

FINAL PRESENTATION

Farmur

Farming, for city folk.

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10/27/14

ACADEMY OF ART UNIVERSITY,
GRADUATE SCHOOL OF
WEB DESIGN & NEW MEDIA

Farmur

Introduction

Section 1/4



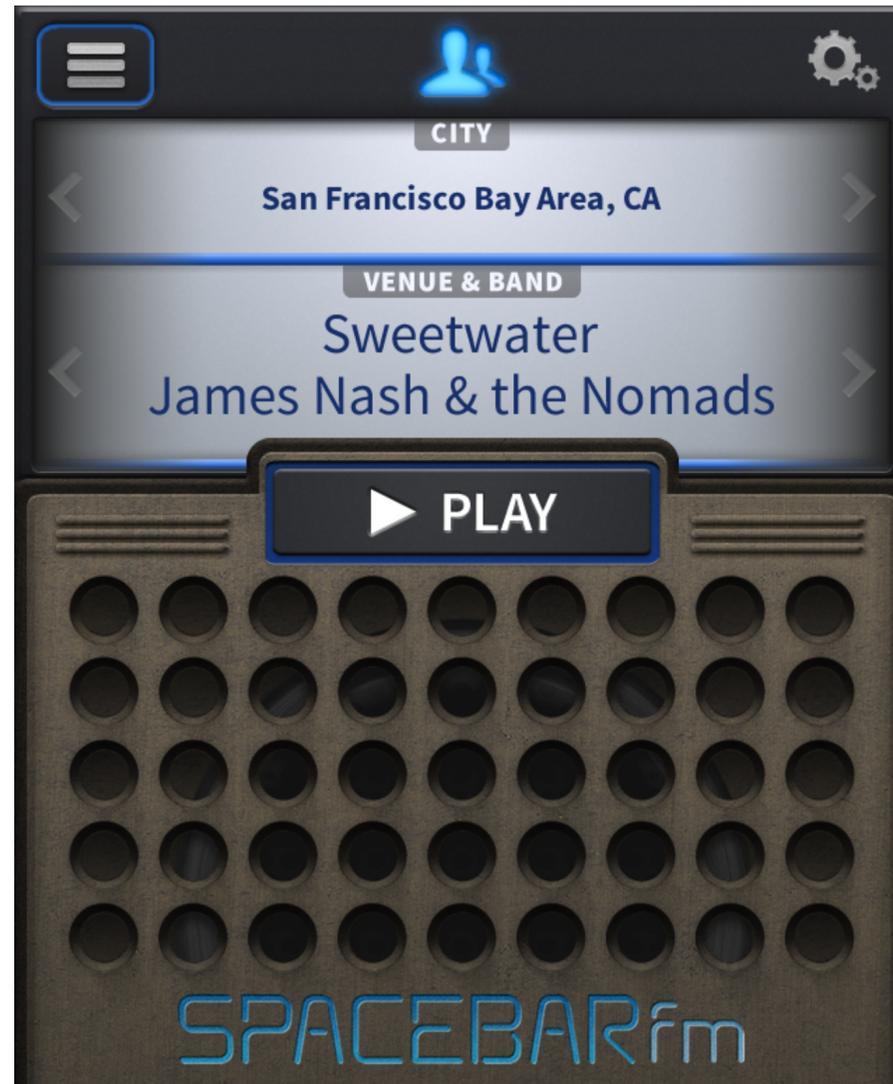
About Me

- Undergraduate: media production & business
- Interested in social issues & solutions
- Considered a horticulture path
- Motion graphics inspire me

Portfolio 1/2



MTV Station Id



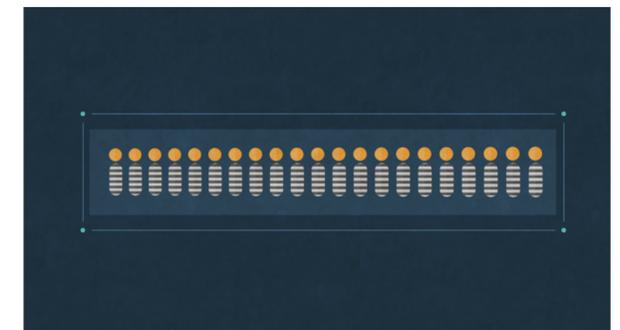
Spacebar



Freedom Infographic

Portfolio 2/2

- Refined timing cuts
- Repeats, delays, & offsets
- Expressions to connect layers
- Master control layers



