

Assignment 3.1: Derive a Set of Use Cases or Scenarios

Use Cases

1. Sarah watches a motion graphic overview of urban farming for a quick introduction.
2. Nick explores the “USA Agricultural Timeline” and locates specific year in timeline.
3. Althea visualizes the change in urban and rural population and finds specific year on the page “Rural Population Goes Urban.”
4. Sarah visualizes the waste in the livestock industry, finding the amount of yearly waste on the page, “Yearly Livestock Waste.”
5. Nick guesses how much the top four firms own of specific industries on the page, “Corporate Consolidation.”
6. Althea calculates food cost, savings, estimated garden size and potential food amounts on the page “Estimate Your Needs.”
7. Sarah reads material about urban farming on multiple informational pages.
8. Nick uses the about section to locate a list of the data sources.
9. Althea shares the site using the sharing page to her social networks.

User Scenarios

1. Sarah has become interested in starting a community garden in her area. In order to convince here neighbors and the local government to get on board with the plan, she turns to Farmur. Sarah shares the link with her neighbors and brings a tablet device along with her when she is asked to meet the county commissioner in person. Farmur allows her to communicate the information needed to explain urban farming and is able to convince people to join her cause.
2. Althea is really excited about the idea of urban farming, but she feels like she doesn't really know much about it at all. Since she is a visual learner and enjoys images and video over reading when she is learning. To top it off, she's always busy with her kids. Althea needs a tool that will get her up to speed on urban farming and preferably it could be used to get her kids interested too. Farmur provides an animated and illustrative tool to learn a great deal about urban farming in a relatively short time.
3. Nick really wants to learn more about how he would benefit from urban farming and where he can get started. He's already convinced he wants to get started, so he uses the “Estimate Your Needs” page to calculate what his savings could be urban farming, what size garden plot he might need, and how much he can expect to grow in that space. Once he knows this information he moves on to the next page, “Plan Your Garden.” He downloads the “Individual Starter Kit Plan” since he doesn't plan on starting a community garden.