



Sarah Fennema, 26

Middle School Teacher

Single, 0 kids

Detroit, MI

Impatient, Creative, Crafty

Narrative:

Sarah is a teacher and always looking for new ways to excite her students to learn. She's involved in gardening and very interested in new tools that cover the topic. She's been looking for ways explain the current US food system in an interactive way to her students and friends. What she'd really like to see is a simplified resource that explores the US food system visually.



Althea Kemmer, 30

Homemaker

Married, 3 kids

St. Louis, MO

Unstructured, Image Scanner, Direct

Narrative:

Althea is a homemaker with three sons. She's constantly busy with some aspect of parenting but she values finding outdoor activities—especially activities that relate to health. She's often too tired and busy to read long articles or tutorials and finds that she searches best visually scanning images to find things that appeal to her. She would like to see how urban farming could benefit her family and what size garden she would need to save money at the store.



Nick Smith, 22

College Student

Single, 0 kids

Oakland, CA

Green Thumb, Handy, Independent

Narrative:

Nick is a college student and comes from a rural area of the United States. He's worked on farms before and has developed a fondness of growing his own food. He's been interested in learning more about the history of urban farming but most times he gets bored with all the reading and gives up. He'd love to explore the history of urban farming in an interactive and animated way.