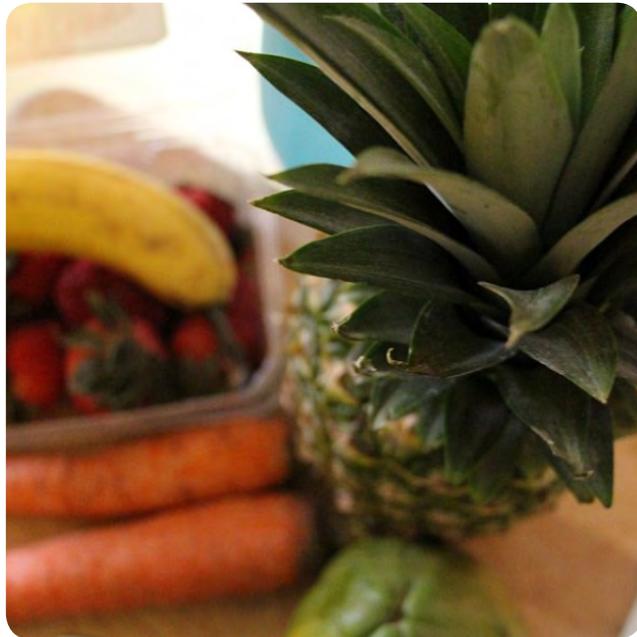


Fresh Food Boston



Find, snap, and share Boston's best food.



Fresh Food Boston



01. PARTICIPATION!

- > Go to www.rodrigodavies.com/freshfoodboston
- > Click on “**submit a photo**”
- > Take a picture of your breakfast...or...
- > Submit a food photo you already have on your phone

INSTAGRAM:

#freshfoodboston

TWITTER:

@freshfoodbos



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02. CLIENT + INITIAL OBJECTIVE

Office of Food Initiatives



NEW URBAN
MECHANICS 



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“We want to make it easier for Boston youth to eat **healthy, affordable food**... you’ll help lead an effort to collect, map and present information about fresh food in Boston.”



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“We want to **raise awareness** beyond just youth”

“We like **Yelp, Facebook, Twitter, Instagram, and Snapchat**”

“The price issue is very important. Most of us won’t spend **more than a couple of dollars** on a snack.”

“Most kids **don’t care** about eating healthy, and we don’t really learn about it in school”

“We want **incentives** to participate. A contest would be good.”

“Practically all of us have **Smartphones.**”



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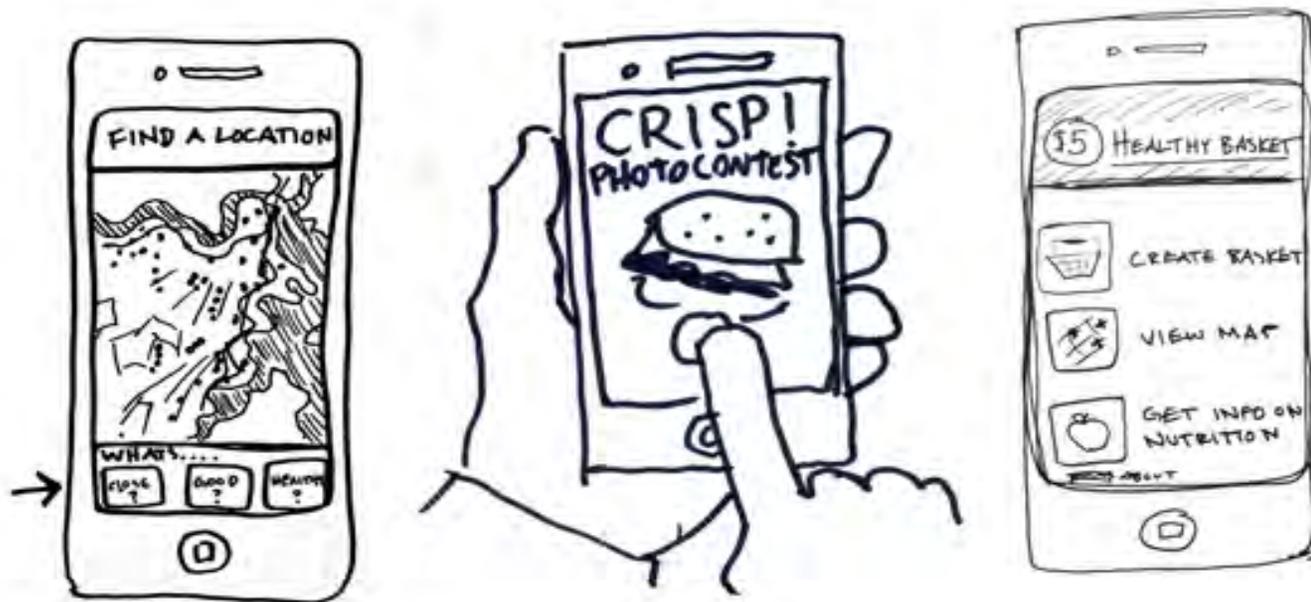
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03. CONCEPT DEVELOPMENT

THREE INITIAL CONCEPTS

Location, Photography, Price



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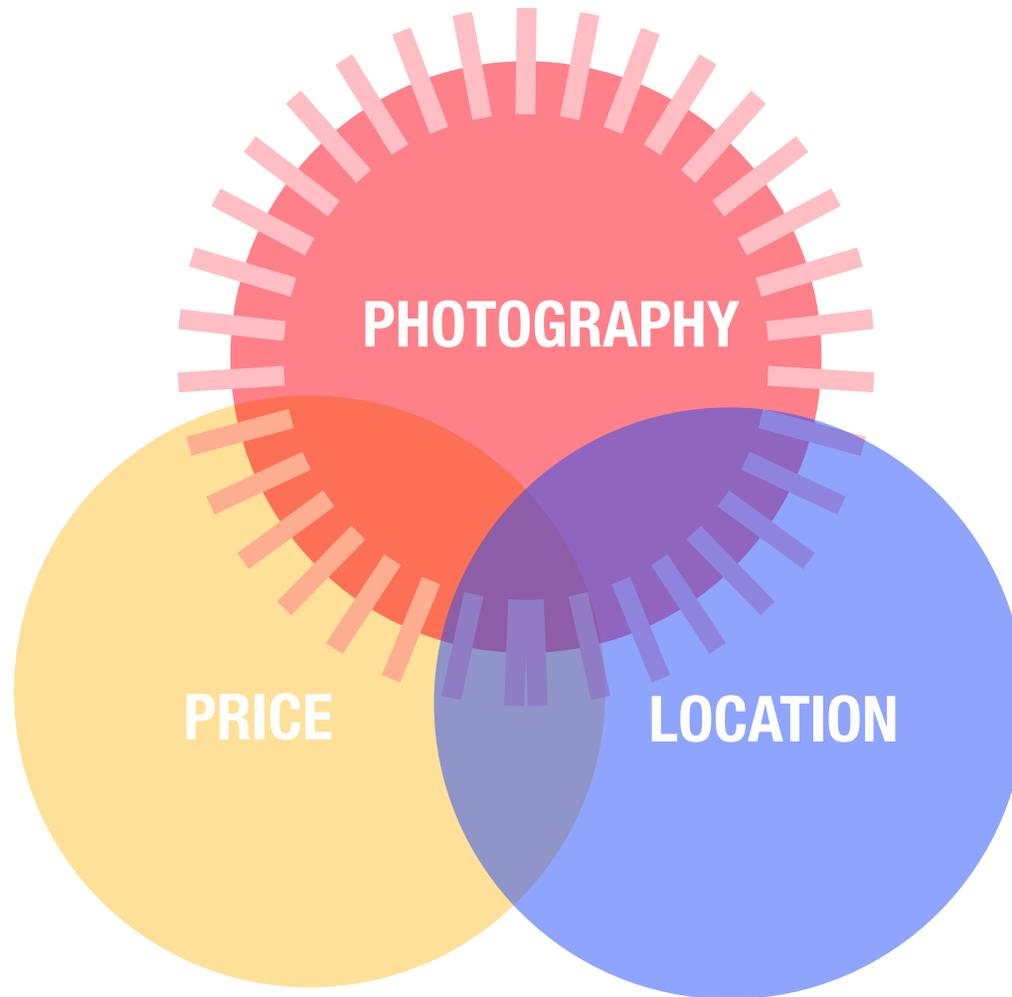
07

**KEEP ALL
THREE
CONCEPTS**

**>organize
around a photo
contest**

**BUILD ON
EXISTING
BEHAVIOR &
TECH USE**

**>tie to social media
>incentivize!**



01

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04. THE TOOL



EARLY ITERATION:
mapping // ushahidi



EARLY ITERATION:
gallery // tumblr

Fresh Food Boston

[FOOD GALLERY](#) [FOOD MAP](#) [SUBMIT YOUR PHOTO!](#) [HOW IT WORKS](#) [FARMERS MARKETS](#)

Share the best fresh food in Boston! [Upload your photo](#), Instagram it to [#freshfoodboston](#) or tweet it [@freshfoodbos](#)



01

02

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04

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05. TESTING + USE



HAYMARKET BETA-TESTING DAY April 13



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02

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SITE STATS

45 Images

56 Votes

POPULAR TAGS

A few dollars

Market

Vegetables

ONGOING TESTING

April 13 - May 14



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CITY HALL MARKET LAUNCH

May 20

FIRST THEME

“What does \$5 buy at a Farmers Market?”

