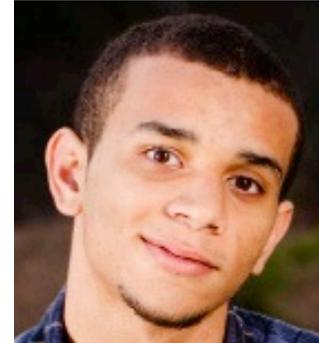


FARMUR UX Persona and Scenario Spectrum



Personal Profile	Middle School Teacher	College Student	High School Graduate	Homemaker
Demographic attributes	Sarah Fennema, 26 Single, 0 kids Detroit, MI	Nick Smith, 22 Single, 0 kids Oakland, CA	Darryl Gilland, 19 Single, 0 kids Los Angeles, CA	Althea Kemmer, 30 Married, 3 kids St. Louis, MO
Psychographic attributes	Impatient, Creative, Crafty	Green Thumb, Handy, Independent	Outdoor Lover, Movie Buff	Unstructured, Image Scanner, Direct
Purposes	Loses track of great ideas	Not much space	Interested, but unsure about urban farming	Limited time
Challenges and pain points	Sees ideas for her garden, but forgets them before she saves them	Rules of housing Roommates may not like balcony covered with plants	Limited money Doesn't own the space (things need to be non-permanent)	Doesn't like to follow directions Always busy with kids
Brand influence and exposure	Whole Foods, Michael's, Twitter	Apple, Google, Facebook	Neflix, Hulu, Instagram	Amazon, Pinterest, Ikea
Technology	Windows Vista Chrome 27 1366 x 768 monitor res. Cable iPhone 4s iPad 3	Mac OS 1.7 Firefox 21 2560 x 1440 monitor res. Cable iPhone 4s iPad 2	Mac OS 10.8 Safari 6 1920 x 1080 monitor res. Cable iPhone 5 iPad 4	Windows 7 Chrome 27 1440x900 monitor res. DSL iPhone 4s iPad 3
Design implications	Minimal text, and has to be streamlined idea collection.	Needs to be engaging and interactive. Fun to explore.	Must explain visually all about urban farming.	Lots of pictures, concise, and simplified instructions.
Tasks and scenarios	Saves ideas with the idea saving feature to share/print	Finds the window/balcony space for ideas.	Watches motion graphic on Urban Farming to learn.	Filters items in her space for quick ideas.