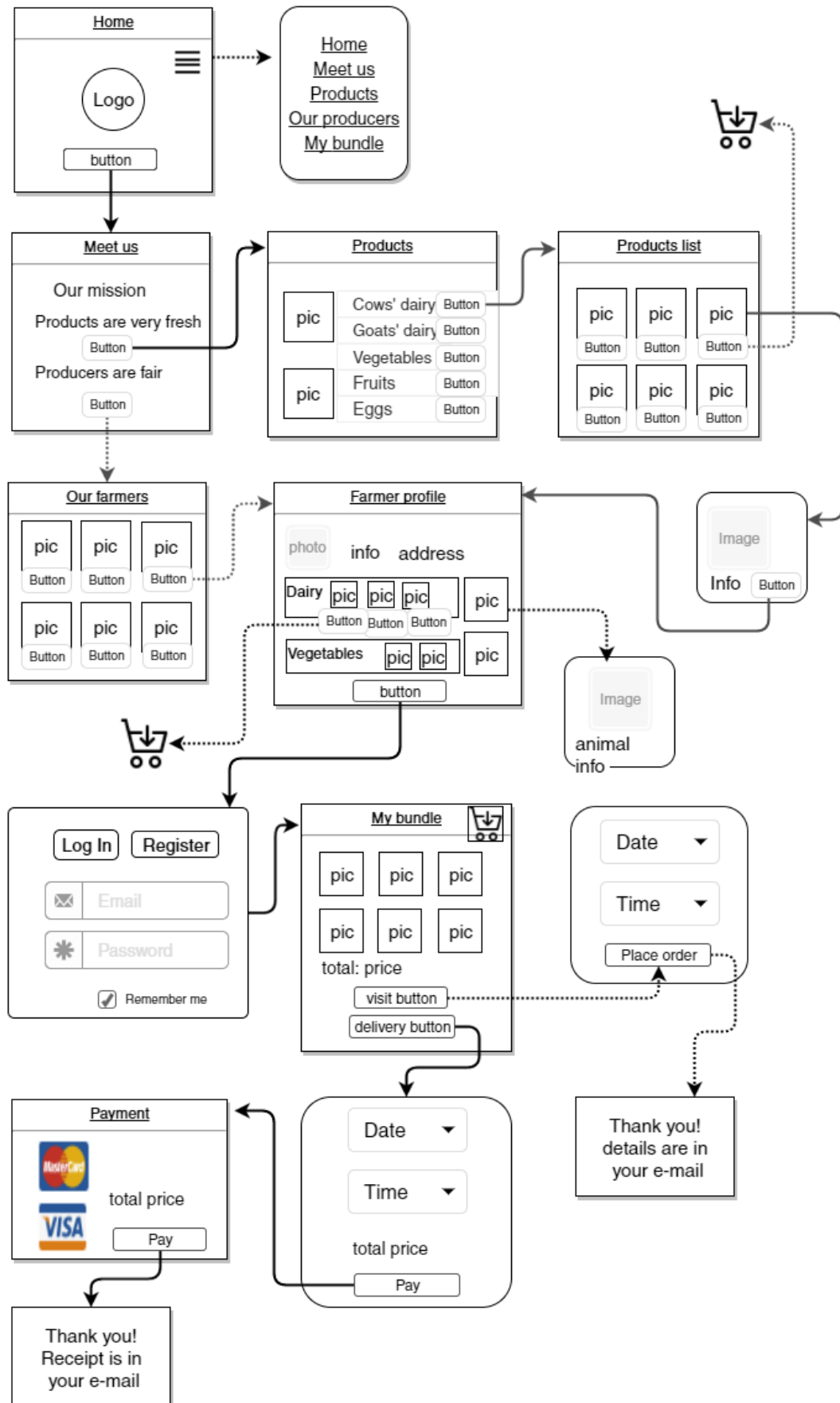
3) For dark backgrounds



HIERARCHICAL STRUCTURE OF THE WEBSITE

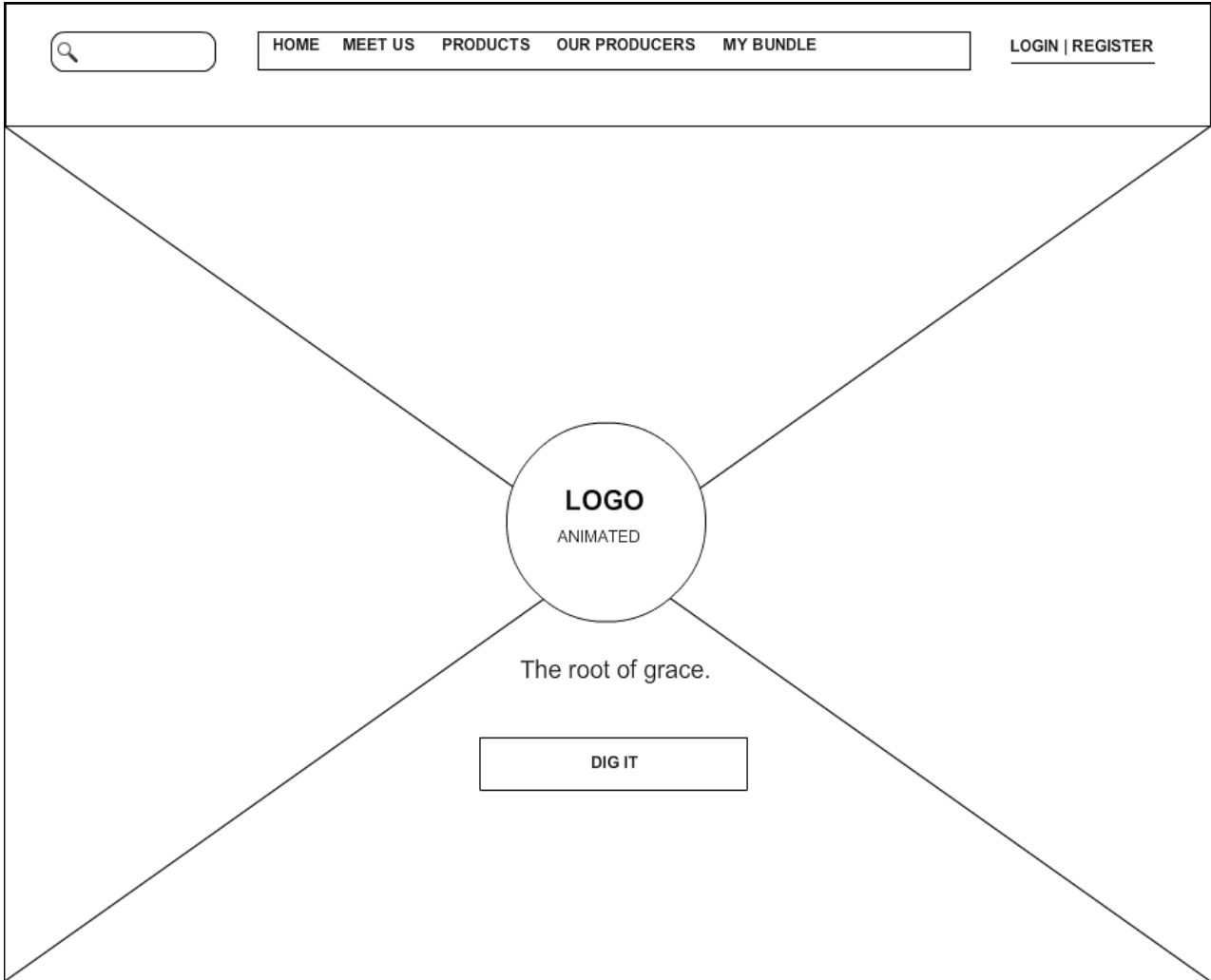