- >Tie-in with new market season
- >Market Money promo
- >First prize: **City Hall exhibit entry**

01

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06. STRATEGIC PLAN

Office of Food Initiatives



NEW URBAN MECHANICS 



PROMOTION + PARTNERSHIPS

MODERATION + ADMINISTRATION

HOSTING + TECHNICAL

Office of Food Initiatives



NEW URBAN
MECHANICS 



PROMOTION +
PARTNERSHIPS

MODERATION +
ADMINISTRATION

HOSTING +
TECHNICAL

01

02

03

04

05

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POSSIBLE FUTURE THEMES

JULY: Urban agriculture / Guerilla gardening

AUGUST: Fish at the Farmers Markets

SEPTEMBER: Fall Foraging / Urban Orchards

OCTOBER: Healthy Halloween

NOVEMBER: CANShare

DECEMBER: Outdoor Winter Snacks

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TRAINING MANUALS **x3**



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07. CHALLENGES + REFLECTIONS

TECHNICAL

- >mapping
- >thematic switches

MODERATION

- >complexity
- >technicality

USERS

- >promoting critical mass
- >incentivizing



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Fresh Food Boston



Find, snap, and share Boston's best food.



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Fresh Food Boston

Site Administration & Moderation Manual



*Mayor's Youth Council // Mayor's Office of New Urban Mechanics // Mayor's Office of Food Initiatives
Department of Urban Studies and Planning // Massachusetts Institute of Technology*

Fresh Food Boston



Administration & Technical Manual

- 1. Intro to the site.....page 4**
- 2. Moderating posts.....page 8**
- 3. The Wordpress theme.....page 17**
- 4. User Image Posts plugin.....page 18**
- 5. GeoMashup.....page 19**
- 6. Instagram / social media.....page 21**
- 7. Monthly theme maps.....page 25**
- 8. KML layers and markers.....page 27**

1. Intro to the site

Fresh Food Boston is a website highlighting users photos of Boston's healthiest and freshest food. Working from a monthly theme, Bostonians submit their best food photos through the website, a mobile web app, Twitter, or Instagram.

Site viewers can vote for and share their favorites, and the most popular photos each month can win prizes.

Users pinpoint their photos on an interactive map of Boston, so others can use the map to discover fresh, healthy food near them.

Fresh Food Boston

[FOOD GALLERY](#) [FOOD MAP](#) [SUBMIT YOUR PHOTO!](#) [HOW IT WORKS](#) [FARMERS MARKETS](#)

Share the best fresh food in Boston! [Upload your photo](#), Instagram it to [#freshfoodboston](#) or tweet it [@freshfoodbos](#)



1. Intro to the site

Homepage: www.freshfoodboston.com

The Fresh Food Boston homepage displays the photos that have been submitted most recently via the site, web app, Instagram or Twitter.

Users can hover over the photos to view their captions and submission dates, or can click to see a larger view of the photos on its own page. In the larger view, users can vote for the photo by clicking the “love” button.

At the bottom of the screen, users can navigate back to view older photos by clicking on “older posts.”

At the top of the page there are instructions for how to submit photos, as well as the site navigation buttons: “Submit your photo,” “Fresh Food Map,” “How it Works,” and another tab that changes with the theme of the contest.

1. Intro to the site

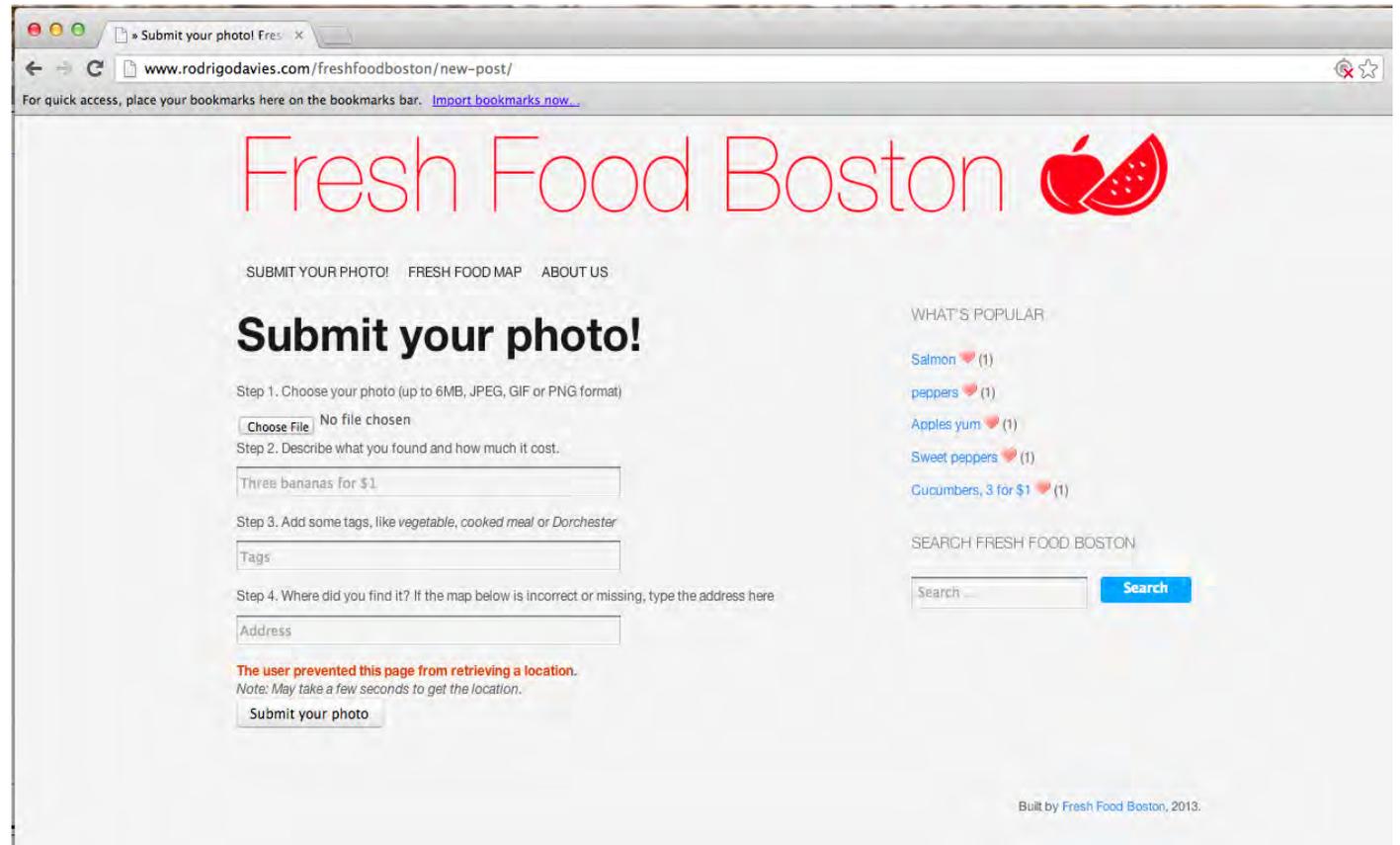
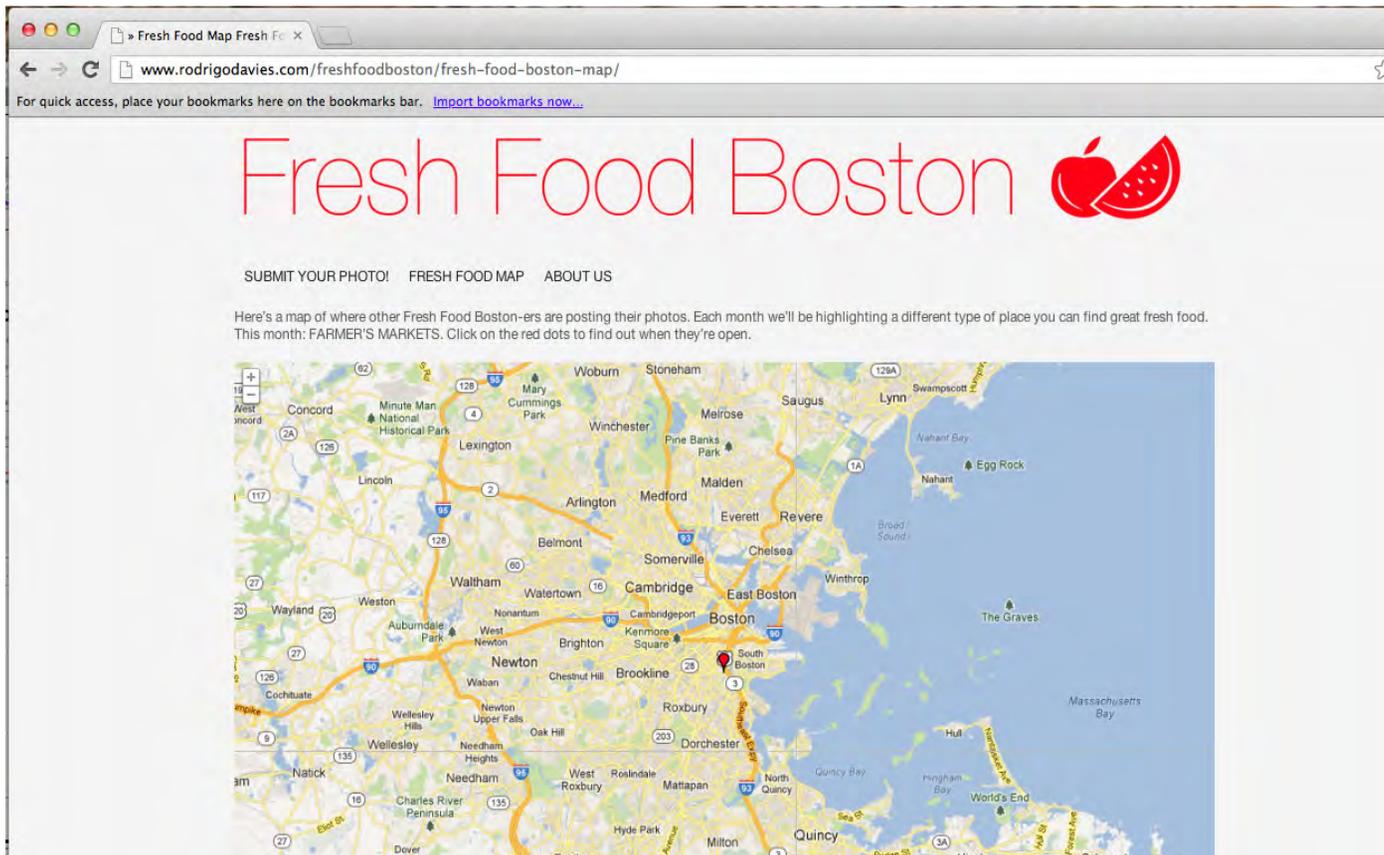


