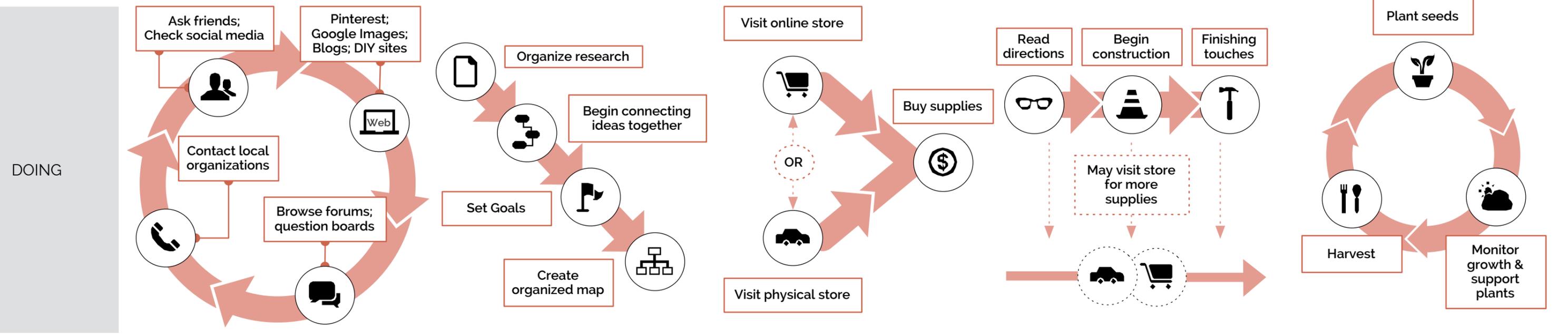
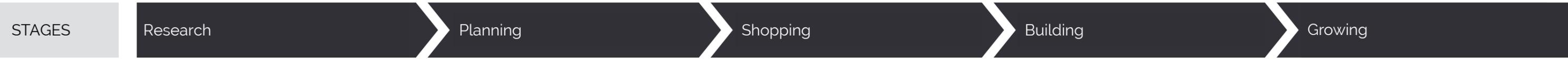
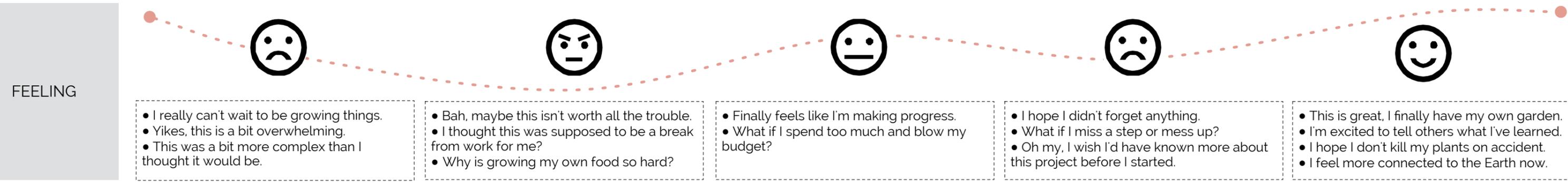


Urban Farming Experience Map

Customer Journey



- THINKING**
- Research:**
 - What do I want to grow?
 - How much space do I need?
 - What do I need to know about starting?
 - What is the quickest way to get started?
 - Planning:**
 - When will I need to get started by?
 - What materials & tools will I need to have on hand before I start?
 - How long will my I need to build things?
 - Shopping:**
 - Where can I get the cheapest price on materials and tools?
 - Should I go to the store or buy online?
 - Building:**
 - Should I use paint or things with chemicals?
 - What angle should my project face?
 - Can I supplement a material if I forgot it?
 - Growing:**
 - How far apart should things be planted?
 - Should I start from seed?
 - When do I harvest?
 - Do I need to fertilize?



Opportunities

GLOBAL		RESEARCH		PLANNING		SHOPPING		BUILDING		GROWING	
Allow users to save and share ideas easily.	Be transparent about projected cost, materials & time requirements.	Narrow the options to a few that work really well.	Illustrate the ideas to allow easy selection.	Simplify the process for creating a plan.		Provide suggestions on where to buy low cost supplies.		Illustrate clear step-by-step directions to build ideas.		Set up reminders for watering & caring for plants.	
Enable users easy tracking of their progress.	Connect users to other urban farmers to learn from.	Provide quick answers to commonly asked questions.	Enable filtering in searches for greater control.	Visualize a timeline for broad view.		List all supplies needed and allow printing.		List common roadblocks and typical solutions.		Provide tips and instructions for growing various plants.	