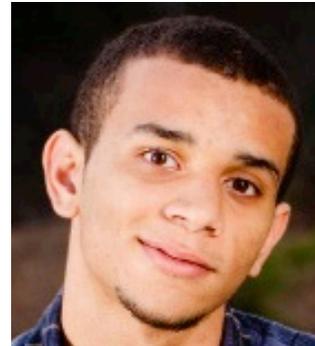


FARMUR UX Persona and Scenario Spectrum – Mark Teater



Personal Profile	Middle School Teacher	College Student	Homemaker
Demographic attributes	Sarah Fennema, 26 Single, 0 kids Detroit, MI	Nick Smith, 22 Single, 0 kids Oakland, CA	Althea Kemmer, 30 Married, 3 kids St. Louis, MO
Psychographic attributes	Impatient, Creative, Crafty	Green Thumb, Handy, Independent	Unstructured, Image Scanner, Direct
Purposes	Interested in US food system	Curious about urban farming history	Calculate savings and potential garden size
Challenges and pain points	Needs data and sources in order to share it at all	Loses interest quickly if not interesting enough	Doesn't like to follow directions Hates complex solutions
Brand influence and exposure	Whole Foods, Michael's, Twitter	Apple, Google, Facebook	Amazon, Pinterest, Ikea
Technology	Windows Vista Chrome 27 1366 x 768 monitor res. Cable	Mac OS 1.7 Firefox 21 2560 x 1440 monitor res. Cable	Windows 7 Chrome 27 1440x900 monitor res. DSL
Design implications	Minimal text, and has to be streamlined idea collection.	Needs to be engaging and interactive. Fun to explore.	Lots of pictures, concise, and simplified instructions.
Tasks and scenarios	Explores the US food system section and interacts with data	Visualizes the changes in urban farming in the US	Calculates food cost, savings, estimated garden size and potential food amounts