Photo submission page: www.freshfoodboston.com/submit

The photo submission page is the simplest way to upload a photo to the Fresh Food Boston site. On this page, users can:

- Choose a photo from their computer
- Add a short description of their photo
- Add tags, so the photo can be easily found through the site's "search" function
- Indicate where the photo was taken using an address or the name of a place
- Indicate how much the food cost



1. Intro to the site

Food map page: www.freshfoodboston.com/foodmap

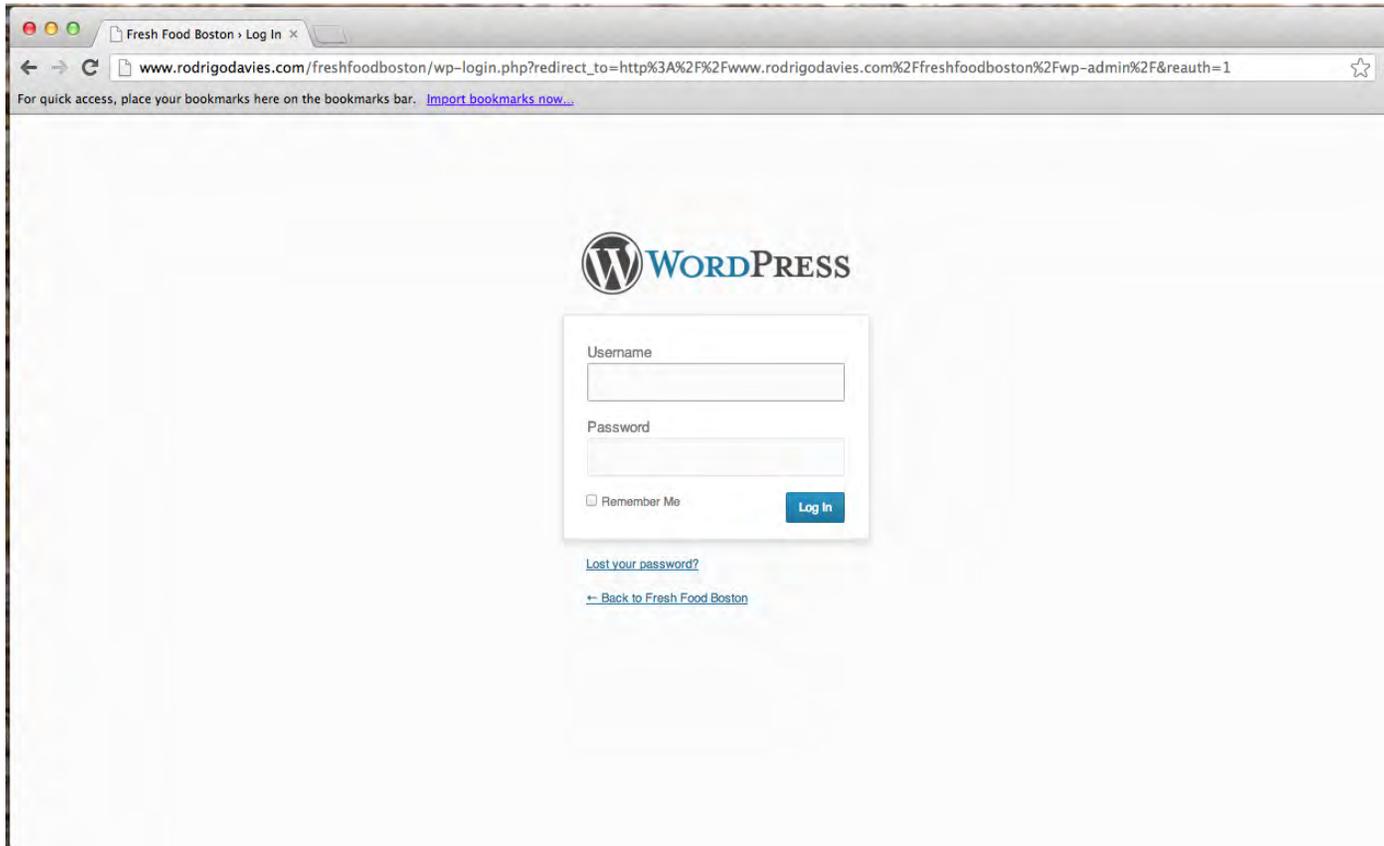
The food map page displays user-submitted photos according to location.

Another tab displays a series of base locations on another map, depending on the month's theme. For example, when the theme is "Food I found at the Farmer's Market," the locations

of all of Boston's Farmer's Markets will appear on the map in the theme tab. This information comes from a data file uploaded to the backend of the site.

2. Moderating Posts

As the moderator of the site, it is your job to approve and post photos that people submit. Rather than posting automatically, photos are saved as drafts in the Wordpress backend (a password-protected part of the site for admins only). You will look at the drafts and make sure they are appropriate for publication, contain titles and other data, and are properly located on the map if there is location information included. You should plan on checking the back-end of the site for drafts on a daily basis.



2. Moderating Posts

**Admin login page:
www.freshfoodboston.com/admin**

**Username: ffffadmin
Password: freshf00d**

2. Moderating Posts

Hover over “Posts” in left-hand column and select “All Posts” from the dropdown menu.

