

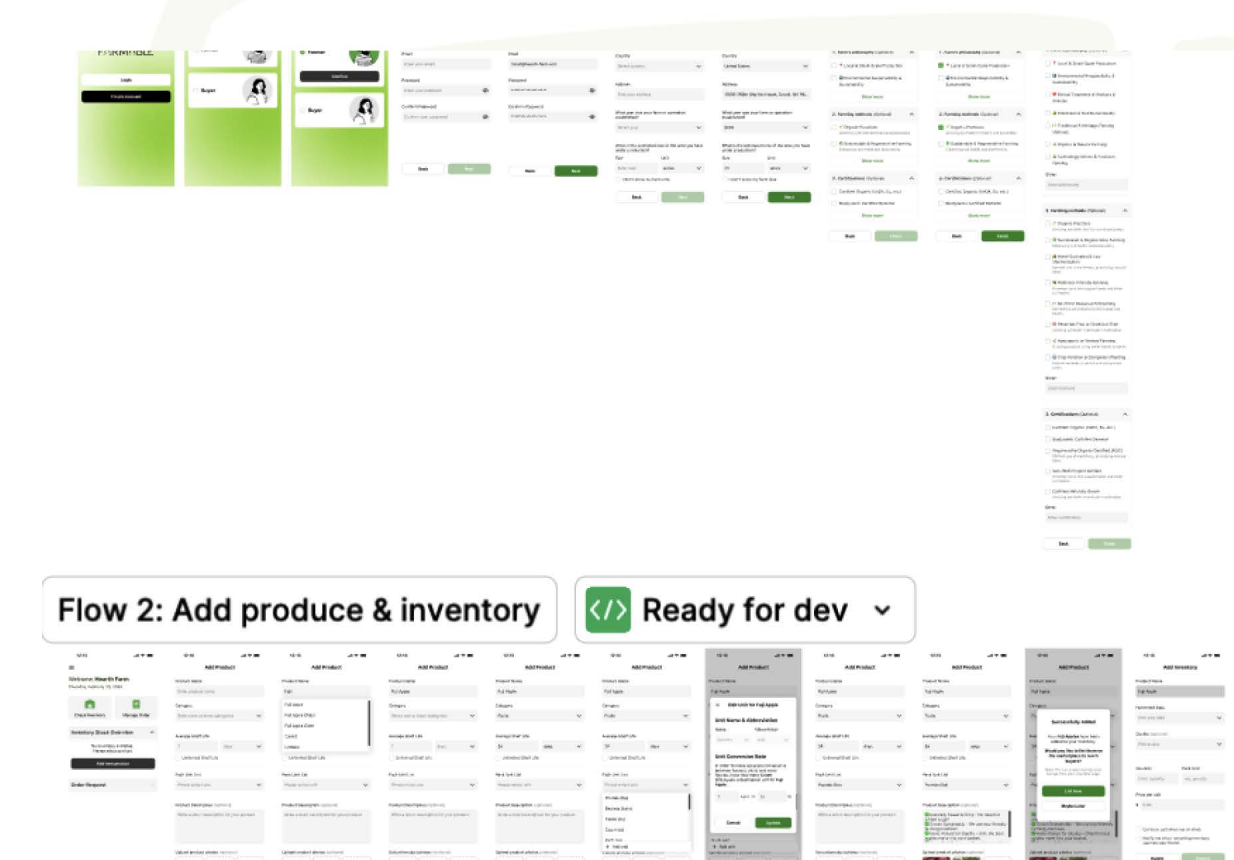
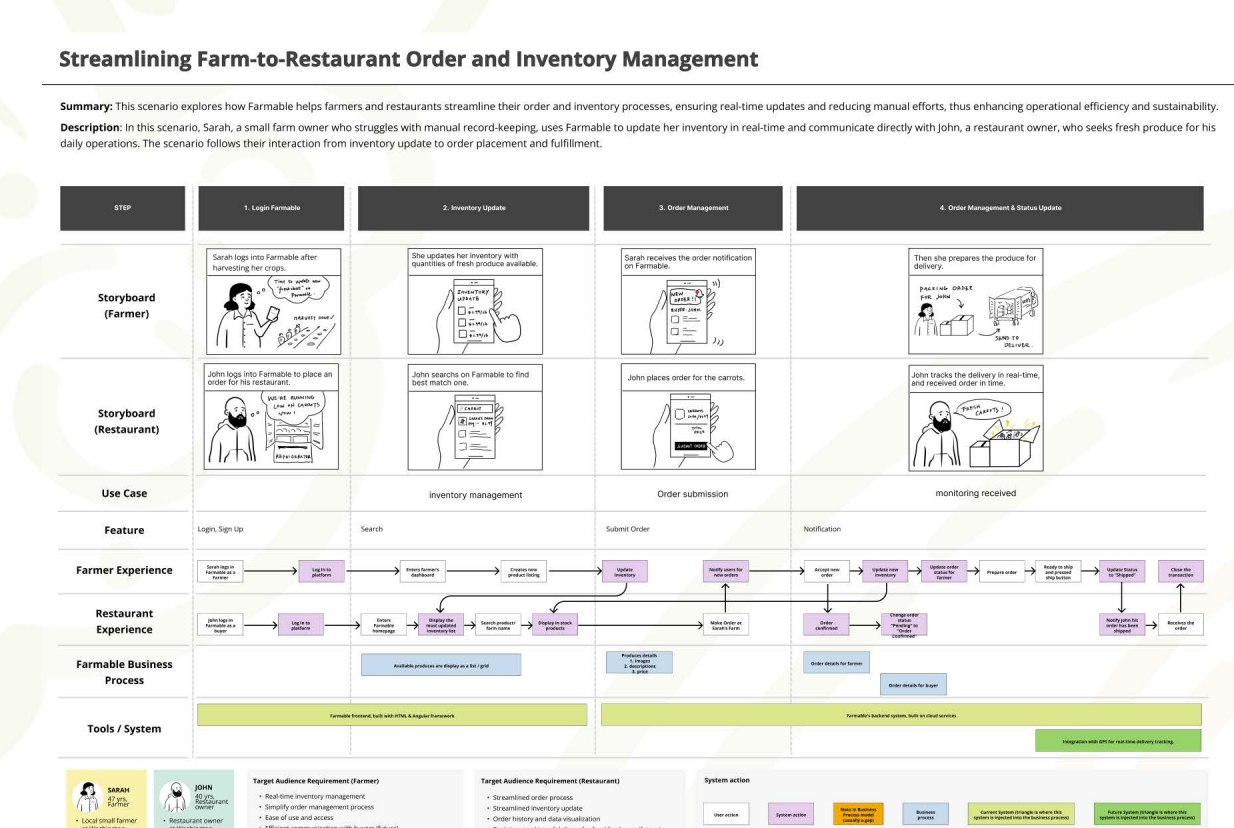
FARMABLE

