



# "Domingo na quinta"

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**Colaboration:  
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# Concept

- Our idea is to use Kiwibee as the heart and the location for a Sunday Market and workshop place, that would involve local farmers as sellers and would be interesting for everyone to go, from family to tourists.
- Thanks to the market, people could get to know the "farm" and sustainability reality. They would be encouraged to go to the regular mid-week farm visits and activities.
- Everything would be supported by a website that would explain everything as well as schedule activities.

**\*Sunday market  
+ Workshops**

**\*Farm visit**

**\*Loyalty card**

**\*Website**

# Personas



**Teachers**

**Professora Rita Ferreira**



**Families**

**Família Ramos**



**Local Farmers**

**José Casimiro**



**Children**

**Romeu**



**Tourists**




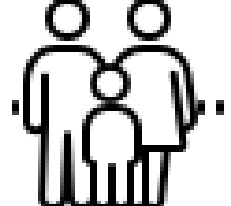
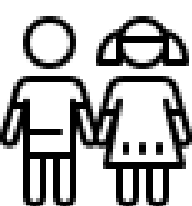

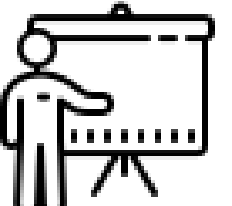
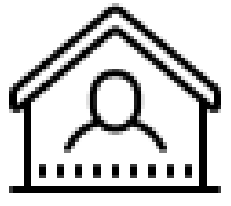
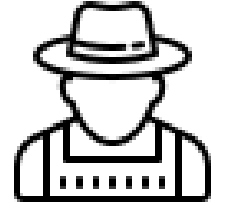