The screenshot shows the WordPress Admin Dashboard for the site 'Fresh Food Boston'. The left-hand navigation menu is visible, with 'Posts' highlighted. A red arrow points from the text box to the 'Posts' menu item. The main dashboard area shows a welcome message, 'Next Steps' (Write your first blog post, Add an About page, View your site), and 'More Actions' (Manage widgets or menus, Turn comments on or off, Learn more about getting started). The 'Right Now' widget shows 29 Posts, 3 Pages, 1 Category, 2 Tags, 3 Comments, 1 Approved, 2 Pending, and 0 Spam. The 'QuickPress' widget is also visible.

Admin Dashboard

The Dashboard is the main control area for the Fresh Food Boston site. You will not need to worry about most things on this page. You will mostly be dealing with “Posts.”

2. Moderating Posts

The screenshot shows the WordPress admin dashboard for 'Fresh Food Boston'. The 'Posts' section is active, displaying a list of 42 items. The table has columns for Title, Author, Categories, Tags, Date, and Ratings. The first row is highlighted in blue and has a red arrow pointing to it. The post title is 'Instagram picture', the author is 'fffadmin', and the status is 'Pending'. Other posts include 'Lemons', '3lbs of bananas for 2 00', 'cucumbers', 'grapes', 'Instagram picture - Draft', '20 000 bananas - Pending', and 'Test Image - Pending'.

Title	Author	Categories	Tags	Date	Ratings
Instagram picture	fffadmin	Uncategorized	-	2013/04/17 Published	(0)
Lemons	fffadmin	Uncategorized	-	2013/04/17 Published	(0)
3lbs of bananas for 2 00	fffadmin	Uncategorized	-	2013/04/17 Published	(0)
cucumbers	fffadmin	Uncategorized	-	2013/04/17 Published	(0)
grapes	fffadmin	Uncategorized	-	2013/04/17 Published	(0)
Instagram picture - Draft	fffadmin	Uncategorized	-	2013/04/16 Last Modified	(0)
20 000 bananas - Pending	fffadmin	Uncategorized	-	2013/04/15 Last Modified	(0)
Instagram picture - Draft	fffadmin	Uncategorized	-	2013/04/15 Last Modified	(0)
Test Image - Pending	fffadmin	Uncategorized	-	2013/04/15 Last Modified	(0)

Pending posts will appear with the most recent at the top. Click on the name of the post

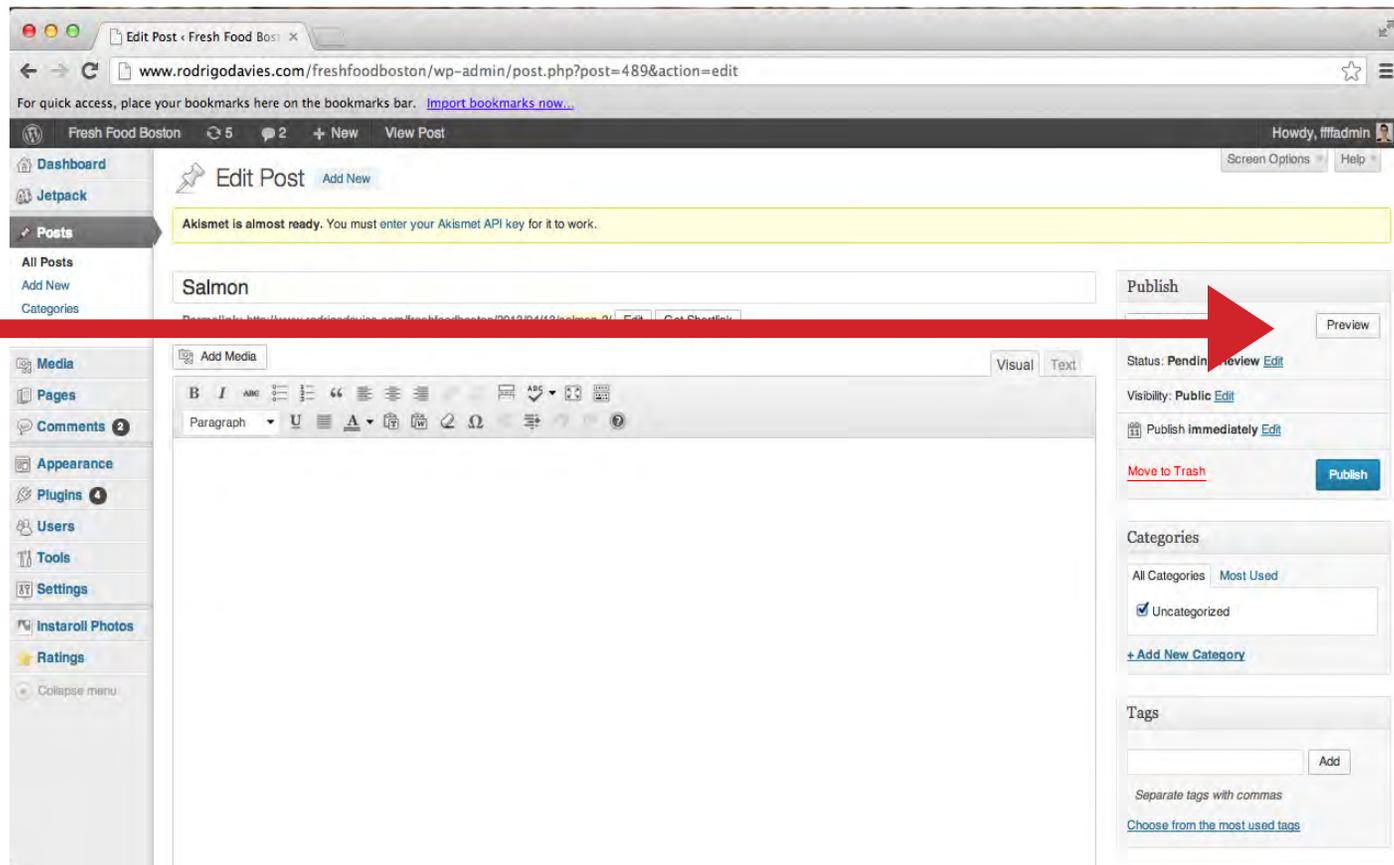
Post menu

The post menu displays a list of all posts on the site (each user-submitted photo is its own post). Posts will appear here whether or not they are showing up on the site, with the most recent posts appearing at the top. Posts which are still unpublished will show up as “pending” or “drafts.” At the top of this page, you can sort by status (“published,” “pending,” “drafts” etc.) You may want to sort so that all of the “pend-

ing” posts are at the top, so you can quickly see them all. You can view and edit an individual post by clicking on the title of the post, or by hovering over the title and clicking “edit.”

2. Moderating Posts

Click “Preview” to see what the post will look like on the site.



Individual post

- Read the post and look at the picture. Does it make sense? Does it meet the quality standards of the site?
- Click “Preview” to see what the post will look like on the site.
- If the post has a title that doesn’t make sense, change it to something descriptive that does.
- *If the photo was submitted through Instagram, the default title will be “Instagram picture.” Change the title to something descriptive. You can take the caption from the body of the post and use that if you want.*
- For Instagram photos, change the caption to “via Instagram #freshfoodboston.”

2. Moderating Posts

Revisions

[12 May, 2013 @ 13:41](#) [Autosave] by fffadmin
[12 May, 2013 @ 13:38](#) by fffadmin
[12 May, 2013 @ 13:38](#) by fffadmin
[12 May, 2013 @ 13:11](#) by fffadmin

Location

Find a new location: or select from



Map Satellite

Address	Saved Name	Geo Date
406 Washington Street, Somerville, MA 02143, USA 42.3781977, -71.1060898	<input type="text"/>	May 12, 2013 @ 13 : 11 <input type="button" value="Save"/>