SEQUENTIAL WEBSITE STRUCTURE

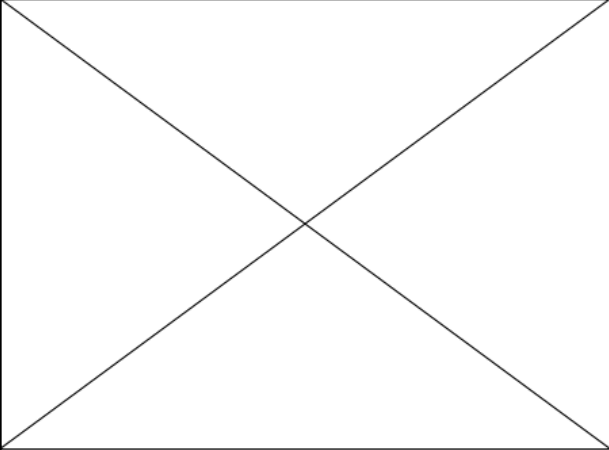
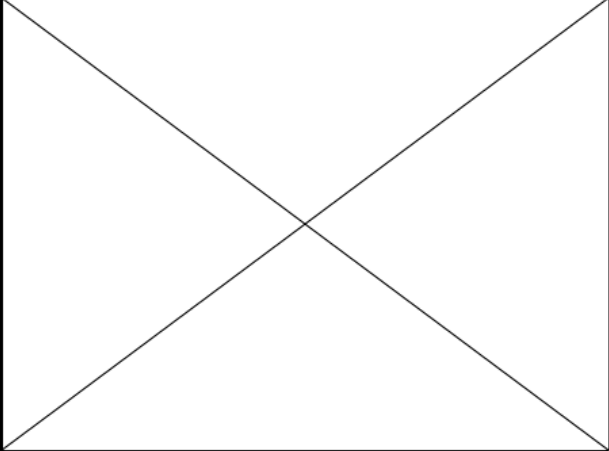
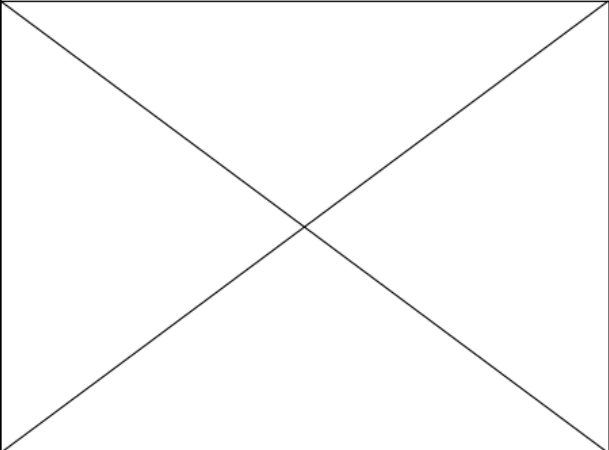



