CASE STUDY · MOBILE MARKETPLACE · 2026

Homestead Harvest

Designing a local marketplace for seeds, remedies and self-sufficiency goods, from first launch to the seed exchange.



Homestead Harvest: an end-to-end case study

A peer-to-peer marketplace for heirloom seeds, herbal remedies, preserves and off-grid goods, designed around one persona from first launch to repeat engagement.

PLATFORM	SCOPE	DELIVERABLE
Mobile app (iOS first)	**6 journey stages, 11 screens**	**Clickable hi-fi prototype**

The problem

Home gardeners and homesteaders who want locally grown, chemical-free goods mostly find them through farmers markets, word of mouth and scattered social groups. Mass-market grocers and general marketplaces carry "natural" products with little proof of where or how they were made. Buyers have no easy way to check harvest dates, growing practices or who actually produced an item, and sellers have no shared place to teach what they know.

Persona: Elena

Elena is a home gardener in Marshall, NC. She wants to preserve her surplus harvest, learn herbal remedies, and buy heirloom seeds from people nearby. Her interests are medicinal herbs, seed saving, food preservation and off-grid water.

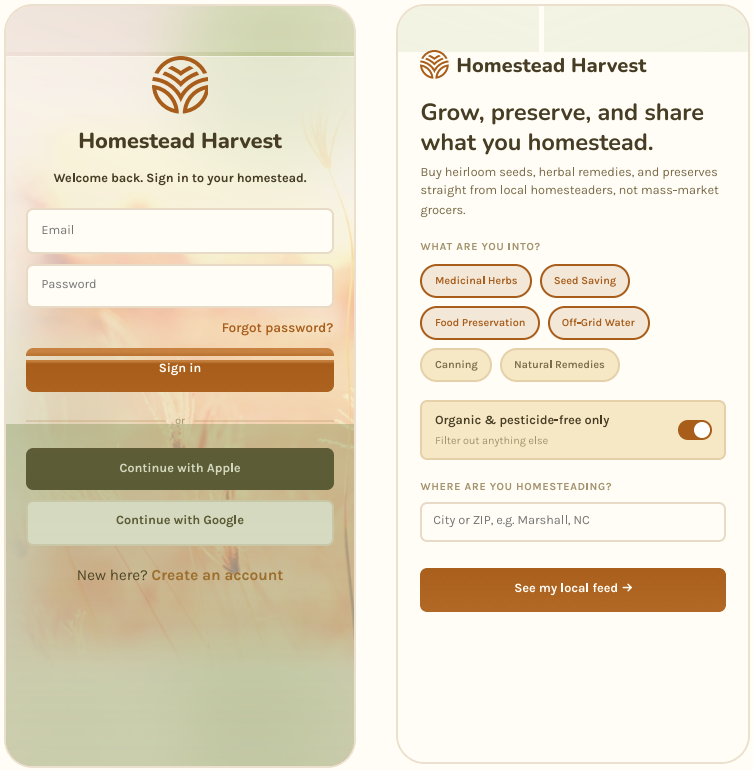
Her journey in the prototype: she signs up, picks those interests, finds Cherokee Purple tomato seeds ($4.50) from River Valley Homestead and an elderberry tincture ($18.00) from Willow Creek Apothecary, checks out once for both, picks up the tincture at the farm stand, has the seeds mailed, then gets storage advice and an invite to the Spring Seed Exchange.

Visual direction

A warm, earthy palette taken from a latte-style reference: cream surfaces, sage and olive greens, and a deep caramel (#a85d1a) for the logo, primary buttons and links. Headings use Nunito and body text uses Karla, both chosen for warmth and legibility at small sizes. The login screen uses a sunlit grass photo animated with a WebGL wind effect, under a rusty brown gradient and a green fade along the bottom.

1. Sign in and onboarding

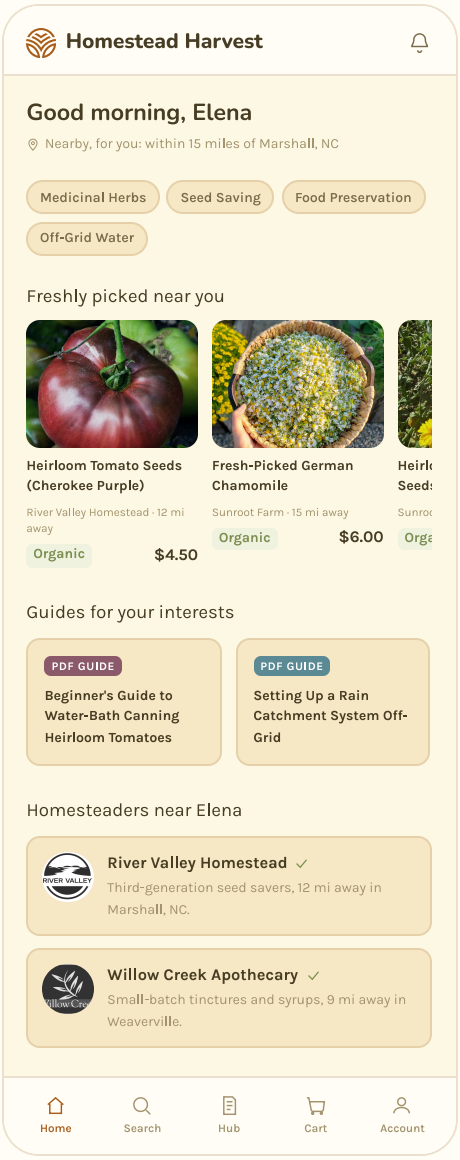
Returning users sign in with email, Apple or Google. New users create an account, then pick interests and set a location. An organic and pesticide-free filter is on by default, so greenwashed commercial products never reach the feed.