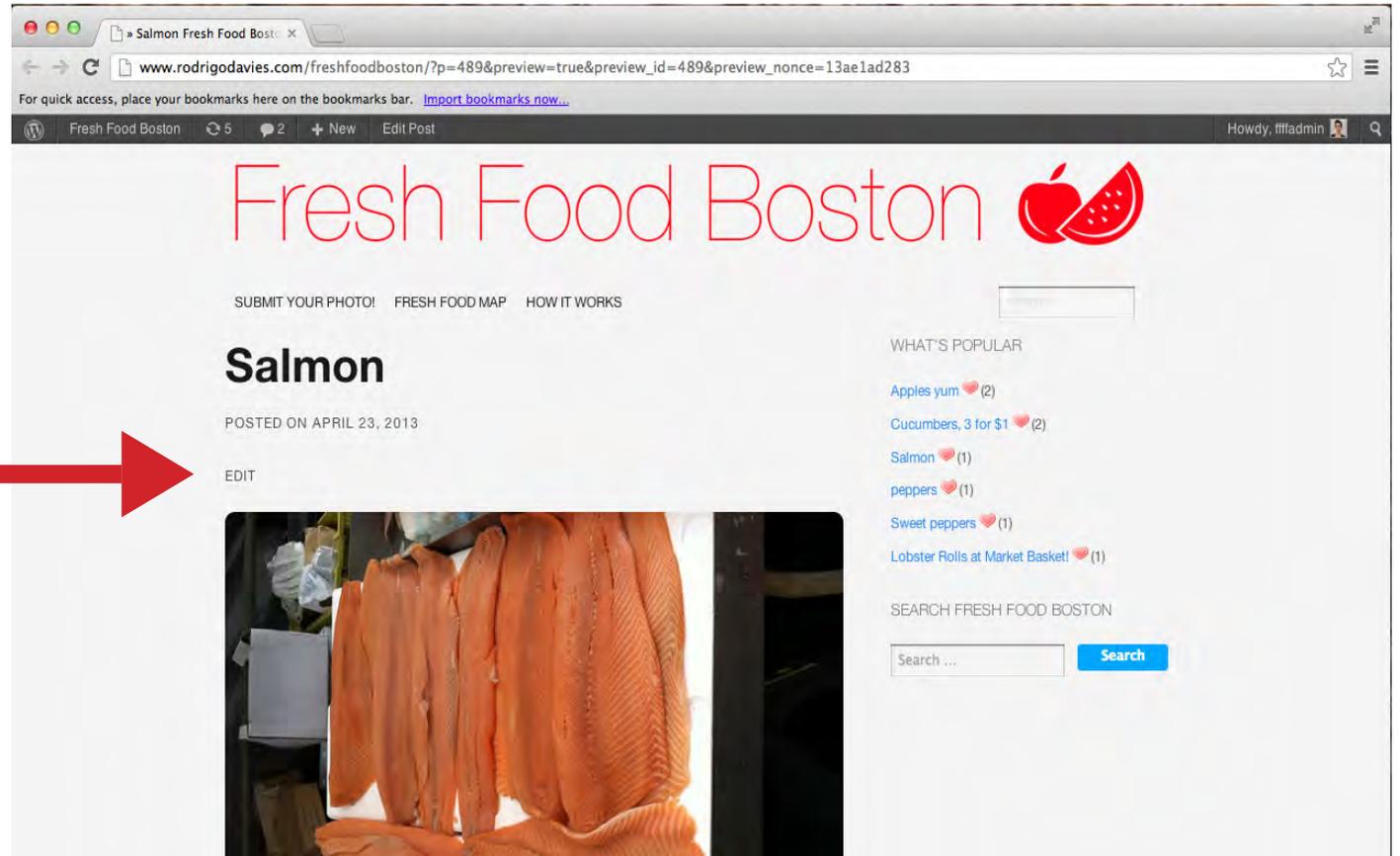
Enter location information here if you have it.

Individual post: Geolocation

- Some posts will have locations attached to them. Scroll down to see if there is a location and if so, that it's appearing in the right place.
- If there is no location, you might be able to do some sleuthing. Look for location info in the title and caption: names of markets or restaurants
- You might need to use Google to find out the address of a place, then enter it
- Hit "enter" and the location should appear.
- Remember: a post can be published without a location if needed.

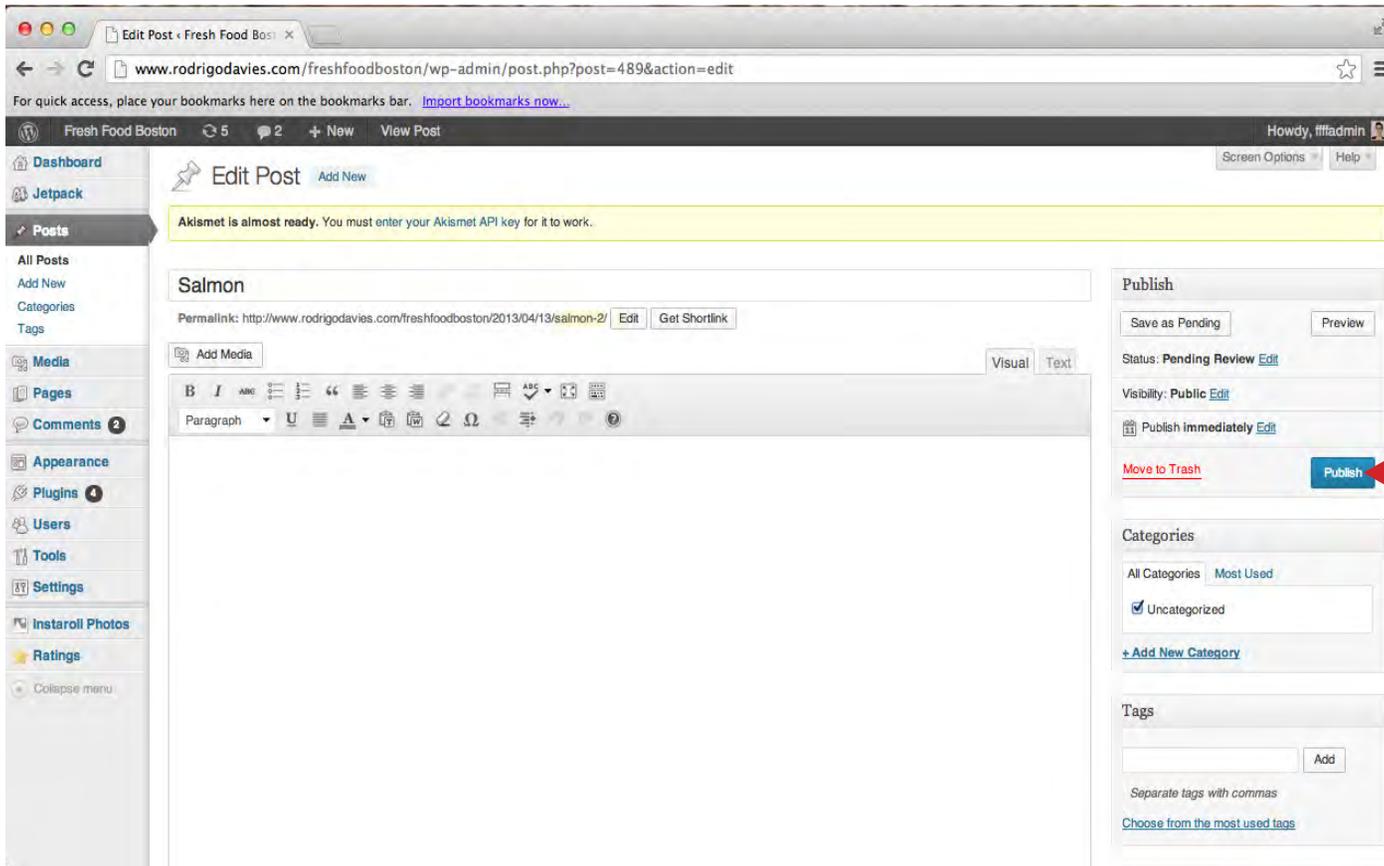
2. Moderating Posts

If you like how the post looks, click “Edit” to close the preview.



Post preview

- Make sure the post looks okay in preview mode.
- If there is location info make sure the post's location is mapping correctly.