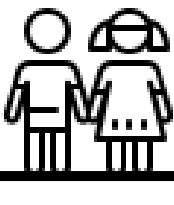








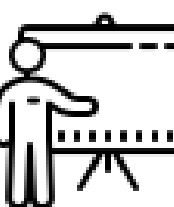




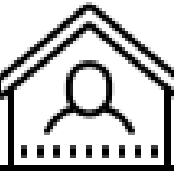


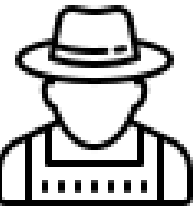

**Alev and Esrin**



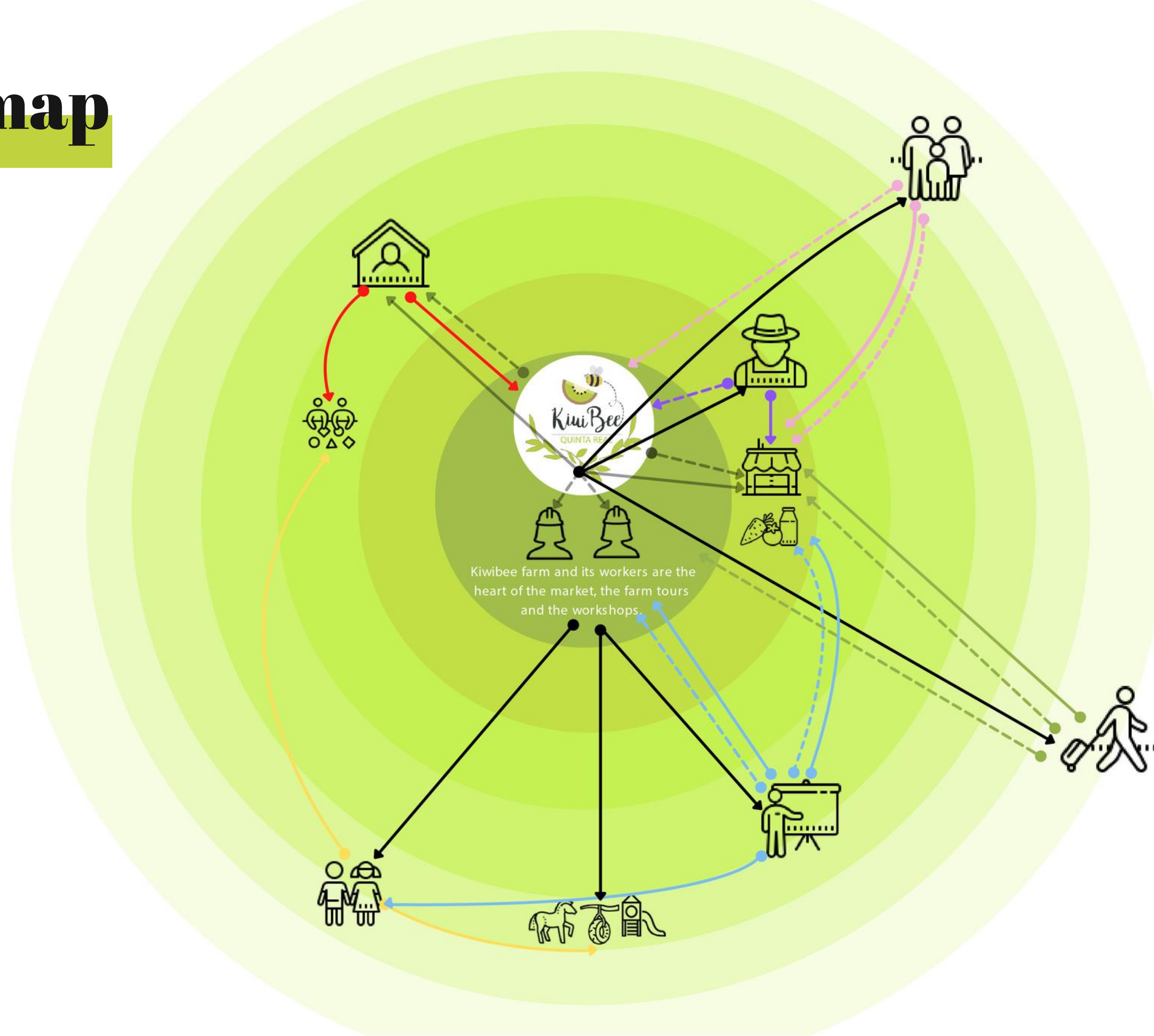
**Townpeople**

**Maria Teresa**

# Motivational Matrix

 <p>What gives?</p>								
			<p>Products; Site to buy local products, spend time and learn.</p>	<p>Site to learn and play; acquire experiences and knowledge</p>	<p>Products; <b>Site to learn about sustainable agriculture and enjoy the "farmer's market"</b></p>	<p>Products; <b>Site to learn;</b></p>	<p>Products; <b>Site to visit;</b></p>	<p>Products; <b>Site to sell their products in the "farmer's market"</b></p>
	<p>Workers plan and execute the activities around the farm. Make sure everything is good</p>	<p>Work together, give feedback to each other, create and plan new activities for the farm</p>	<p>Provide the experiences and the activities</p>	<p>Provide the experiences and the activities</p>	<p>Provide the experiences and the activities</p>	<p>Provide the experiences and the activities</p>	<p>Provide the experiences and the activities</p>	<p>Establish connections and help small producers in their businesses</p>
	<p>Contribute to the development of the farm</p>	<p>Give feedback and share their experiences (with a view to improving the service); <b>Monetary contribution;</b></p>	<p>Create new bonds</p>					<p>Establish connections and give the opportunity to grow economically by buying their products</p>
	<p>Contribute to the development of the farm</p>	<p>Give feedback and share their experiences (with a view to improving the service);</p>		<p>Share their experiences; <b>Play and have fun, learn from each other</b></p>		<p>Feedback on their experience; <b>Share what they've learned;</b></p>		
	<p>Contribute to the development of the farm</p>	<p>Give feedback and share their experiences (with a view to improving the service) as well as share their cultural background. Share their experience with others, bringing in more people; Monetary contribution;</p>			<p>Share their experiences; <b>Share their cultural backgrounds;</b> Create new bonds;</p>		<p>Share their cultural backgrounds; <b>Create new bonds;</b></p>	<p>Monetary contribution; <b>Share their cultural backgrounds;</b> Business opportunities</p>
	<p>Contribute to the development of the farm</p>	<p>Give feedback and share their experiences (with a view to improving the service); <b>Share their experience and their students</b></p>		<p>Contribute for the children learning process; <b>Enrichment in sustainability;</b></p>				<p>Monetary contribution; <b>Share stories and experiences</b></p>
	<p>Contribute to the development of the farm</p>	<p><b>experiences;</b> Sharing help and visibility.</p>	<p>Fortify local relationships.</p>		<p>Give people the possibility to taste local food and know local culture.</p>		<p>Create new bonds; <b>Share agriculture knowledge and experiences;</b></p>	<p>Knowing each other starting a work collaboration. <b>Monetary contribution;;</b></p>
	<p>Contribute to the development of the farm</p>	<p>Create new working bonds, collaborate and give feedbacks.</p>	<p>Provide fresh <b>and local products.</b> Making people understand the importance of support local activities.</p>		<p>Share local products with new people that can become an occasional customer.</p>	<p>Offer the opportunity to know better the local products and let them know the local activities.</p>	<p>Gain visibility.</p>	<p>Sharing advices and starting possible partnership.</p>

