Task 1, Rural Goes Urban

Goals / Outcomes	Be able to answer what percentage of the US population lives in the urban areas, and what percentage of the US labor force is employed in the agricultural sector in the year 2010.
Inputs	No inputs.
Assumptions	No assumptions.
Steps	1. From the Home screen, navigate to the page, "Rural Goes Urban." 2. Use slider to drag the year to "2010." 3. Read the percentages under the headings of urban and labor force.
Time for expert to complete	>1 min
Instructions for participant	You're aware that a lot of people live in cities and you're curious just how dramatic a change there has been over the last 100 years. You'd like to see some actual numbers on urban population as well as how many farmers there are left in the US.
Notes	

Task 2, Waste & Consolidation

Goals / Outcomes	Be able to tell you the amount of waste in pounds from livestock operations and tell you what percentage the top four firms owns in the "Crop Seeds & Biotechnology Industry."
Inputs	No inputs.
Assumptions	No assumptions.
Steps	1. From the Home screen, navigate to the page, "Waste & Consolidation." 2. Use slider to guess the amount of waste. 3. Read the actual amount. 4. Click continue. 5. Use the percentage selector under the "Crop Seeds & Biotechnology Industry" column to make a guess. 6. Read the actual amount.
Time for expert to complete	2 min
Instructions for participant	You know that the food industry has issues. You hear about it in the news and media, but you don't actually know what that means or what it actually looks like in practice. You'd really like to see some real numbers about what is happening in the food system.
Notes	

Task 3, Calculate & Plan

Goals / Outcomes	Be able to tell you the estimated food costs, savings, garden size needed and potential garden yield for a family of three.
Inputs	The tester will need four family members information and other information about the family in order to complete this task. Use the following information: 1. Male, 35 years old, eats big size meals; 2. Female, 38 years old, eats average size meals; 3. Female, 6 years old, eats small size meals. 4. They want to grow: carrots, cabbage and squash. 5. They eat the "Liberal meal plan;" 6. The tester wants the data in "Weekly" format.
Assumptions	No assumptions.
Steps	1. From the Home screen, navigate to the page, "Calculate & Plan" 2. Tap "+" in the add person area. 3. Select the gender, age, and meal size (see inputs provided). 4. Click, "Add Person." 5. Repeat two more times with data inputs provided. 6. Tap "+" in the add vegetable area. 7. Select a vegetable (see inputs provided). 8. Repeat two more times with data inputs provided. 9. Choose "Liberal Meal Plan" under dropdown. 10. Choose "Weekly" under dropdown. 11. Read the estimated food costs, savings, garden size needed and potential garden yield.
Time for expert to complete	3 min
Instructions for participant	You've now learned a lot about urban farming and the US food system but you're not clear where to begin yourself. What you'd like to do is quickly assess your needs and the benefits of starting your own garden.
Notes	