



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 apps that cover the topic. She enjoys finding ideas she can create with kids in the neighborhood garden she leads. She often goes looking for new ideas but forgets where she saw them and gets frustrated that she loses them. What she'd love is if there was a single place to get great ideas, with instructions, and simple way to save and share those ideas.



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 prefers any directions to be to the point and direct, but she also likes the option available to have more in depth descriptions if she has time.



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. At his college he shares an apartment with three other students and there is limited space. He's used to having acres to work with and is looking for an app that would help him with different size space to grow food. He's particularly interested in vertical gardening because he thinks it would leave more space on the shared balcony.



Darryl Gilland, 19

Middle School Teacher

Single, 0 kids

Los Angeles, CA

Outdoor Lover, Movie Buff,

Narrative:

Darryl just graduated high school and loves the outdoors. He's always lived in the city and is just starting to get into gardening. He has relatives that are always posting pictures of their backyard garden and he's heard the term "urban farmer" floating around. He's heard a lot about urban agriculture but he's unsure if an urban environment is really a good place to grow food. What he'd like to know is more about the history of agriculture in urban environments, and if this is something that is worth pursuing or if it's just a fad.