The 10% Mobile App
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The CT 10% Campaign is a public engagement project that invites residents and businesses to take a pledge to spend 10% of their food and gardening dollars on locally grown products. The 10% Campaign was launched 1 year ago on www.buyctgrown.com and is a partnership between UConn Extension and CitySeed (in New Haven). As of August 2014 we recruited 400+ people and 115 businesses to take the pledge, with cumulative tracking of over $700,000 spent on locally grown products. Note, this project is modeled on a similar campaign in North Carolina and an emerging campaign in Vermont. We hope to be the first state to add a mobile app, which we hope will add critical momentum to the effort.

Our 10% Mobile App will:
- "Discover" information with users about opportunities to discover and experience local agriculture (calendar, season's top ten, featured trails (e.g. beer trail))
- "Track and share" their progress toward their 10% pledge
- "Discover" farm products (e.g. apples, strawberries, flowers) and places that feature farm products (e.g. farm-to-table restaurants, farmers markets, garden centers)
- Maximize social media opportunities for users, such as sharing pictures, sharing progress toward the pledge, joining a facebook group of mobile app users, etc

Project:
In June 2014, we began working with Yaira Rivera to help conceptualize and design our mobile app. In early August, we contracted with Red Sequoia, LLC to create an API that will allow our mobile app to interface with the buyctgrown.com web application. We’ve identified 3 phases to the project:
Phase 1: Fetch events data from calendar on website, fetch node data from trails featured on websites (e.g. wine trail)
Phase 2: Fetch 10% user dashboard, report 10% user progress, fetch 10% statewide data
Phase 3: Fetch data for search farm products and places

So far, we have worked through much of the dynamics of phase 1 and 2, but we still have to clarify design and function for phase 3. Yaira has worked on the main screen for iOS and Android, but other screens will have to be designed once the API arrives.

We propose that a group of students join our mobile app development project, focusing on replication of functionality in Android version (while Yaira continues to work on fully developing the iOS).

Attached are current screenshots of iOS (left side) and Android version (right side), prepared by Yaira Rivera.