WIREFRAMES OF THE MOST ESSENTIAL PAGES

1) Home page



2) "About" page ("Meet us")

<input type="text"/>	HOME MEET US PRODUCTS OUR PRODUCERS MY BUNDLE	LOGIN REGISTER
<p>LOGO</p>		
	<p>WHO WE ARE</p>	
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<p>MEET PRODUCERS</p>		
<p>MATREE 2016.</p>		
		
<p>NEED HELP? CONTACT US! hello@MATREE.com 8 917 525 23 01</p>		

3) Our producers page

[HOME](#)
[MEET US](#)
[PRODUCTS](#)
[OUR PRODUCERS](#)
[MY BUNDLE](#)

[LOGIN](#) | [REGISTER](#)

LOGO

OUR PRODUCERS

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<u>TAISIA</u>	<u>PETRA</u>	<u>DENYS</u>	<u>ARTUR</u>	<u>NINA</u>
Produces EGGS, DAIRY, VEGETABLES, FRUITS	Produces DAIRY, VEGETABLES, FRUITS	Produces DAIRY, VEGETABLES, FRUITS	Produces DAIRY, VEGETABLES, FRUITS	Produces DAIRY, VEGETABLES, FRUITS
<u>IVAN</u>	<u>KLARA</u>	<u>GALINA</u>	<u>MARIA</u>	<u>DARIA</u>
Produces EGGS, DAIRY, VEGETABLES, FRUITS	Produces DAIRY, VEGETABLES, FRUITS	Produces DAIRY, VEGETABLES, FRUITS	Produces DAIRY, VEGETABLES, FRUITS	Produces DAIRY, VEGETABLES, FRUITS

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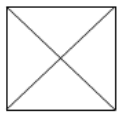
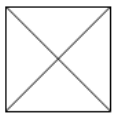
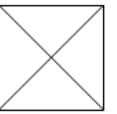
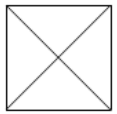
4) Products page

HOME MEET US PRODUCTS OUR PRODUCERS MY BUNDLE [LOGIN](#) | [REGISTER](#)

LOGO

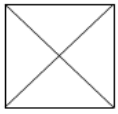
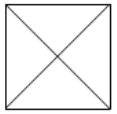
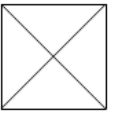
What do you want on your table?

COWS' DAIRY

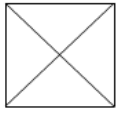
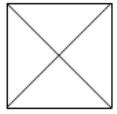
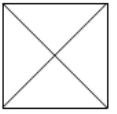
[MILK](#) | [CHEESE](#) | [YOGURT](#) | [KEFIR](#)

GOATS' DAIRY

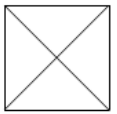
[MILK](#) | [CHEESE](#) | [YOGURT](#)

GARDEN




  

[FRUITS](#) | [VEGETABLES](#) | [BERRIES](#)

HENS'



[EGGS](#)

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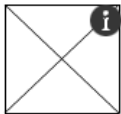


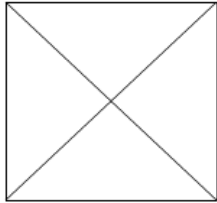
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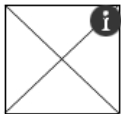