# System map



## Service/interactio



Background actions

## Finance flow



Background actions

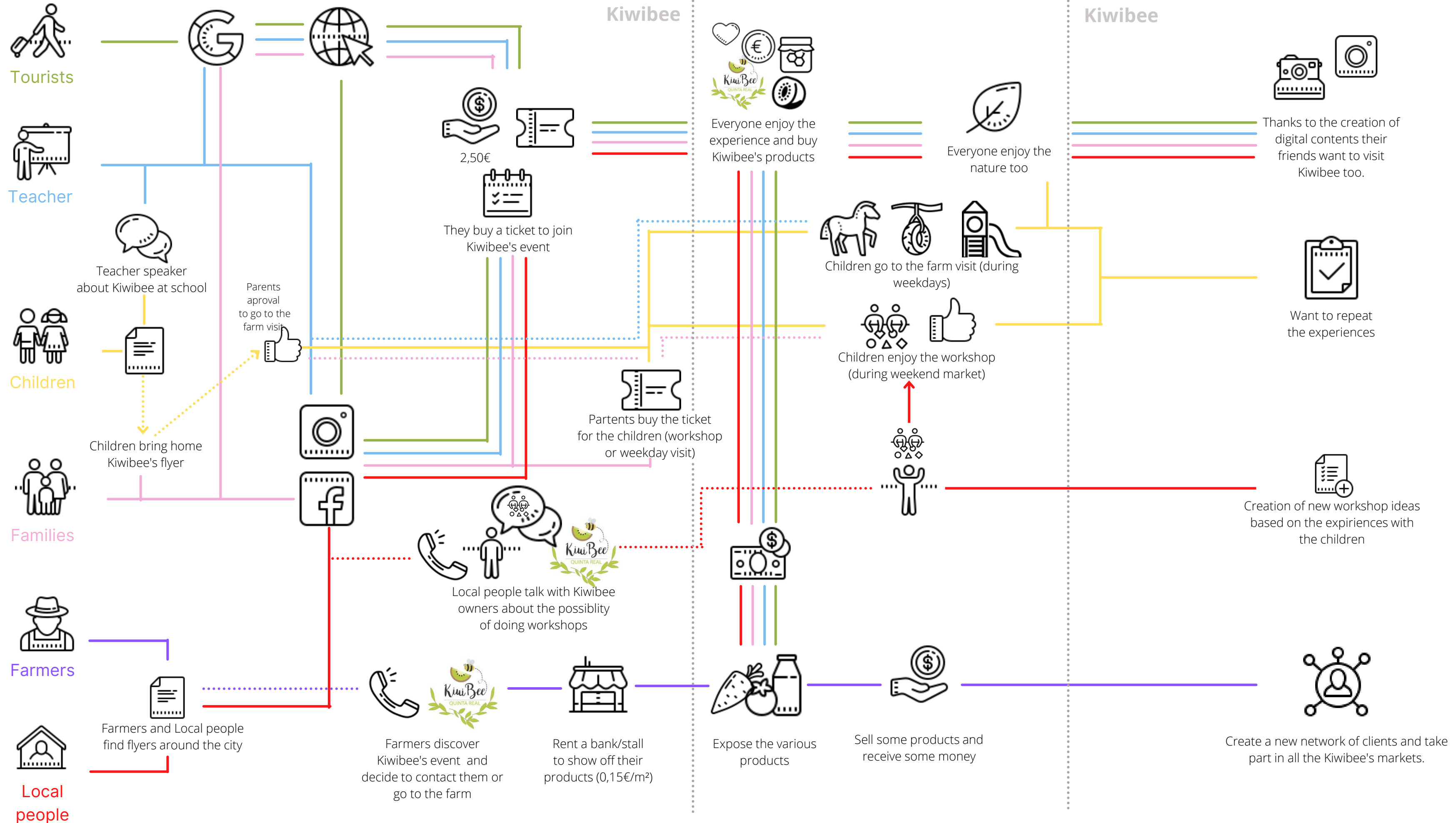
# Workshop



# Knowledge and adherence

# Realization of the experience

# Creation of retention

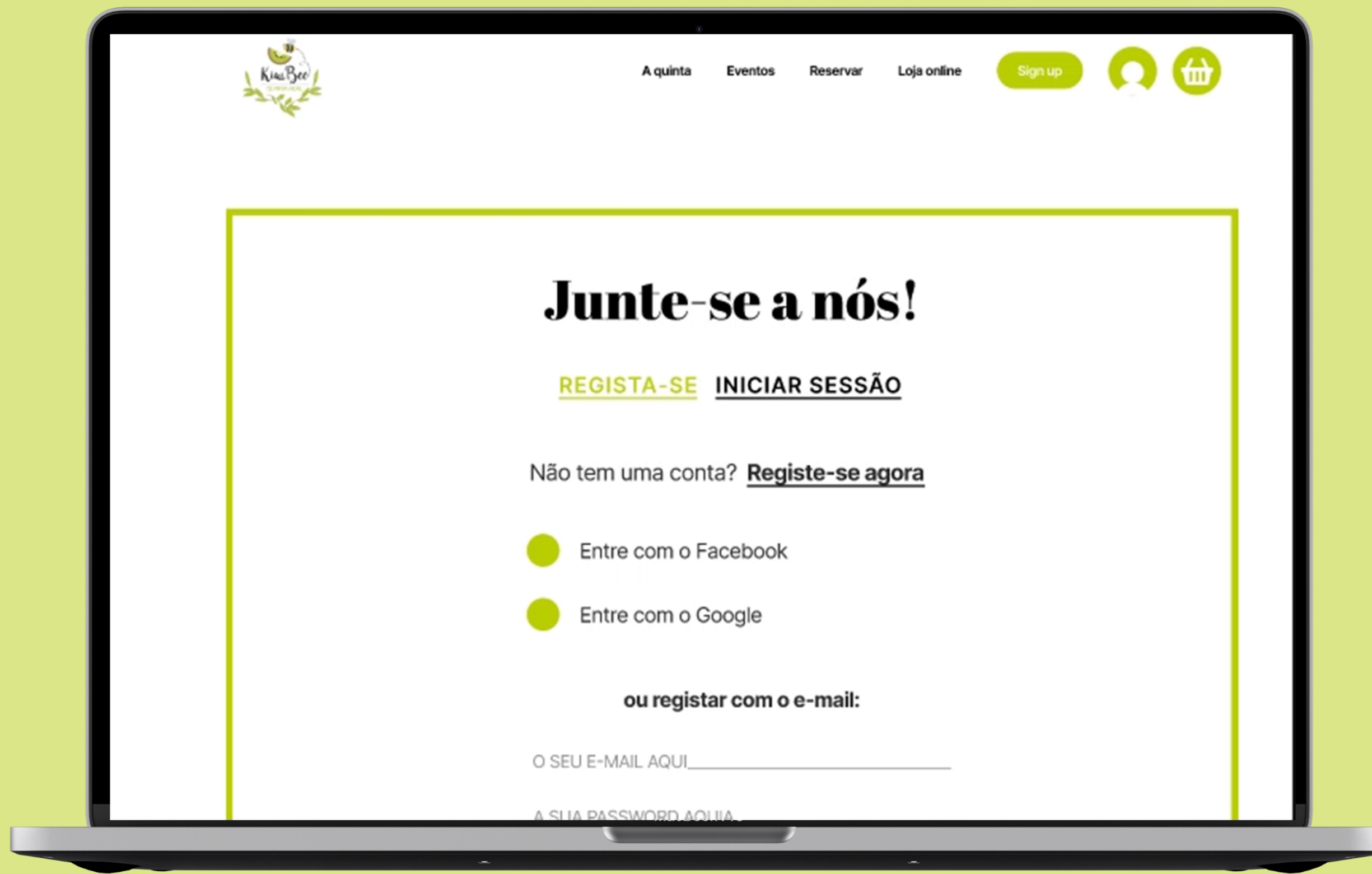


# Customer Loyalty Card





# Website



# Flyer



DOMINGO 20 JUNHO 2021 - 9 - 18 AM



**“Domingo na Quinta”**

**Mercado Local & Workshop  
para crianças**



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**Thank you.**