

COMMUNIFARMER



CONTENTS

Intro

MEET THE TEAM
CONCEPT

User Personas

OVERVIEW
ELLIS ELBY (EMPATHY MAP,
CHARACTER SHEET)
ELIZABETH ELBY (EMPATHY
MAP, CHARACTER SHEET)
OWEN ORGANIC (EMPATHY
MAP, CHARACTER SHEET)

Research

FARMERS INTERVIEWS
CUSTOMERS INTERVIEWS

Product Design

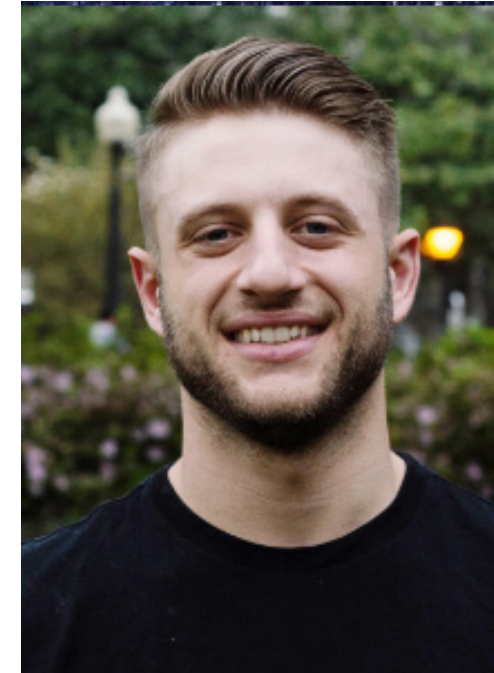
USER MAP JOURNEY
BUTTON BLUEPRINT
USER PROCESS MAP
INSPIRATIONS
APP INTERFACE
FINAL PRODUCT



