

# Scope of Work: Go Fresh Mobile Market (GFMM)

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## Brief Client Description

Wellspring Coop has been growing produce for 12 years. 3 years ago, they took over Go Fresh Mobile Market to deliver fresh organic produce to food-insecure people through SNAP and HIP benefits.

## Brief Project Description

Go Fresh has one driver, one truck and a changing schedule of 20 weekly and bi-weekly stops. By sharing stories and statistics, the site can inform funders about the impact of GFMM and increase the number and size of donations, potentially helping GFMM expand to a second truck & driver.

There is room to expand if more people come to the existing stops. A new website can help more people see the schedule and inventory and find ways to use unfamiliar produce. Entering the schedule through the website can streamline the workflow and potentially provide export data to Facebook. Using a text message signup system, people can get reminders about deliveries and links to the website.

## Re/Design Goals

- Create a website and delivery calendar that are easily modified by GFMM and Wellspring staff
- Increase the customer base at existing stops through better reminders and new content.
- Increase the funding stream by sharing statistics and stories of program impact.
- Automate delivery schedule sharing through SMS and FaceBook\* messaging

## Re/Design Objectives

- New content sections including preparation tips and recipes and quarterly reports of impact.
- Blog to share images and stories of impact, with ability for public submission of story drafts.
- Subscribe button to email newsletters that pull blog posts & new content together.
- Sign-up button for SMS messages filtered by delivery location, linking back to site for more info.
- Events management integration to store delivery data and export for other purposes.
- Social and email referral buttons to increase content sharing from the website and traffic to it.
- Donation button linking to WellSpring's merchant service account (Paypal, Stripe, etc.)
- Page to differentiate GFMM from "Stop and Shop" competitor, to be shared with City Council.
- Page to host "buy the truck from Canada" campaign, linkable from DonorsChoose type service.
- Profile pages for local farms that supply GFMM to promote them and mission.

## Project Deliverables

- Wordpress website configured to distribute delivery reminders with a paid SMS service
- Training materials for WordPress content management
- *Facebook App\* for importing events entered in website*

*\* This will require volunteer work and is outside the scope of Free Web Clinic. We will recruit for it.*

## Milestones

Date	Milestone	Description
3/1/24	Scope Of Work Finalized	Client approves scope of work after clarifications.
3/22/24	Design Phase Complete	Client approves menu system, page layouts, user stories.
4/5/24	Theme Selected	Client approves site theme with branding modifications.
5/10/24	First Draft Presentation	Client reviews site, asks for changes, plans beta testing if provisional go.
5/31/24	Beta Test Review Meeting	Beta test results are reviewed, any last change decisions made.
6/7/24	Go/No Go Decision	Client chooses whether to keep the site. If keeping, plan next steps.
6/13/24	End of Quarter	Student reference letters supplied by the client. Contracting begins.

## Authorization

Authorized by Client \_\_\_\_\_ on \_\_\_\_\_ via \_\_\_\_\_