

Assignment 1

SWOT: Farmur

Strengths	Weaknesses
<ul style="list-style-type: none">• Great introduction to urban farming background.• Strong visual language to interest users.• Simple, and easy to understand.• Interactive infographics used to illustrate points.• Familiar, yet very unique in how information is presented throughout.	<ul style="list-style-type: none">• Not that useful for repeated visits.• The current navigation structure is clunky and more complex than necessary.• Currently crashes on mobile. Although it was never intended to work on phones, it will be necessary to present some sort of site for people.
Opportunities	Threats
<ul style="list-style-type: none">• Add in more user subtle animations around the site for key moments.• Allow the motion graphic to be more prominent than a simple button press.• Add in more content and begin thinking about ways in which another site could feed any curiosity after exploring this site.	<ul style="list-style-type: none">• The scope has always been large.• Work/school/life balance is challenging since I have been employed full time this year.• Content creation has stalled since I started working and the site still has “lorem ipsum text everywhere”