

## **Topic 3.1: Analyze one of the services/products/digital devices from your competitive analysis and try to develop the list of user requirements that may have been used to create that user experience**

### urbanfarming.org User Requirements

This website is a digital presence for a nonprofit. The idea of it is to be a hub for learning and inspiration to future urban farmers. It's focus is on finding fellow gardeners, connecting to them, and starting new communities oriented around gardening. This is a short list of the user requirements they most likely considered as they designed this site.

1. Contact: This is a must for almost any organization—they want to be found and communicate with visitors.
2. Social Media Sharing: Sharing good ideas is crucial on the web in order to get more traffic, and social media is most often the best tool to share easily.
3. Facts About Urban Farming: A given for a site devoted looking to spread urban farming. This covers very basic facts about their nonprofit.
4. Bulletin Board: A useful tool for connecting visitors to each other online.
5. Educational Materials: Providing articles, presentations, and videos is one way to make your site more sticky. People want to come back if there is content they can keep referencing.
6. Press/Media Information: Being a nonprofit, they are always looking for ways to promote their mission and gain media attention.
7. Online Discounts: This is a way of promoting businesses aligned with their mission and goals.
8. Garden Locator: A great way to connect real world people to other urban farmers in their local neighborhoods.
9. Donations: Being a nonprofit means needing alternate sources of revenue—donations being a big part of that.
10. News Feed: Keep people up to date on urban farming news.