MEET THE TEAM



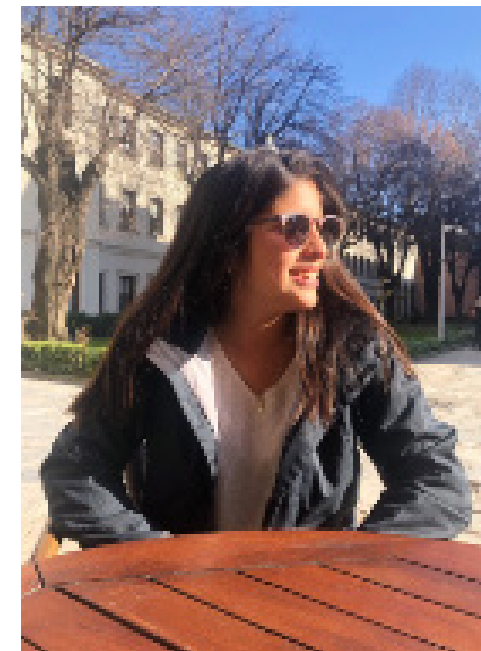
WENYA ZHAO
ARCHITECTURAL DESIGNER



ANDREW BATEMAN
SERVICE DESIGNER



JENNA MORLOCK
INTERIOR DESIGNER



CAROLINA VILLAVISENCIO
ARCHITECTURAL DESIGNER

COMMUNITIFARMER

THE CONCEPT

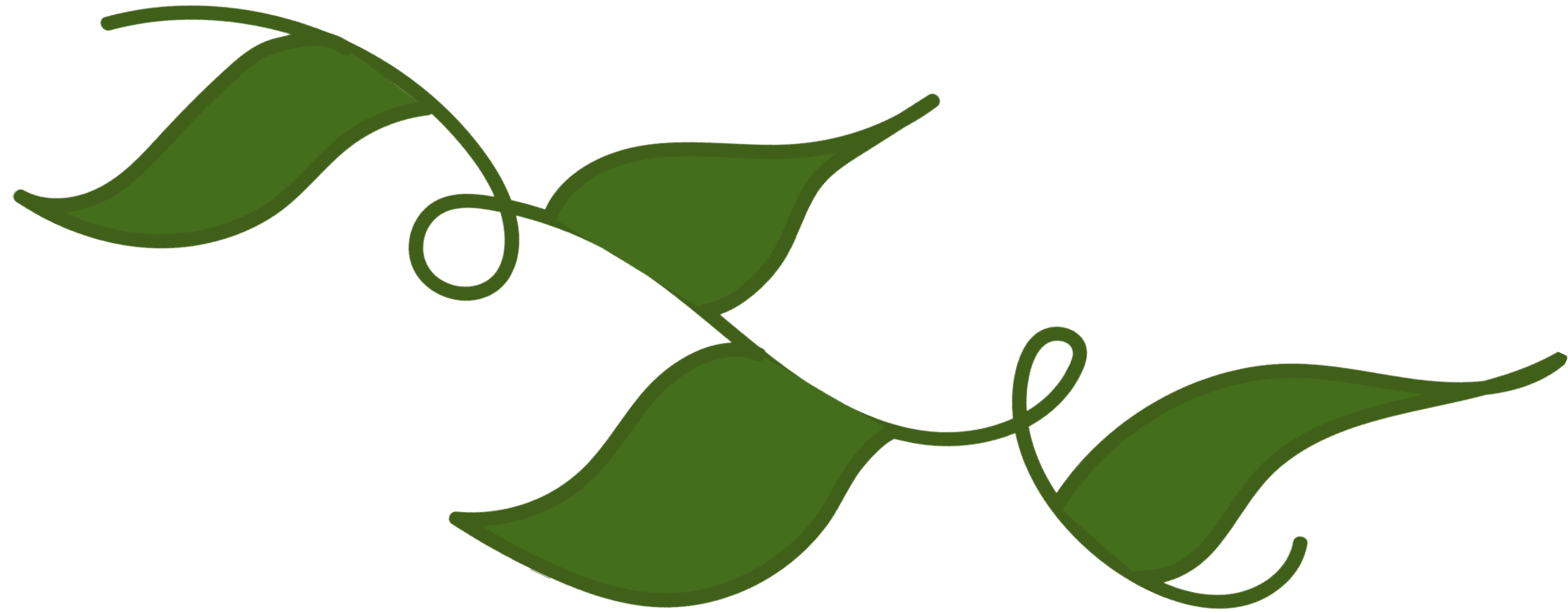
AS DESIGNERS IN SUSTAINABILITY WE KNOW A BIG ISSUE IS WITH ACCESSIBILITY TO GOOD INFORMATION ABOUT THE FOODS WE ARE EATING. TRANSPARENCY, COMMUNITY, ACCESSIBILITY, AND GENEROSITY ARE AT THE FOREFRONT OF OUR DESIGN FOR A NEW APP BRINGING THE FARMER TOGETHER WITH THE CONSUMER. INSPIRED BY LOCAL FARMERS MARKETS WE ASPIRE TO BRING THE SAME CONNECTION BY PROVIDING RECIPES, BLOGS, VOLUNTEERING, & COMMUNITY OPPORTUNITIES FOR THE USER ALONG WITH POTENTIAL CONNECTION FOR A FOOD SERVICE SIMILAR TO THE EXISTING CSA PROGRAM.



USER PERSONAS

WHO ARE THEY?

WITHIN OUR TEAM WE CONDUCTED RESEARCH INTERVIEWING NOT ONLY OURSELVES BUT A RANDOM UNBIASED GROUPING AS WELL TO CREATE WELL ROUNDED INDIVIDUALS THAT WOULD BE LIKELY TO USE OUR PRODUCT.



WHAT DID WE ASK?

FOR OURSELVES WE STARTED BY MAKING A BASIC DEMOGRAPHIC FOR EACH OF US AND SEEING WHAT WITHIN OUR VALUES ALIGNED. FROM THERE WE HAD CORE BELIEFS WE COULD FOCUS OUR QUESTIONS, PRODUCT, AND USER AROUND. FOLLOWING IS THE RANDOM INTERVIEW WE HELD.

WHAT SUSTAINABLE PRACTICES DO YOU PRIORITIZE IN YOUR LIFE?

WHAT TYPE OF FOOD DO YOU CONSUME THE MOST ON A REGULAR BASIS?

WHAT DO YOU CONSIDER WHEN YOU PURCHASE PRODUCE?

DO YOU USUALLY SHOP ORGANIC?

TELL ME ABOUT AN INCONVENIENCE YOU RUN INTO WHEN SHOPPING FOR ORGANIC PRODUCE?