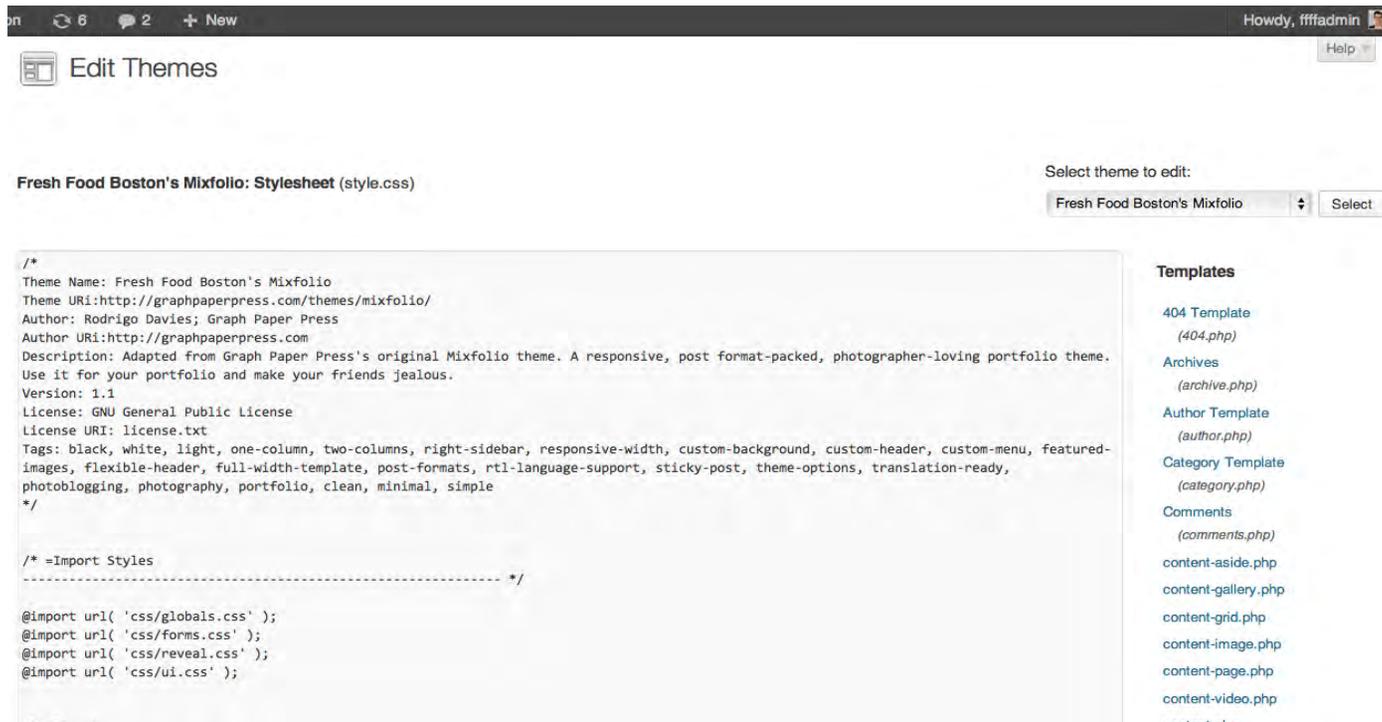


2. Moderating Posts

Click "Publish" to publish the post.

Individual post

- Once you're back into the individual post "edit" view, you can publish the post and then view it to make sure everything worked.



3. Wordpress theme

Working with the theme and images

The site uses a heavily modified version of the Mixfolio theme (graphpaperpress.com/themes/mixfolio).

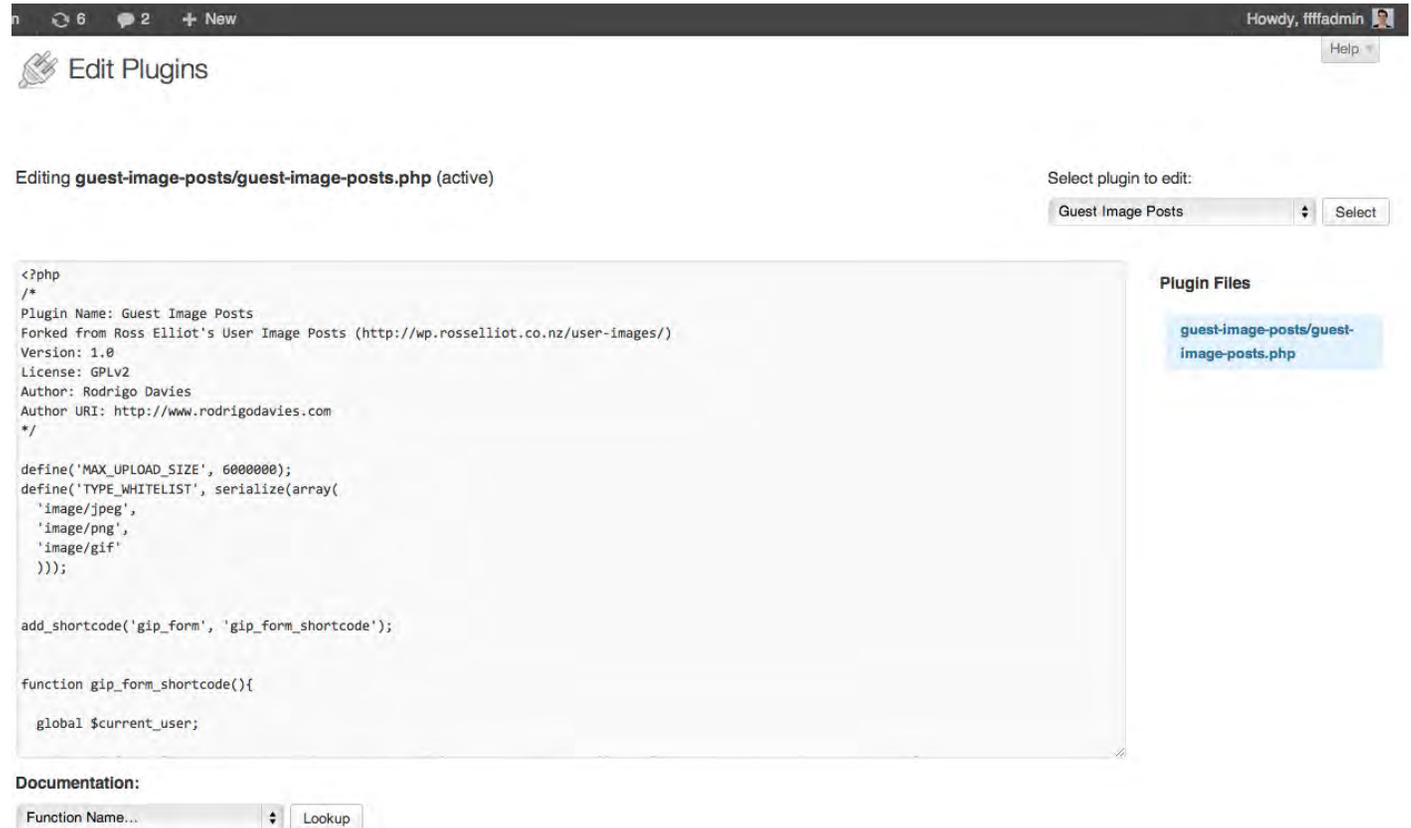
Along with numerous edits to style.css and several of the other pages, it includes two custom templates, template-submit-photo.php (which is customized for the user submission form) and template-map-page.php (which is a full-width page for the posts map).

You'll see that the images in posts are Featured Images, not in the body of the post itself. This is a deliberate choice / workaround to make the

display of the gallery easier in mixfolio. If you decide to change this, you may also need to modify the image sizes in functions.php in the main Wordpress directory.

As with any Wordpress theme, you should make modifications on a local instance before uploading. Changing the code in the Wordpress browser interface is not recommended. If you need to roll back, the May 2013 version of the site will remain at github.com/rodrigodavies/freshfoodboston. Feel free to fork this, and email rodrigo.davies@gmail.com if you want to be added as a contributor.

4. User Image Posts Plugin



Editing **guest-image-posts/guest-image-posts.php** (active)

Select plugin to edit:
Guest Image Posts

```
<?php
/*
Plugin Name: Guest Image Posts
Forked from Ross Elliot's User Image Posts (http://wp.rosselliot.co.nz/user-images/)
Version: 1.0
License: GPLv2
Author: Rodrigo Davies
Author URI: http://www.rodrigodavies.com
*/

define('MAX_UPLOAD_SIZE', 6000000);
define('TYPE_WHITELIST', serialize(array(
    'image/jpeg',
    'image/png',
    'image/gif'
)));

add_shortcode('gip_form', 'gip_form_shortcode');

function gip_form_shortcode(){
    global $current_user;
```

Documentation:

Plugin Files
guest-image-posts/guest-image-posts.php

wp-content/plugins/guest-image-posts

Users submit posts using a custom plugin the team developed. It works using a single php file, **guest-image-posts.php**, which you'll find in **wp-content/plugins/guest-image-posts**.

The form is generated in any page that uses the `[gip_form]` short code. You should use the 'Submit a photo' page template mentioned above. The plugin generates an HTML form that accepts a post caption, an image (which is checked for size and format validity), tags and geolocation data. The geolocation data is

added as custom meta tags to each post, which are then displayed on a map by the GeoMashup plugin.