Farmur

Project

Section 2/4



Problem

No rich media educational tools explaining urban farming concepts and how to start simple



Solution

A responsive website that explores concepts of urban farming and simplifies the learning curve

- 3 minute motion graphic
- 1 interactive timeline
- 1 cost & garden size estimator
- 10 pages of illustrated content

Research

Population

- 80.7% live in cities
(Source: [United States Census Bureau](#))

Age

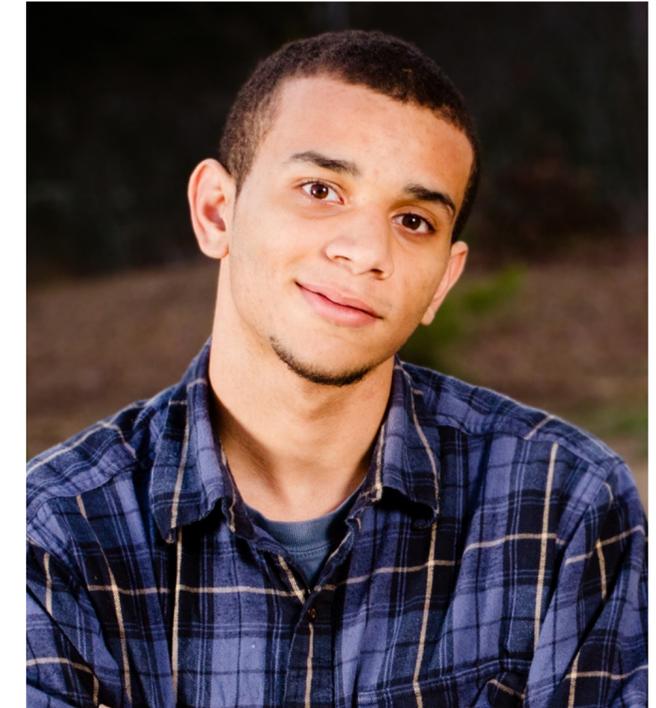
- For every one farmer under the age of 25, there are five who are 75 or older
(Source: [U.S. Department of Agriculture](#))

Trends



Target Audience

- 18-30 years old
- Lives in urban area
- Interested in food supply
- Attracted to gardening



Photos From: [depositphotos.com](https://www.depositphotos.com)

Sarah Fenkema

Photo From: depositphotos.com

- 26 years old
- Interested in growing her own food
- Middle school teacher
- Wants to inspire her students to grow food
- Reads articles on regional food systems



Primary Competitor

urbanfarming.org

- Garden locations
- Short documentaries
- Discussion boards
- Frustrating design





Unique Position

- Interaction encourages active engagement
- Before people start their garden
- More illustrations, less text

Proof of Concept



Process

User Testing 1/2

Date

Test Type

- 7/12/13 Low-fidelity sketches and card sorting (3 users)
- 7/27 & 7/28/13 Wireframes (5 users)
- 8/24/14 High-fidelity clickable prototype (3 users)
- 4/24 & 4/18/14 Working site (5 Users)

User-Centered Design

Feedback

- Too utilitarian
- Content bias
- Make it engaging
- Trouble navigating

Response

- Focused on telling a story
- Revealed sources earlier
- Interactive elements
- Added menu & enlarged directional buttons