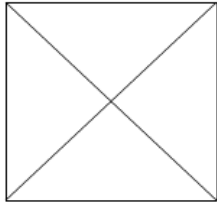
5) Products choice page (cow's dairy example)

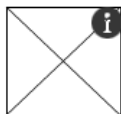
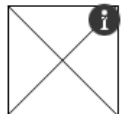
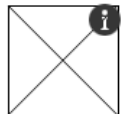
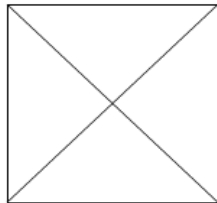
HOME MEET US PRODUCTS OUR PRODUCERS MY BUNDLE [LOGIN](#) | [REGISTER](#)




LOGO

COWS' DAIRY

 CREME CHEESE price Bundle it		 MATURE CHEESE price Bundle it		 COTTAGE CHEESE price Bundle it	from	 FARMER TAISIA
--	--	---	--	--	------	---

 BLUE CHEESE price Bundle it		 LOW-FAT CHEESE price Bundle it		 COTTAGE CHEESE price Bundle it	from	 FARMER PETRA
---	--	--	--	--	------	--

 CREAMY CHEESE price Bundle it		 SMOKED CHEESE price Bundle it		 SPICY CHEESE price Bundle it	from	 FARMER DENYS
---	--	---	--	--	------	--

MATREE 2016.   

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hello@MATREE.com
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6) Farmer's profile page

[HOME](#)
[MEET US](#)
[PRODUCTS](#)
[OUR PRODUCERS](#)
[MY BUNDLE](#)

[LOGIN](#) | [REGISTER](#)

LOGO

FARMER TAISIA

INFO
 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

ADDRESS: Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

DAIRY PRODUCTS

CREME CHEESE
price
[Bundle it](#)

MATURE CHEESE
price
[Bundle it](#)

COTTAGE CHEESE
price
[Bundle it](#)

from

COW ZORKA

VEGETABLES & FRUITS

PEAS
price
[Bundle it](#)

TOMATOES
price
[Bundle it](#)

ZUCCINI
price
[Bundle it](#)

APPLES
price
[Bundle it](#)

CHERRIES
price
[Bundle it](#)

APRICOTS
price
[Bundle it](#)

from

FAMILY GARDENS

[GO TO MY BUNDLE](#)

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7) My bundle page (with representation of pop-up windows for both receiving methods)

[HOME](#)
[MEET US](#)
[PRODUCTS](#)
[OUR PRODUCERS](#)
[MY BUNDLE](#)

[LOGGED IN AS POLINA](#)

LOGO

MY BUNDLE

COTTAGE CHEESE
from
TAISIA

KEFIR
from
TAISIA

VEGETABLE BOX
from
TAISIA

You have all products from the same farmer. You can visit and pick up your freshly collected bundle!

TOTAL PRICE:

How do you want to receive your order?

DELIVERY

VISIT & PICKUP

DELIVERY DETAILS

The earliest delivery can be tomorrow at 15:00. Choose a suitable time and date of delivery

< DATE >

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

TIME
▼

PRICE WITH DELIVERY:

PAY

VISIT ARRANGEMENTS

This is the location:

Date and time of visit

< DATE >

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

TIME
▼

I AM SURE!


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MOODBOARD FOR THE WEBSITE



The root of grace.



Matree

Matree

Slab serif typefaces

— Dig it.











Who we are?

We are nature lovers and its messengers, aiming to deliver products of pure authentic origins. We act on behalf of village producers, and those are not only people. Animals are the ones too. We respect each cow that provides her milk to people and we value her life. And we praise the fertile soil for giving birth to all plants and crops.