Elevating small, sustainable farming with a farm-to-table, data-driven marketplace

Problem

Small to medium-sized farmers struggle with gaining visibility, managing inventory efficiently, transparent communication with buyers, and accessing certifications — factors that hinder their ability to scale and compete in the market. These obstacles also prevent farmers from showcasing the unique value of their farming practices, limiting their ability to differentiate and elevate their offerings. Without proper tools to highlight their sustainable methods, they struggle to attract buyers who prioritize food provenance and ethical sourcing.

Process & Approach



- User Research** (Sept. - Nov. 2024)
Reviewed 20+ papers, interviewed 6 farmers and restaurant owners, and analyzed 23 surveys to uncover procurement and inventory challenges.
- Swimlane Analysis** (Nov. 2024)
Mapped farm-to-restaurant workflows to clarify user interactions and backend processes, ensuring seamless inventory updates and order management.
- Design Prototype** (Dec. 2024 - Jan. 2025)
Designed the key flow of inventory and order management based on research and ideation.
- Evaluation** (Jan. 2025)
Utilized paper prototype and conducted 4 usability testing with real farmers to validate the platform's features.
- Iteration & Validation** (Feb. 2025)
Iterated the design based on prioritized feedbacks to enhance order management flow and inventory tracking.

Target User



Primary Stakeholder

Small and Medium-Sized Farmers

Needs: An efficient system for inventory and order management, buyer communication, and marketing.



Secondary Stakeholder

Restaurant Owners

Needs: A transparent platform to source fresh, local produce with clear provenance and reliable fulfillment without relying on third-party intermediaries.