The form uses HTML5 geolocation to grab the user's location, but allows for manual entry of the street address if HTML5 geolocation isn't available or the user doesn't consent to its use on their device. The manual address lookup is imperfect - moderators may need to correct it before publishing posts (see the moderating posts section of the manual).

5. GeoMashup

Geo Mashup Options

wp-content/plugins/geo-mashup

The GeoMashup plugin takes the geolocation metadata attached to posts, and displays those posts on the Find Food map. In GeoMashup's terms, this is a Global Map - i.e. it displays every geolocated post or page in the database. In Settings - GeoMashup - Global Maps you'll see the parameters for it, including size, the type of street layer used (Google v2, v3 or Open Street Maps) and the geodata metafields that it reads.

Changing the settings is not recommended as GeoMashup can be buggy / unpredictable. Documentation for the plugin is here: <https://code.google.com/p/wordpress-geo-mashup>

It's possible to style the info windows (the pop-ups for each post) by editing the templates in wp-content/plugins/geo-mashup/default-templates, but you should make a copy first. See the GeoMashup documentation for a fuller explanation of the process.

My Recipes

Personal Shared 5 Personal Recipes, 4 turned on

Personal Recipes are a combination of a Trigger and an Action from your active Channels. [Create a Recipe](#)

Filter ▾

if  **then** 

Any post to Instagram tagged [#freshfoodboston](#) posts to our Wordpress

created March 19, 2013
last triggered 4 days ago
triggered 4 times

if  **then** 

Any post to Wordpress then posts to twitter under hashtag [#freshfoodboston](#)

created March 19, 2013
last triggered 4 days ago
triggered 25 times

if  **then** 

If This Than That:
www.iftt.com

Once logged in, click on “My Personal Recipes” to see ours.

Username: freshfoodboston
Password: freshtopus

6. Instagram / social media

In order to push content to our site from social media (and vice versa), we’ve created a number of commands, or ‘recipes’, through a web service called If This, Then That (IFTT).

6. Instagram / social media

Each recipe consists of a 'trigger' and an 'action'. In the case of the example below, we've established a relationship between Instagram and Wordpress. The trigger is when anyone posts an image to Instagram with the tag #freshfoodboston. The action is that it will be picked up by Wordpress and added to our list of posts awaiting moderation. We've also set the title of our post to be the caption from Instagram, and the caption for our post to be the Instagram username.

The screenshot shows the Zapier 'if then' interface. At the top, it says 'if' followed by an Instagram icon and 'then' followed by a WordPress icon. Below this, it reads 'New photo by anyone tagged #freshfoodboston' and 'Create a photo post on your blog'. On the right, there are buttons for 'Turn off', 'Share', 'Check now', 'View activity', and 'Delete'. Below these buttons, it says 'created March 19, 2013', 'last triggered 4 days ago', and 'triggered 4 times'. The main content area is divided into three sections: 'Description', 'Trigger', and 'Action'. The 'Description' section contains the text 'Any post to Instagram tagged #freshfoodboston posts to our Wordpress' and a note 'use '#' to add tags'. The 'Trigger' section is titled 'New photo by anyone tagged' and includes a note 'This Trigger fires every time anyone shares a public photo with a tag you specify. NOTE: limited to 10 photos per check.' Below this is a 'Tag' field with the value 'freshfoodboston'. The 'Action' section is titled 'Create a photo post' and includes a note 'This Action will create a photo post on your WordPress blog from the given URL to an image.' Below this are three fields: 'Caption' (with a blue plus button), 'Photo URL' (with a blue plus button), and 'Caption' (with 'by Username' and a blue plus button).

Instagram to Wordpress recipe

6. Instagram / social media

Similarly, we've set up some recipes to push posts on FFB to Facebook and Twitter. See Twitter example at left:

The image shows a WordPress recipe configuration interface. At the top, it features the text "if  then ". Below this, it says "Any new post on your [blog](#)" and "Post a tweet to [@freshfoodbos](#)".

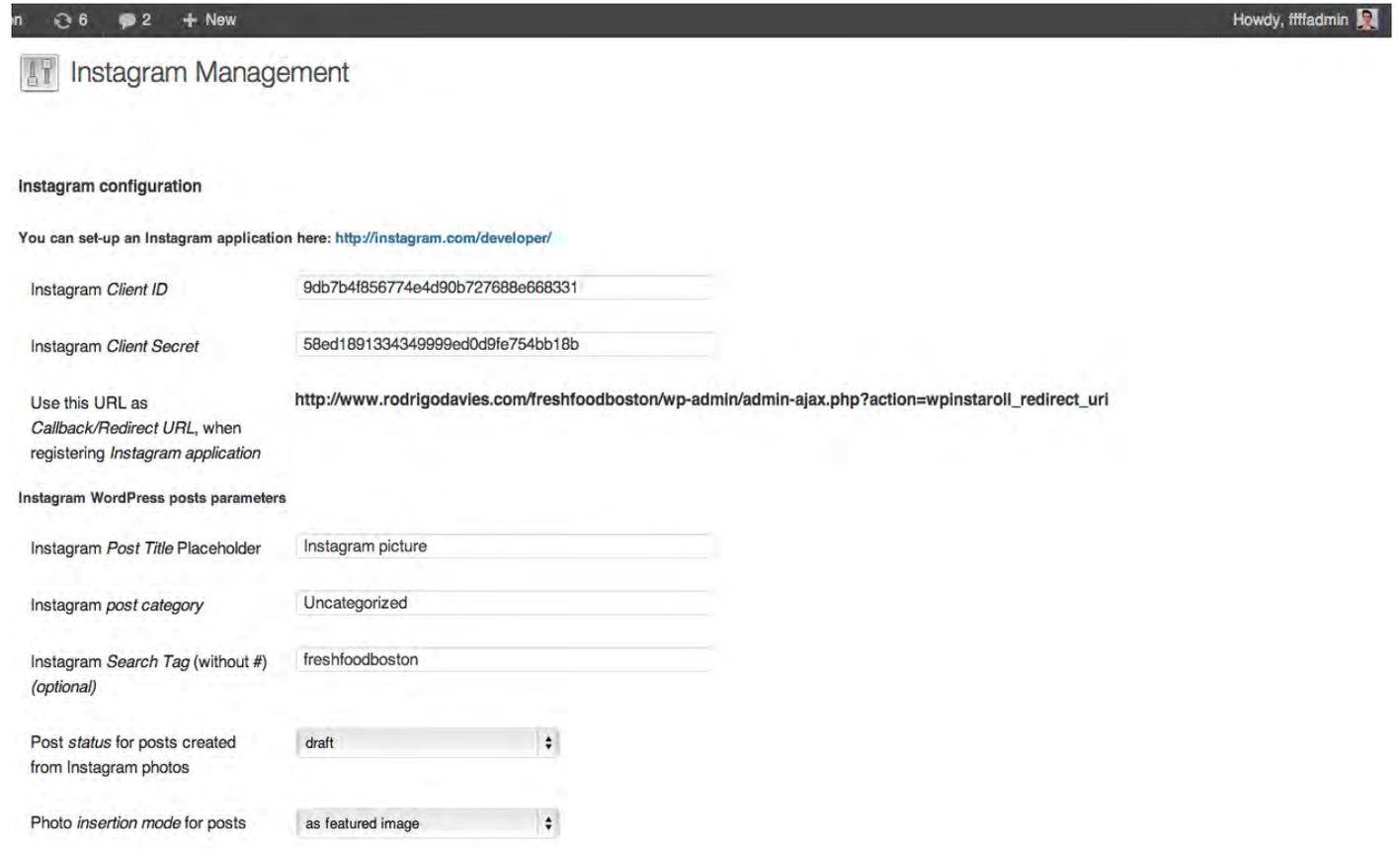
The "Description" field contains the text: "Any post to Wordpress then posts to twitter under hashtag #freshfoodboston".

On the right side, there are several control buttons: "Turn off", "Share", "Check now", "View activity", and "Delete". Below these buttons, it shows the recipe's history: "created March 19, 2013", "last triggered 4 days ago", and "triggered 25 times".

The "Action" section is titled "Post a tweet" and includes the subtext "This Action will post a new tweet to your Twitter account." Below this, there is a "What's happening?" section with a text input field containing "PostTitle PostUrl #freshfoodboston" and a blue "+" button. At the bottom of the configuration area is a large blue "Update" button.