honest

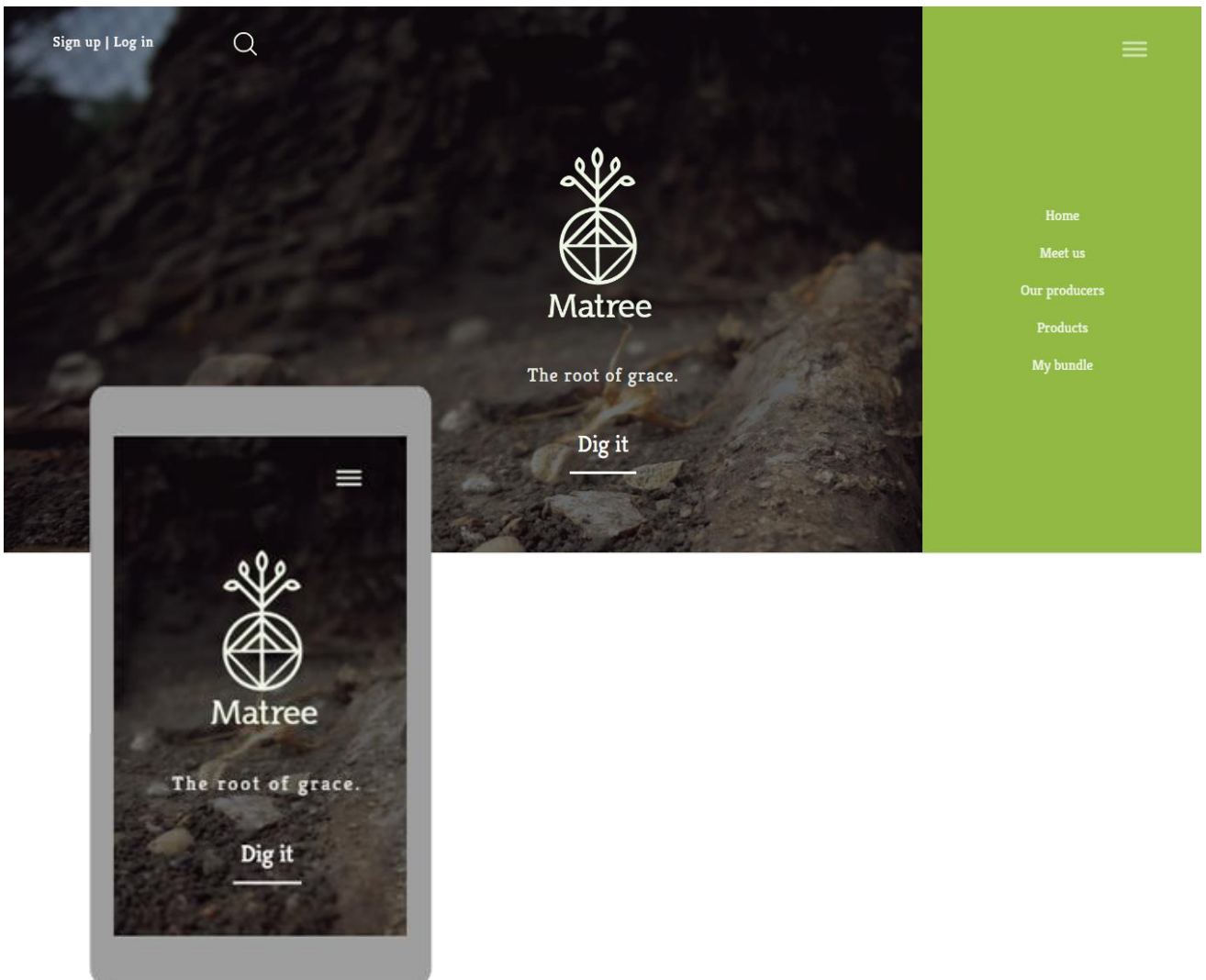
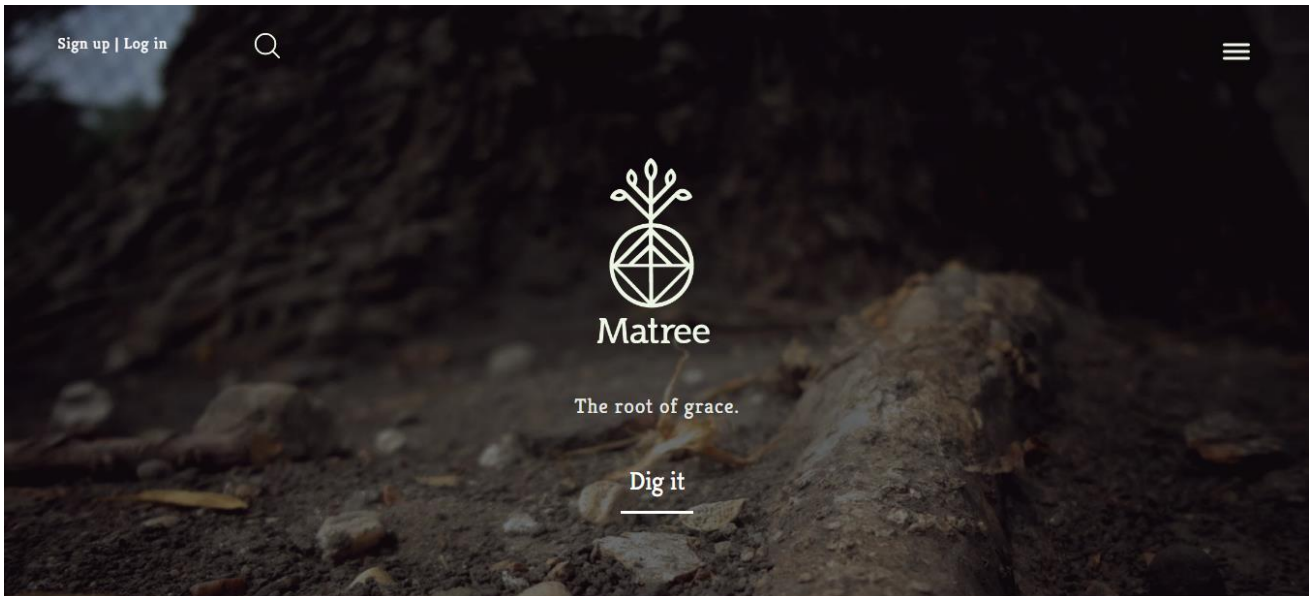
genuine fun