Login screen with animated background; interest picker with Elena's four interests selected.

2. Discovery

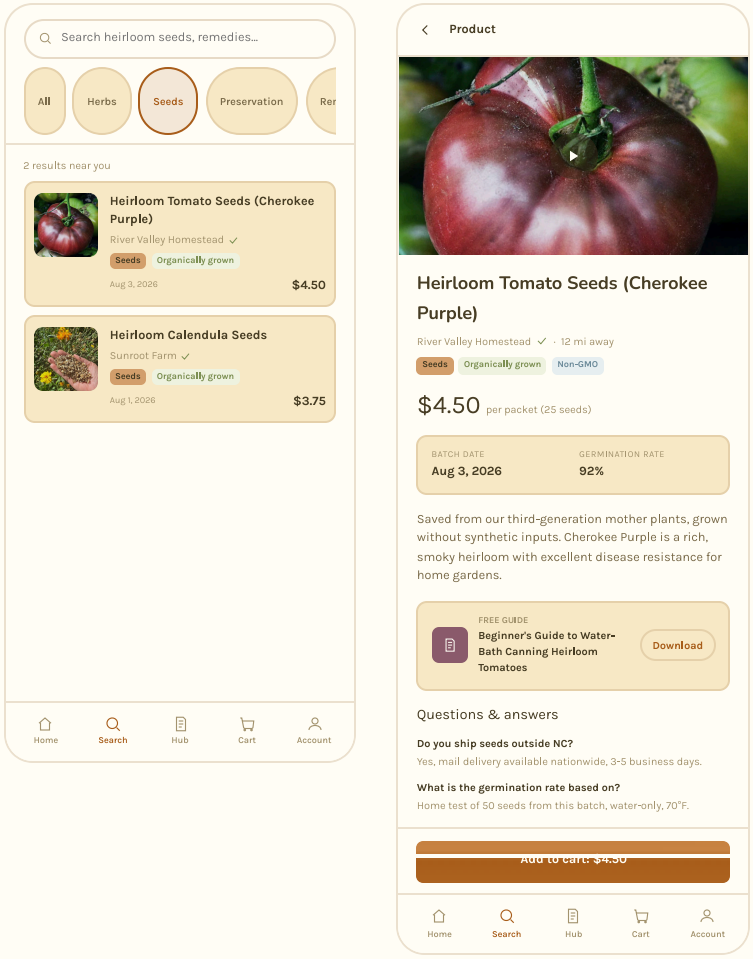
The home feed shows seasonal products within 15 miles, guides matched to Elena's interests, and short seller stories. Every product card shows distance and an Organic or Local badge.



Home feed: freshly picked near you, guides for your interests, homesteaders near Elena.

3. Search and product detail

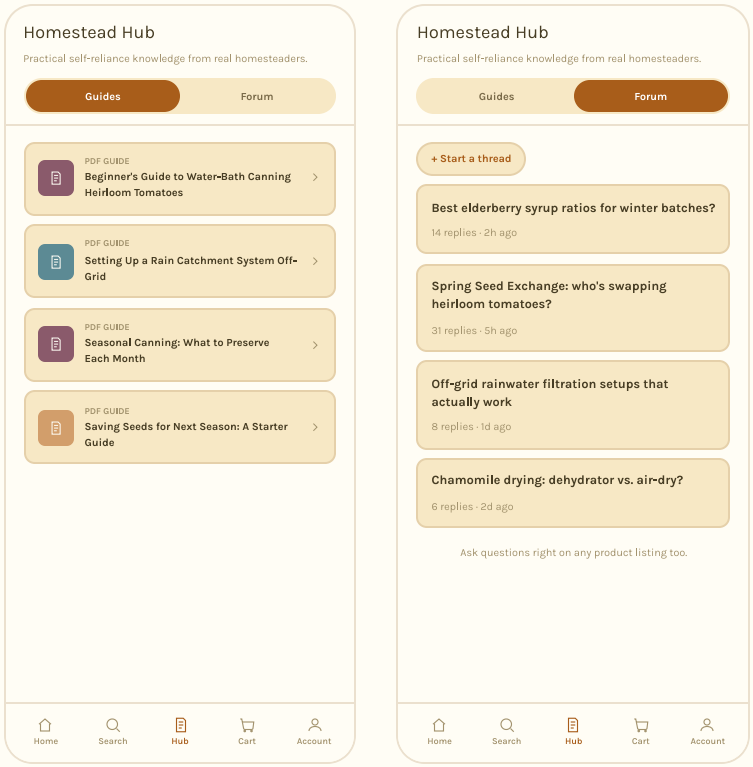
Category filters cover herbs, seeds, preservation, remedies and off-grid water. The product page lists batch date, germination rate and non-GMO status, opens with a one-minute harvest video, and links a free guide: "Beginner's Guide to Water-Bath Canning Heirloom Tomatoes." Buyer questions are answered right on the listing.