Information Architecture



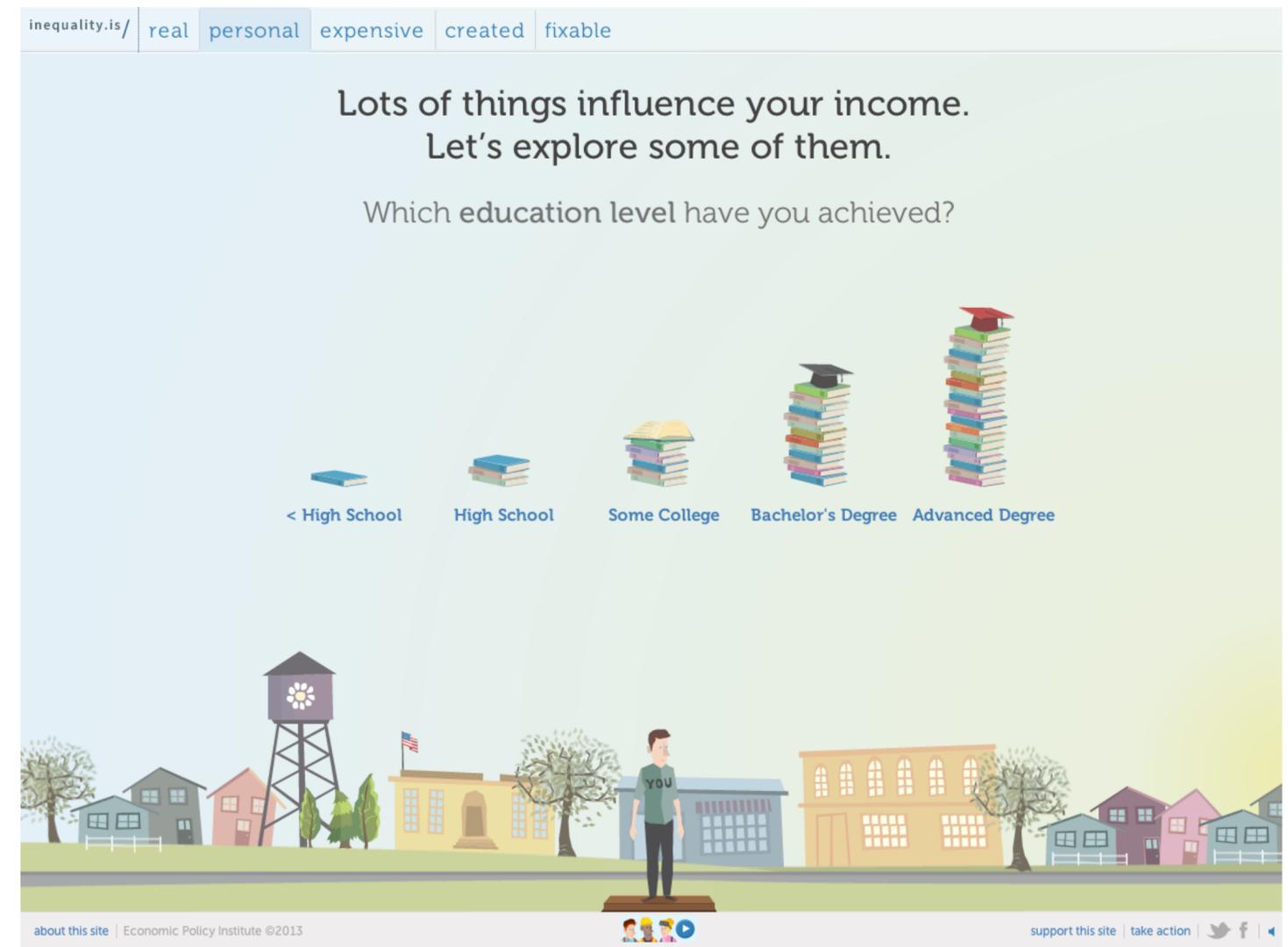
Primary Use Case Scenario

- Learn about urban farming
- Estimate needs
- Download a plan



Inspiration

inequality.is



Visual Development 1/2

Primary colors



Secondary colors



Visual Development 2/2

Body Copy

Lato Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Bold Headings

Roboto Slab Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Light Headlines

Roboto Slab Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789



Technologies

Specifications:

- Mac, PC or tablet computer
- Minimum screen width: 960 px
- Chrome 27+, Safari 7+, iOS Safari 8+, Firefox 19+ or Internet Explorer 9+
- WiFi

Software & Libraries:

- Adobe Creative Suite
- Cinema 4D
- HTML5, CSS3, JavaScript (jQuery), Swiper.js



Content

- Government websites
- Personal ideas & experience

Conclusion

Next Steps

Early 2015

- Take a month break
- Show urban farmers
- Continue development
- Create business plan
- Seek investors

Mid 2015

- Begin building phase 2
- Connect with local businesses
- More tutorials & content
- Hire key positions

2016 & Beyond

- Launch phase 2
- Continue to pivot and grow

FINAL SLIDE

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Thank you.

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