open quality

inspiring

VISUAL LAYOUT PROTOTYPES

1) Main page: desktop and mobile versions



2) "Meet us" page



Our field

We simply provide good food for you.
But behind each order is a movement to a new culture of responsible consumption. Buying food from village, you become a part of the empathic community, improving the world with each bite. This is what "normal" means for us. We are devoted to make empathic lifestyle easy: ethically produced food is accessible now and vegetarianism is joy to follow. Be classy. Grow with us.



We value conscientious farmers.
The ones who care about quality of their production and honor ethical principles of animal welfare under the husbandry process, and we contribute to their prosperity. We want you to know those producers, devoted to provide the best possible food for you, as we wish you to value them the way we do.
Buying village products, you support their fair labor and stand against factories' negative impacts. Sow the good seed too.

Our producers



We are nature lovers and its messengers, aiming to deliver products of pure authentic origins. We act on behalf of village producers, and those are not only people. We are thankful to each cow providing her milk to people and to every hen whose eggs we fry, as well as we value their lives. And we praise the fertile soil for giving birth to the crops. Taste the origin of freshness.

Shop products

Want to get in touch?
Get through 7916774425
Or dig deeper with these tools.



3) "Products" page



Cow's dairy




Milk | Cheese | Yogurt | Kefir




Goat's dairy




Milk | Cheese | Yogurt




Hen's



Eggs



Garden's



Vegetables | Fruit | Berries




Want to get in touch?
Get through 7916774425
Or dig deeper with these tools.



4) "Cow's dairy" page (products choice example)


Sign up | Log in
🔍



Cow's dairy


☰

All the cows, that produced these dairy products, graze each and every day for at least 15 hours at the vast local meadows. Additionally, they get natural treats from the owners, such as fruits and sweet vegetables, that make their milk sweet and full of vitamins.




Cottage cheese

\$ 2




from Taisia Polyanskaya

Bundle it




Creamy cheese

\$ 3




from Taisia Polyanskaya

Bundle it




Milk

\$ 1




from Taisia Polyanskaya

Bundle it




Blue cheese

\$ 4




from Taisia Polyanskaya

Bundle it




Moldy cheese

\$ 3




from Marina Fulitka

Bundle it



Morning Milk





\$ 1




from Marina Fulitka

Bundle it


Want to get in touch?
Get through 79167744425
Or dig deeper with these tools.