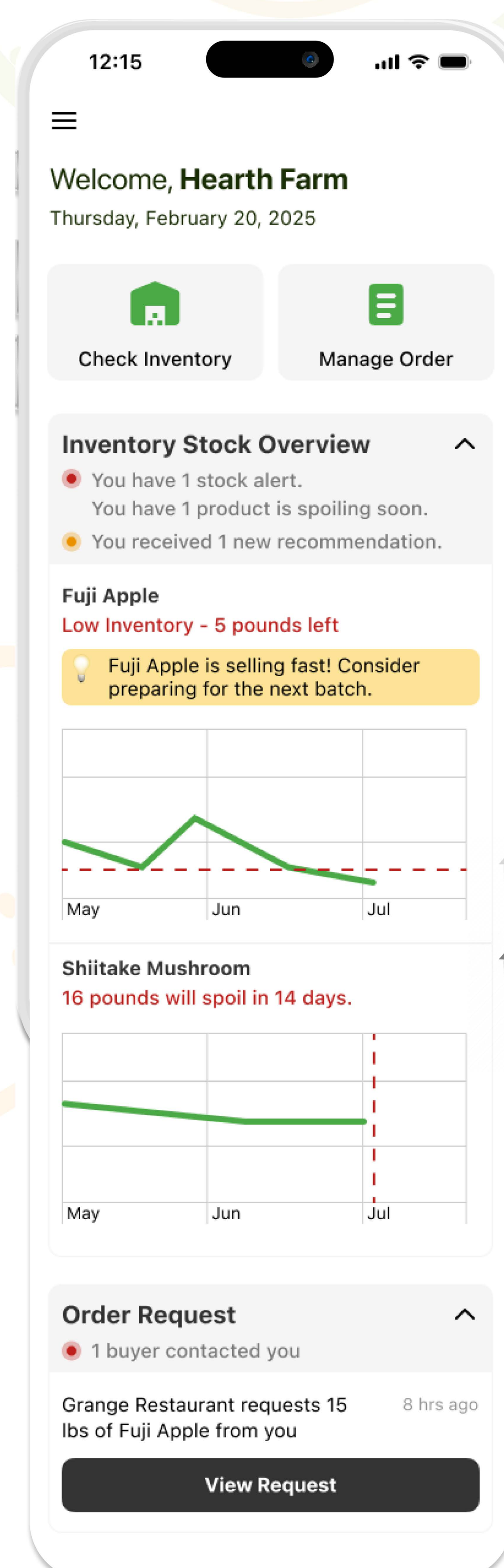
Solution

Farmable is a data-driven platform that helps farmers showcase their value while optimizing farm-to-table operations. It emphasizes economic benefits and sustainable farming through digital solutions. Key features include:

01

Advanced Inventory Analytics

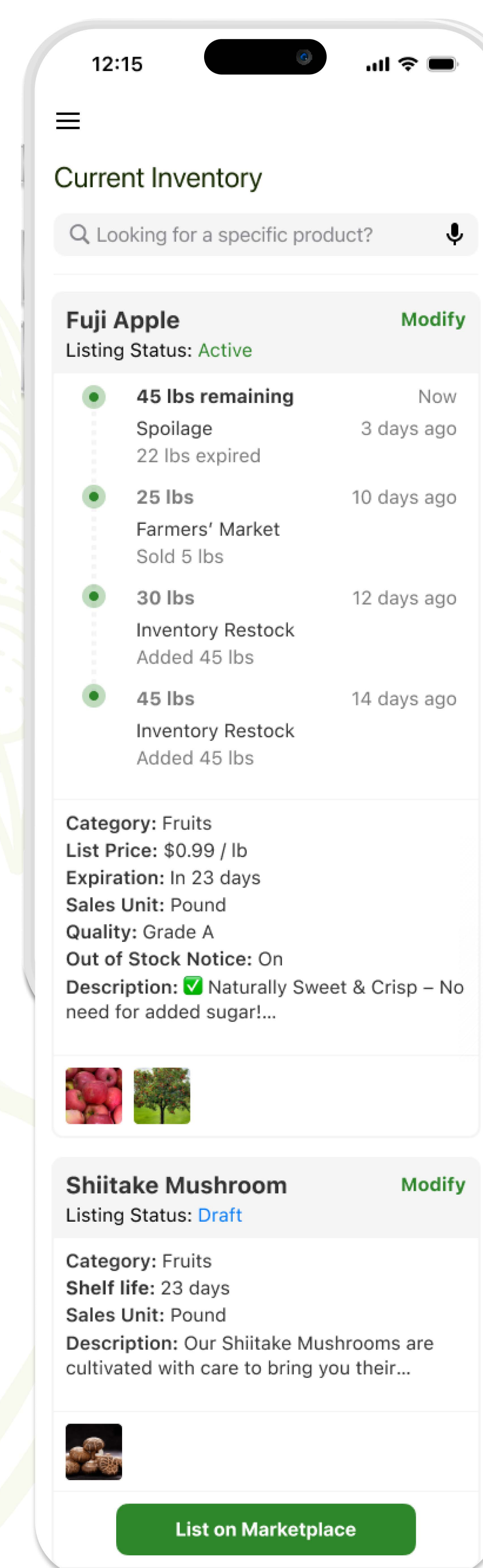
Analyze the inventory to optimize farm operation.



02

Real Time Inventory Update

Ensure accurate stock history visibility.



03

Automated Order Tracking

Simplify order management and fulfillment.

Item	Request	Inventory	Remaining	Fulfill	System note
Fuji Apple	30 lbs	25 lbs	25	✗	Missing 5 lbs
Shiitake...	15 lbs	25 lbs	10 lbs	✓	N/A
Banana	15 lbs	25 lbs	10 lbs	✓	N/A

04

Showcasing Farming Practices

Customized farm's philosophy and farming methods in profile.