

FARMUR

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Instructor: Annie Choi

WNM 801 OL28: User Experience

Assignment 2.1: Requirements Analysis

Problem Identification and Definition

In researching urban farming I found that most of the sites and apps I could find were poorly constructed, non-engaging, and outdated. While I was very interested in the topic of urban agriculture, and wanted others to know more about it too, I realized that there were no rich media educational tools explaining urban farming concepts and how to start simple.

My solution involves creating a responsive website that explores concepts of urban farming and simplifies the learning curve utilizing: a three minute motion graphic, two interactive infographics, one interactive timeline, one cost & garden size estimator, and ten pages of illustrated content. Users will be able to do more than read content, they will engage it through interaction and motion graphics. In the end the user will have a very practical take away with instructions on how to get started on their very own urban farm.

User profiles

The primary target audience for the motion graphic and website is 18-30 year olds familiar with mobile devices, live in an urban environment, interested in local communities, inquisitive about the 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.

Personas



Sarah Fennema, 26

Middle School Teacher
Single, 0 kids
Detroit, MI
Impatient, Creative, Crafty

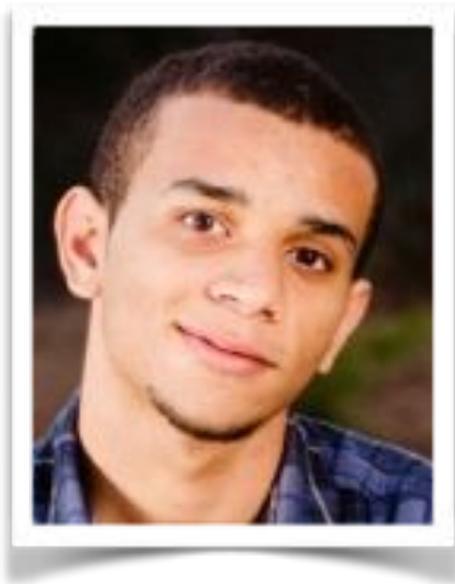
Narrative: Sarah is a teacher and always looking for new ways to excite her students to learn. She's involved in gardening and is very interested in new tools that cover the topic. She's been looking for ways to explain the current US food system in an interactive way to her students and friends. What she'd really like to see is a simplified resource that explores the US food system visually.



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 would like to see how urban farming could benefit her family and what size garden she would need to save money at the store.



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. He's been interested in learning more about the history of urban farming but most times he gets bored with all the reading and gives up. He'd love to explore the history of urban farming in an interactive and animated way.

Competitive Analysis

The thesis I'm creating is unique and unlike many competitors out there today. Since my end goal is education and inspiration, the closest thing to competition are other sites or apps that have the same usage needs as Farmur. While most of the competition focuses on what to do with an existing garden, my focus has been on inspiring people to get started. Below are the major competitors in urban farming related content and a brief breakdown of their pros and cons.

A. urbanfarming.org

A nonprofit website aimed at connecting urban farmers and helping establish gardens in urban communities. This site is more like a glorified bulletin board and has limited interactive content that would encourage newcomers to get started. The concept seems to be aimed at those already with a garden or those interested expanding their garden into a communal space. The site itself has plenty of content and videos, but it's not maintained well with content missing when you try to visit a page. Overall this site is frustrating and slows the visitor's learning potential with dead-end links and unnecessary text.

Pros:

- Garden locations
- Short documentaries
- Discussion boards
- Get involved section

Cons:

- Low quality visual design
- Broken links and content
- Frustrating UX and UI
- Lots of text on many different pages



B. ruaf.org

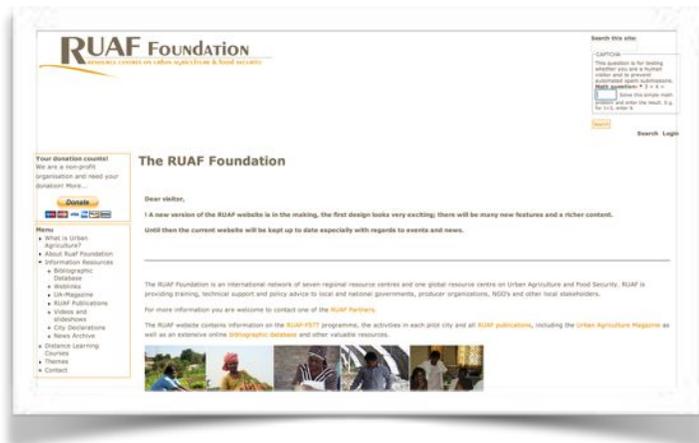
A text heavy resource center for people interested in urban agriculture and food security. The site is in the middle of a redesign, but the current layout is not likely to inspire anyone to start their own garden. It's much more helpful if you know what you're already looking for, and if you do this site has a depth of knowledge on urban farming. There are also videos to look through, but they are mostly recordings of speeches and presentations.

Pros:

- Large information database
- Online learning course
- Publications and videos

Cons:

- Hard to find content
- Poor visual design
- Way too much text vs. using visual explanations



C. EPA Brownfields UrbanAg

The EPA has a great informational site on the topic of urban farming, but it's almost completely text based. Complete with checklists for planing a garden, this site is full of helpful information for urban farming. It's organized in a thoughtful manner, but it's really unfortunate that the site has no visual aides to help understand the material.

Pros:

- Wealth of information
- Organized informational structure
- Informational presentations

Cons:

- Text heavy and lengthy
- Very little inspiration



D. urbanfarmonline.com

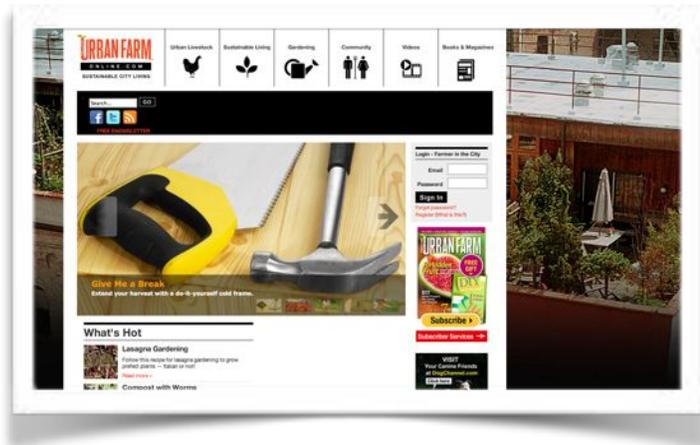
This site is basically an online presence of a print magazine. This site has a better visual design than most other sites I researched, but it still suffered from a lack of rich media interactivity. The audience for this site is most likely readers of the magazine as well as people already gardening, so there is no section devoted to inspiration or education on urban farming and the benefits.

Pros:

- Friendly design
- Tutorials and guides
- Videos and stories
- Quizzes

Cons:

- Blog style format
- Limited interactivity
- Lack of inspirational section



E. communitygarden.org

This site helps people plan and get involved in gardening in a more community-oriented way. Sadly it has a lot of member's only content, but it's useful and insightful. This site is aimed at cultivating and maintaining visitors who are interested in larger scale urban farming. Similar to urbanfarmonline.com, this site has a clean design and is visually appealing.

Pros:

- Garden locations
- Visually appealing design
- Programs to get involved

Cons:

- Members only content
- No rich media content
- The UI is a bit confusing in areas