Blue cheese

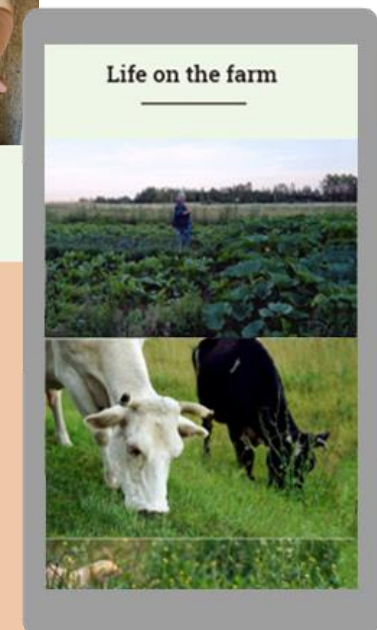
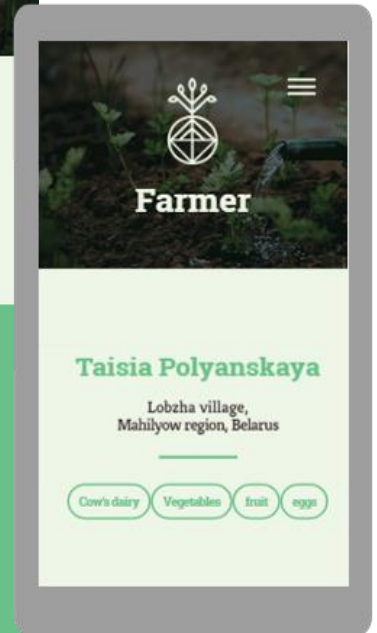
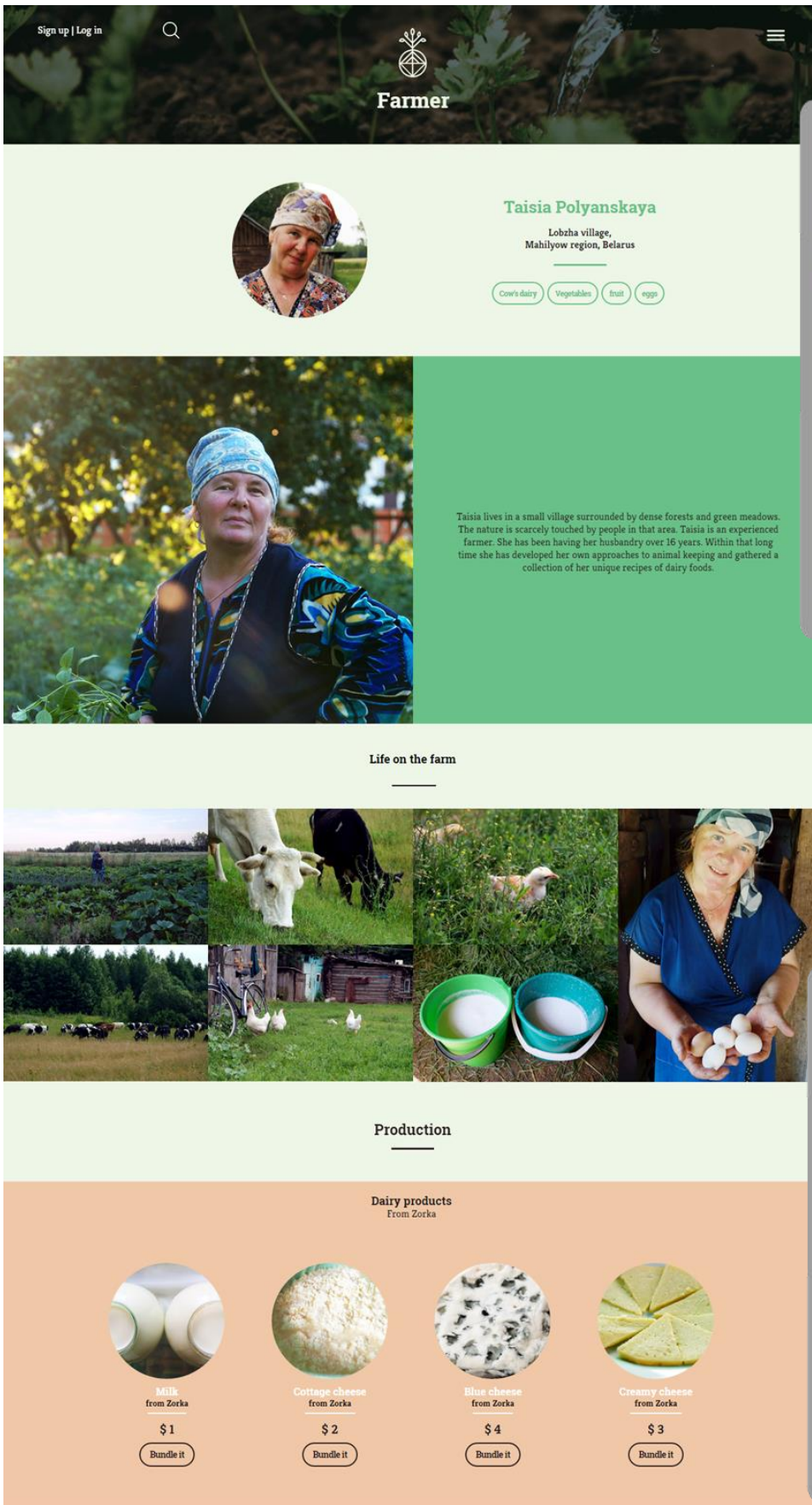
\$ 4



from Taisia Polyanskaya

Bundle it

5) Example of farmer profile page (part 1)



Example of farmer profile page (continuation)

Taisia has a cow, called Zorka. It's been 13 years already, that Zorka has been kept and has provided her milk to Taisia's family. Zorka has a complex character, Taisia says, but she knows well how to treat her cow: a bucket of carrots always helps if Zorka is moody.



Vegetables
from the garden



Zucchini

\$ 1

Bundle it



Tomatoes

\$ 1

Bundle it



Cucumbers

\$ 1

Bundle it



Carrots

\$ 1

Bundle it



Tomatoes

€ 1

Bundle it



Taisia has a large garden, where she has vegetables and fruits growing naturally. For winter times she prepares many pickles and preserved fruits of her special recipe.