TELL ME ABOUT A TIME WHEN YOU RECEIVED RESISTANCE FROM SOMEONE YOU WERE TRYING TO EDUCATE ABOUT SUSTAINABILITY.

SAYS

"I think just open-mindedness allows for a better understanding of why things matter"

"I feel like small changes daily really add up"

"I think some people go great measures to find happiness"

"Some products are not cost-efficient or they don't have enough promotions"

"I've always been conscious about my waste since very little"

THINKS

FEELS

Working together is going to be important to achieve a better environment.

I care about the health of the people around and I want to leave the planet better than I found it.

Not everyone is on the same page regarding sustainability's importance.



Excited

Virtuous

Helpful

On-track

Anxious

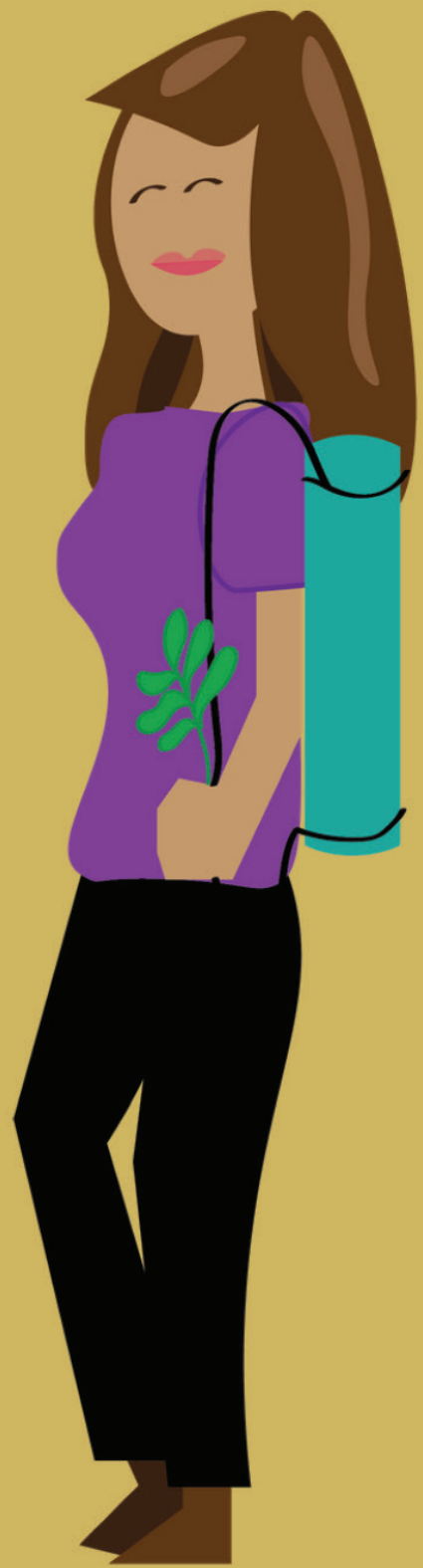
Shop at vintage or second hand store.