Seeds results; Cherokee Purple product page with verification details, free guide and Q&A.

4. Community and education

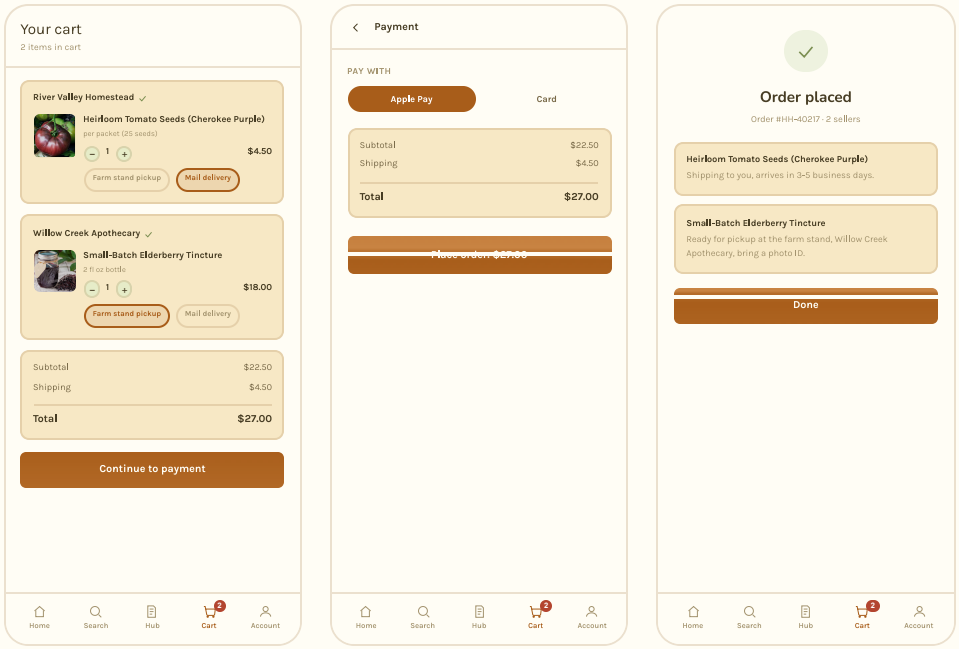
The Homestead Hub pairs downloadable guides with a forum, so buying a product leads directly to learning how to use, preserve or grow it.



Guides tab and forum tab.

5. Multi-vendor checkout

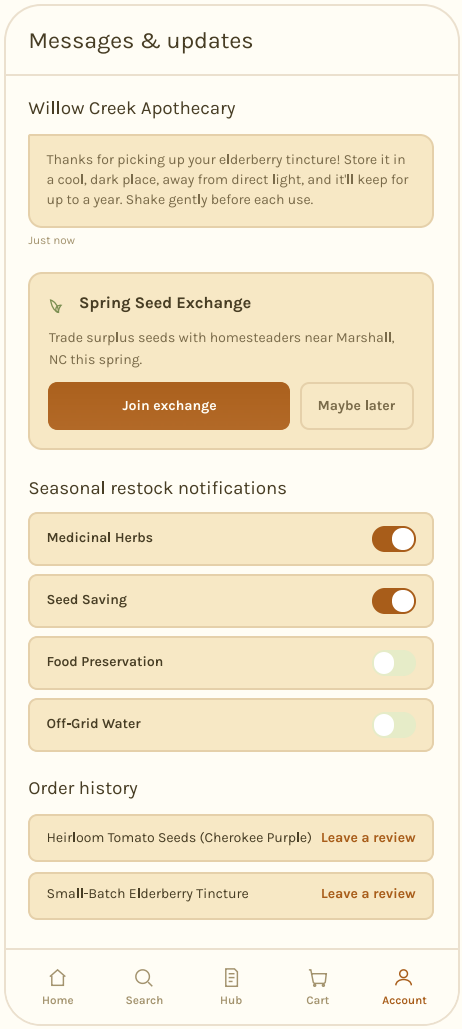
The cart groups items by seller. Each item gets its own fulfillment choice, so Elena picks up the tincture at the farm stand and has the seeds mailed, paying shipping only on the mailed item. Payment supports Apple Pay and card.



Cart with mixed fulfillment, payment, order confirmation.

6. Post-purchase and retention

After pickup, the seller sends storage guidelines for the tincture. Elena gets an invite to the Spring Seed Exchange, can turn on seasonal restock alerts by interest, and can review each batch from her order history.



Seller message, seed exchange invite, restock notifications and order history.

Next steps

- Test the prototype with home gardeners and small sellers.
- Design the seller side: listing creation, batch logging and farm stand pickup scheduling.
- Add photography for the remaining products.