Fruit
from the garden



Apples

\$ 1

Bundle it



Pears

\$ 1

Bundle it



Cherries

\$ 1

Bundle it




Grapes

\$ 1


Bundle it

Example of farmer profile page (ending)

Colourful Taisia's hens are free-loving birds, strolling around the yard and laying their eggs wherever they want it.




Eggs



Brown eggs

\$ 1

Bundle it



White eggs


\$ 1

Bundle it

Location

Taisia Polyanskaya lives here

Visit farm



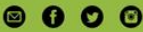
Google

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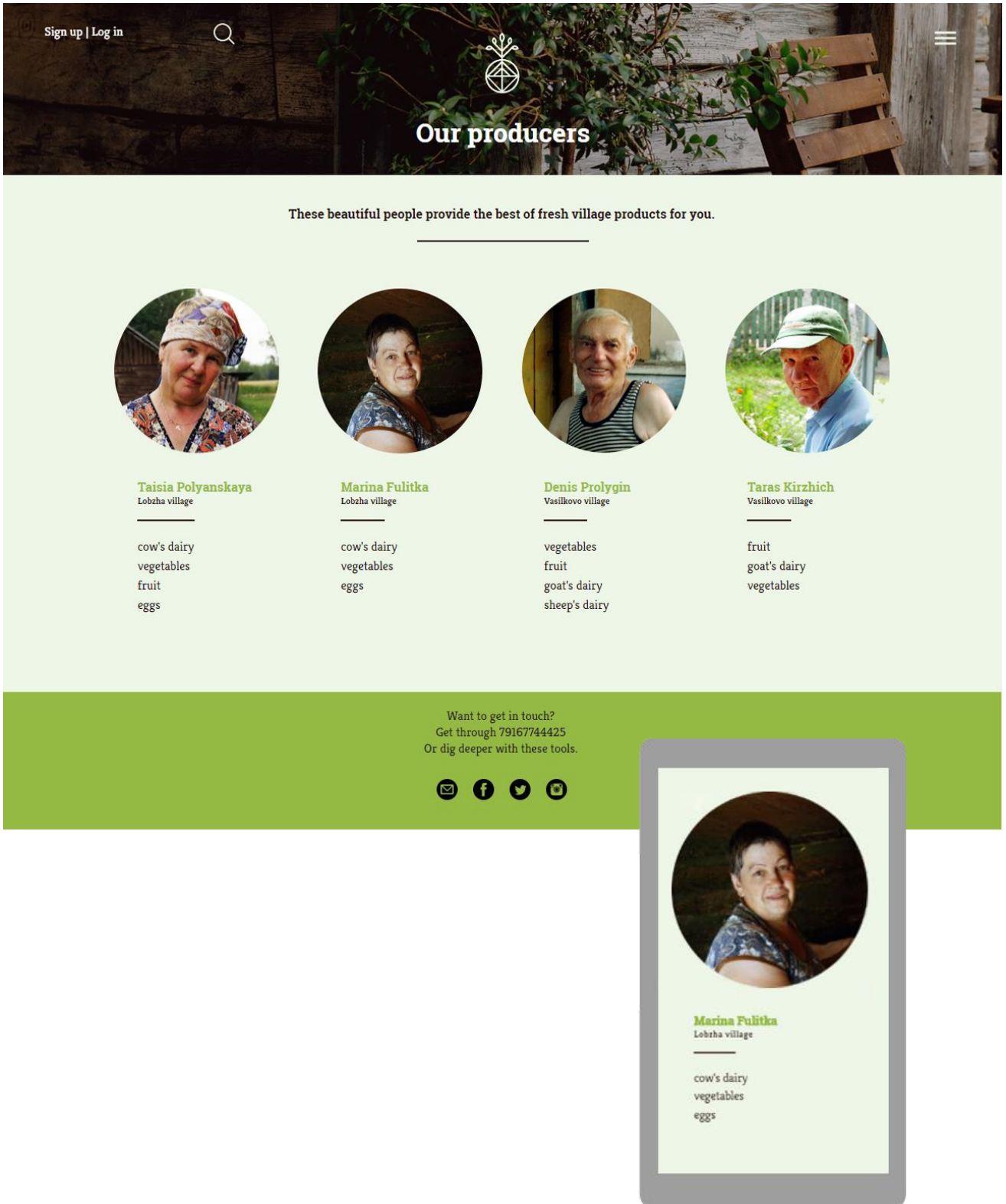
I've made my weighty choices.

Go to my bundle

Want to get in touch?
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Or dig deeper with these tools.



6) "Our producers" page



Sources of pictures: my personal pictures and resources from Unsplash, available at: <https://unsplash.com/>
[Accessed: 03 October 2016]