Try not to use plastic bags

Recycle regularly

Set goals to eat less meat

DOES



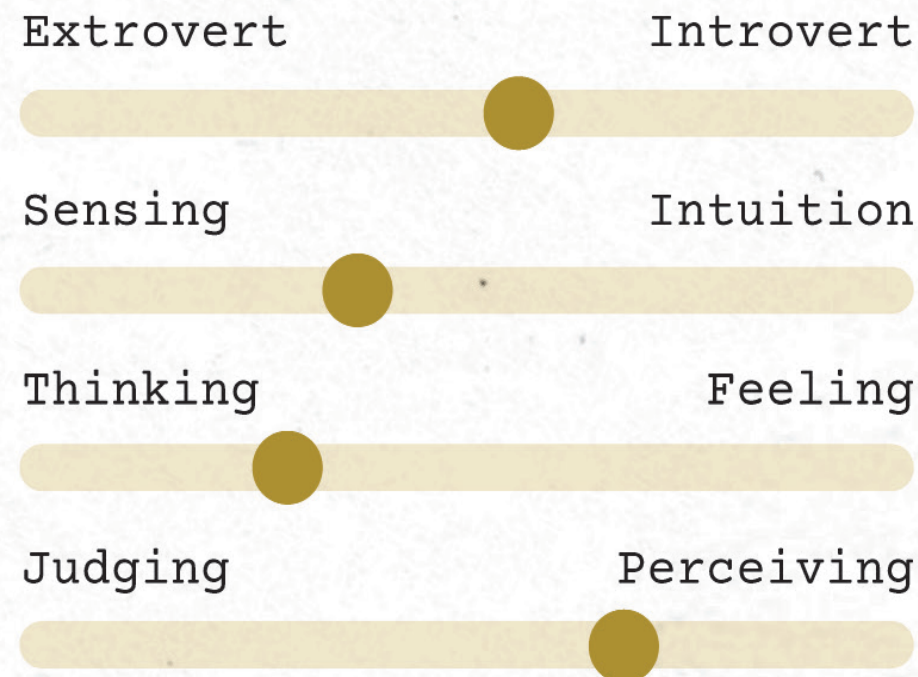
ELLIS ELBY

Worker's Advocate

ABOUT

Ellis is 27 year old, single. She is currently focused on her career as a designer, and desires to live a sustainable lifestyle that she wants to inspire others with her work.

PERSONALITY



GOALS

- Ellis wants to design high quality sustainable products
- She wants to implement sustainable practices in the company she works for
- To prove that these changes are viable

FRUSTRATIONS

- Getting support from coworkers in sustainable efforts.
- Conflicting inputs from managers and associates
- Not taken seriously when pushing sustainable solutions

MOTIVATIONS

- Ellis feels a strong need to leave a lasting impact with their work
- She feels that changing the way produce goods and services is necessary

THINKS

If we all just calmed down
we might be able to see some
similarities

Education is the most
important tool in this
journey

I bet the person opposing
my views is defensive
because they think that
they are right, not because
they are a bad person

"I try to give a
solution but they
don't understand"

"I realized that if
I take a step back
and let them come to
the conclusion
themselves, they
will be more open
minded."

"If you make it a
routine to use
reusable cleaning
products, you barely
notice a
difference."

SAYS

DOES

Uses reusable bags
when grocery
shopping

Recycle
regularly

Composts
regularly

Lives
sustainably

Stays up to date
on environmental
matters

Hopeful

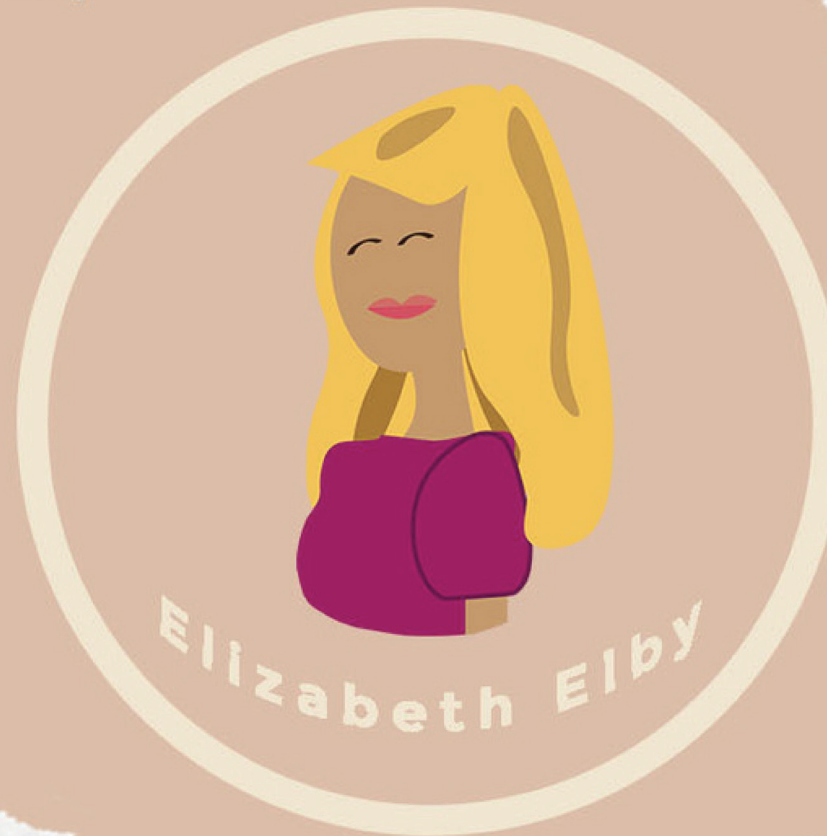
Motivated

Helpful

Kind

Nervous

FEELS





ELIZABETH ELBY

Justice Warrior

ABOUT

Elizabeth is 43 year old, married. She teaches science in a public elementary school, and believes that we need to do better to ensure her students will have the equal chance to enjoy this planet.

