

FARMUR

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WNM 801 OL28: User Experience

Session 1 Executive Summary

Overall Project Concept

In the United States, there is a growing number of people working to reconnect to their food sources and get involved in the local food movement. However, over 80% of United States population lives in an urban environment not conducive to growing, or is uncertain about avenues for involvement. Misconceptions exist, such as that food cannot and should not be grown in urban areas due to the nature of urban environments. Research also revealed a lack of rich, interactive media that educates about urban agriculture.

In an effort to educate the public about urban farming, my thesis will provide an illustrated and animated website that will explore the basic concepts as well as the past, present, and future of urban farming. All content will be aimed at introducing people to urban farming and how they can engage in both small and more significant ways. Visitors to the site will be able to estimate their average food costs and figure out how much space they would need for up to eight people and ten vegetables. Ultimately people will be encouraged to act by offering them downloadable plans to build their own raised bed.

The project I am developing is, first and foremost, an educational experience that compels a user to learn through action and reaction. This thesis seeks to fill a need in an area that is yet to be developed. Intended as a responsive website for desktop and tablet users, my project will offer an interactive introduction to urban farming in order to educate and inspire people to get started on their own. The content will be based on common practices in urban farming as well as new ideas that have emerged.

Target Audience

The primary target audience for the motion graphic and tools are 18-30 year olds familiar with mobile devices, live in an urban environment, interested in local communities, food supply, and are potentially curious about starting a garden or a community farming initiative. This website will provide information to newcomers, but also seek to inspire those already gardening to share their interest with new people. The main users will fall within these categories and have access to a desktop computer or tablet device.

Next Steps

I have already taken User Experience 1 and completed many of the assignments already. I was able to finish:

- Information Architecture
- Personas

- Scenario Spectrum
- Content Inventory
- Surveys
- User Interviews
- High-Fidelity Design Specs
- High- Fidelity Mock Up
- High Fidelity Prototype
- Wireframes
- Project Timeline
- Storyboards
- Test Plan
- Task Worksheet
- Testing Results Report
- Little SSNiF
- Big SSNiF
- Customer Journey Map
- Mindmap
- Card Sorting
- Concept Map

My next steps include revising some of the above documents and beginning to move towards a new round of testing. The following are my goals for this class:

- Revise information architecture
- Revised user personas
- Revised content inventory & actual text for pages (no more Lorem Ipsum)
- Revised storyboards
- A working mockup of the transition between slides to test (motion graphic plays when user advances the page)
- Revised usability test plan
- New usability test results and recommendations

The biggest technique I want to use in developing my final design will be to test users with my working website. I am far enough along that I need to gain more feedback from users about the following parts of my website:

- Overall visual design
- Ease of use/usability
- What they take away from my thesis
- Whether there are sections that can be eliminated
- The usefulness of integrating the motion graphic into the flow more