Wordpress to Twitter recipe

6. Instagram / social media



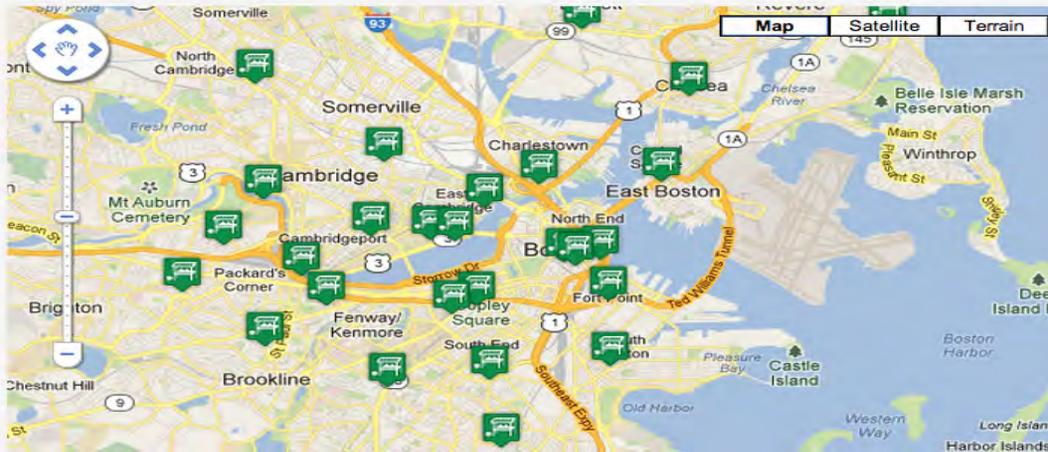
The screenshot shows the 'Instagram Management' settings page. At the top, there's a navigation bar with '6' notifications, '2' comments, and a 'New' button. The user is logged in as 'Howdy, fffadmin'. The page title is 'Instagram Management'. Below the title, there's a section for 'Instagram configuration'. It includes a link to the Instagram developer page: <http://instagram.com/developer/>. There are two input fields: 'Instagram Client ID' with the value '9db7b4f856774e4d90b727688e668331' and 'Instagram Client Secret' with the value '58ed1891334349999ed0d9fe754bb18b'. A text field for the 'Callback/Redirect URL' contains 'http://www.rodrigodavies.com/freshfoodboston/wp-admin/admin-ajax.php?action=wpinstaroll_redirect_uri'. Below this is a section for 'Instagram WordPress posts parameters'. It includes: 'Instagram Post Title Placeholder' set to 'Instagram picture'; 'Instagram post category' set to 'Uncategorized'; 'Instagram Search Tag (without #) (optional)' set to 'freshfoodboston'; 'Post status for posts created from Instagram photos' set to 'draft'; and 'Photo insertion mode for posts' set to 'as featured image'.

Instaroll

The Instaroll plugin captures Instagram posts tagged #freshfoodboston and creates draft posts from them automatically. You can monitor the Instagram traffic separately from other posts via Settings - Instaroll Settings. Currently the app uses an API key belonging to the Fresh Food Boston Instagram account (see the login details page).

NB you need to provide a valid callback URL - check this if you ever change web servers.

Farmers markets



WHAT'S POPU

Cucumbers, 3 for

Apples yum ❤️ (1.

Salmon ❤️ (1.00 c

peppers ❤️ (1.00

Sweet peppers ❤️

Lobster Rolls at M

Herbs ❤️ (1.00 ou

Orange peppers ❤️

SEARCH FRES

Search ...

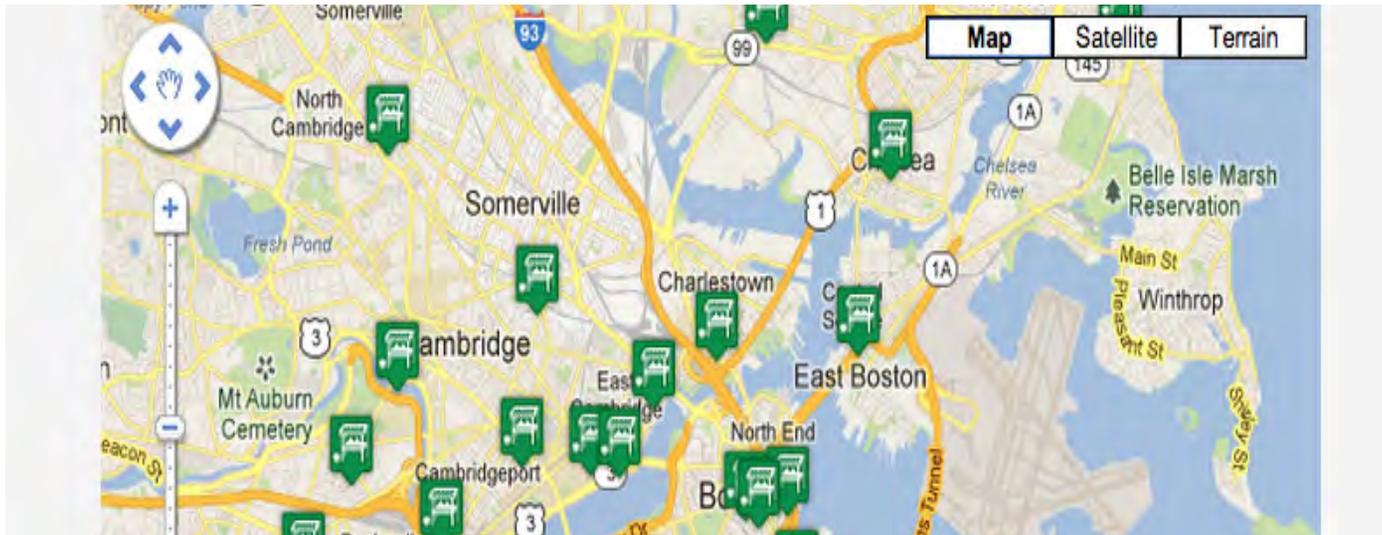
7. Monthly Theme Maps

Monthly theme map

The monthly theme page uses an iframe to display a google map with a KML layer. Here's the default code. The URL is shown in bold, change this to refer to the KML file you need.

Currently the KML files are all stored at rodrigodavies.com/freshfoodboston_maps, along with markers in PNG format. The files will remain here as a backup, but you should download them somewhere for your records, and upload to either the Heroku repo or another city web server.

```
<iframe id="remote_iframe_0" style="border: 0; padding: 0; margin: 0; width: 100%; height: 600px; overflow: hidden;" name="remote_iframe_0" src="http://www-igprev-opensocial.googleusercontent.com/gadgets/ifr?exp_rpc_js=1&exp_track_js=1&url=http%3A%2F%2Fcode.google.com%2Fapis%2Fkml%2Fembed%2Fembedkmlgadget.xml&container=igprev&view=default&lang=en&country=US&sanitize=0&v=c82d0a469a200c21&parent=http://www.google.com&libs=core:core.io:core.iglegacy:auth-refresh&synd=igprev&view=default&#rptoken=-1947109160&ifpctok=-1947109160&up_maps_default_type=map&up_kml_url=http://www.rodrigodavies.com/freshfoodboston_maps/Farmers-Markets-new.kml&up_earth_show_roads=1&up_view_mode=maps&up_earth_show_nav_controls=1&up_earth_show_terrain=1&up_earth_2d_fallback=0&up_earth_fly_from_space=1&up_maps_zoom_out=0&up_earth_sphere=earth&up_earth_show_borders=1&up_earth_show_buildings=1" height="240" width="320" frameborder="0"
```

8. KML Layers and Markers

We've prepared a number of KMLs to be used on the monthly theme map, which are stored at rodrigodavies.com/freshfoodboston_maps and in the github repo (<https://github.com/rodrigodavies/freshfoodboston/tree/master/KML-and-markers>). Should you wish to create your own in the future, here are some tips for how to format your data spreadsheets:

-Since all the data columns on the spreadsheet may appear when a user clicks on a data point on the map, eliminate columns with information you don't wish to share with users. Relevant columns will likely be limited to a name, address, phone number, and hours of operation (if applicable). If you have latitude and longitude info, keep that too.

-If you're creating your KMLs through Google Fusion Tables (as we did), be sure to condense all address information into one column (instead

of separating street address, city, state, etc into different columns). It will make geocoding much easier. Alternatively, if you have latitude and longitude information, use that for your geocoding.

NB the KML files all contain static references to the markers they use. You'll see this in the KML files in two places, expressed like this:

```
<Icon>
<href>http://www.rodrigodavies.com/fresh-foodboston\_maps/farmstand.png</href>
</Icon>
```

If you need to change the markers, or move them, be sure to change this reference in both places. There are some great custom markers available online, such as this collection: <http://mapicons.nicolasmollet.com>