PERSONALITY

Extrovert

Introvert



Sensing

Intuition



Thinking

Feeling



Judging

Perceiving



GOALS

- Prove that it is viable to implement sustainable materials and practices
- Improve the understandability of climate change issues
- Welcome people who disagree with me, rather than force them over to my side

FRUSTRATIONS

- Getting support from peers
- Being met with defensiveness
- People not willing to consider other angles
- So many unreliable information sources

MOTIVATIONS

- Wants to feel better about their lifestyle generally
- To eat more local, organic vegetables
- Spreading information on the realities and dangers of climate change
- Gaining support for the a sustainable future

THINKS

If I could afford to eat all organic, I would

I wish I knew where the food was coming from

I would love to support local farmers

Try to find ethically sourced meat

Try to find ethically sourced meat

Compost materials

Eat and shop local

DOES

SAYS

"Plastic packaging - many organic produce often come in with heavy plastic packaging"

"Price is the biggest thing"

"I buy organic when I can afford it and it's convenient"

"I tend to associate a higher price point with sustainable products"

Financially inept

Curious

Hopeful

Unaware

FEELS



OWEN ORGANIC

Ethical Foodie

ABOUT

Owen is 25 years old, single.
He loves cook at home and host dinner parties with friends and family. He dives into sources of food and meet with the farmers. He is not vegan but he tries to eat organic when it's available.

PERSONALITY

Extrovert Introvert



Sensing Intuition



Thinking Feeling



Judging Perceiving



GOALS

- Wants to eat more locally sourced organic vegetables
- I want to cut down on grocery shopping time as I am usually very busy
- To help support farmers during the uncertainty of current times

FRUSTRATIONS

- Accessibility to locally sourced organic foods
- No guidance on what foods should be bought organic
- Not enough time to shop regularly

MOTIVATIONS

- Owen wants to reduce his impact on the environment
- To consistently eat more locally sourced foods
- To spend less time grocery shopping



PRODUCT RESEARCH; FARMERS MARKET INTERVIEWS

THE FARMS

DO YOU PARTICIPATE IN ANY CSA/FOOD DELIVERY PROGRAMS?

920 CATTLE:

HARD TO DO (CSA) BECAUSE IT'S HARD TO KEEP IN STOCK. JUST BECAUSE THE VOLUME WAS ALREADY MOVING. NOT FEASIBLE TO GROW ANY LARGER IT'S IMPORTANT TO KNOW HOW IT'S DONE.

VEGETABLE FARM1:

NO, WE ARE ONLY IN SAVANNAH ONCE A WEEK, TOO FAR OF A DELIVERY PROCESS

VEGETABLE FARM2:

DELIVERY IS A GREAT IDEA, BUT IT WILL BE BETTER IF ITS HANDLE BY OTHERS, THEY ARE USUALLY TOO BUSY TO HANDLE ALL THE DETAILS FOR THE SHIPPING PART

CHEF FEATURE CO. (THEY PRODUCES SAUCES AND SEASONING WITH LOCAL PRODUCES)

CURRENTLY NOT, AND THEY ARE HAVING THEIR OWN WEBSITE FOR PEOPLE TO SHOP ONLINE. THEY WOULD LIKE TO BE PART OF THE LOCAL DELIVERY SYSTEM IF THE CUSTOMS CAN CHOOSE FOR THE PRODUCES

RICE PLANTATION:

THEY ARE NOT IN CSA, BUT OPEN FOR ORDERING ONLINE FARM IS 3 HOURS AWAY - SHIPPING FROM THE OFFICE IS MORE ECONOMICAL FOR THE CUSTOMERS

SOUSES

NO, BUT THEY USE A SIMILAR DELIVERY SERVICE, FROGGER WOULD BE OPEN TO PARTICIPATING

BOOTLEG FARMS

NO, BUT WOULD BE INTERESTED JUST NEVER GOT INVOLVED

PIZZA/BREAD/CHEESE STAND

NO, BUT WOULD BE INTERESTED

DO YOU USE COMPOST?

920 CATTLE:

STARTING A RECYCLING PROGRAM. COMPOST. OUTSOURCED. STARTING A DOG FOOD LABEL.

RICE PLANTATION:

WE SHIP STRAIGHT FROM THE OFFICE. UP TO 20 LB BAGS ALL BAGS ARE RECYCLABLE. SEND BACK BAG TO REFILL ONLY GREEN POINT FARM IN SOUTH CAROLINA TRY TO FIND OTHER USE FOR THE BY-PRODUCES IN THE RICE PRODUCTION

VEGETABLE FARM1:

NO, WE DON'T REALLY HAVE THE TIME AND ENERGY TO TAKE CARE OF THE COMPOSING PROCESS, ESPECIALLY THE TURNING AND WAITING PART. WE USE PRODUCTS CALLED HARMERY INSTEAD. IT IS ALL NATURALLY SOURCED TOO.

VEGETABLE FARM2:

YES WE DO COMPOST ONSITE, BUT THE COMPOST WE PRODUCE IS NOT ALWAYS KEEPING UP WITH OUR DEMAND. WE DO IT FOR OUR OWN GOOD SINCE IT IS BETTER FOR THE ENVIRONMENT

CHEF FEATURE CO. (THEY PRODUCES SAUCES AND SEASONING WITH LOCAL PRODUCES)

YES, WE COMPOST ALL THE FOOD WASTE IN OUR PRODUCTION PROCESS. SINCE WE DO NOT CULTIVATE VEGETABLES OURSELVES, THE COMPOST ONSIDE IS NOT THE MAIN FOCUS BUT WE ENJOY DOING IT.

SPOUSES

NO, MOST OF THE IN HOUSE WASTE IS JUST TRASHED BUT WE DO COMBAT IT BY DONATING ANY LEFTOVER PRODUCT TO THE FARMERS OR PROGRAMS WE USE.

BOOTLEG FARMS

YES, WE COMPOST MOST OUR WASTE IN HOUSE AND SELL SOME AS FERTILIZERS TO OTHER LOCAL FARMS
FREE RANGED ANIMALS, AFFILIATED WITH THE WILDLIFE CONSERVANCY RAISING ENDANGERED SPECIES.
WORKS TOWARDS A COMPLETELY CIRCULAR SYSTEM ALWAYS OPEN TO NEW WAYS OF USING PRODUCTS

PIZZA/BREAD/CHEESE STAND

IN HOUSE COMPOSTING, SEPARATES AND RECYCLES WASTES, GIVES AWAY EXTRA PRODUCT



THE CUSTOMERS

WHY DO YOU COME TO THE FARMER MARKET?

IT IS A GREAT EXPERIENCE TO TALK WITH THE PEOPLE WHO GROW MY FOOD
BEAUTIFUL ACTIVITIES TO DO OUTSIDE
GREAT WEATHER AND PLACE FOR A WALK
THERE IS AN ENERGY HERE IN THE FARMERS MARKET
SEE AND PICK OUT THE FOOD MYSELF

WHY DO YOU PREFER THE MARKET OVER AN ORGANIC STORE OR REGULAR GROCER?

IS GREAT TO KNOW THE FOOD ARE PRODUCE LOCALLY, SO THEY ARE NOT TRANSPORT
FROM FAR BURNING FOILS AND GAS IS REASSURING, THE FOOD IS BETTER, THE
EXPERIENCE TO KNOW THE FARMERS CARED ABOUT WHAT THEY DO MATTERS A LOT
TO ME

DOES COMING HERE GIVE YOU A SENSE OF COMMUNITY?

I TALK TO THE SAME PERSON EVERY WEEK, THEY KNOW WHAT I LIKE, AND CHAT ABOUT
WHAT'S GOOD FOR THIS WEEK. IS A GREAT EXPERIENCE.
OF COURSE, I LIKED TO SEE PEOPLE AROUND HERE, AND CHAT WITH OTHER DOG
OWNERS TOO

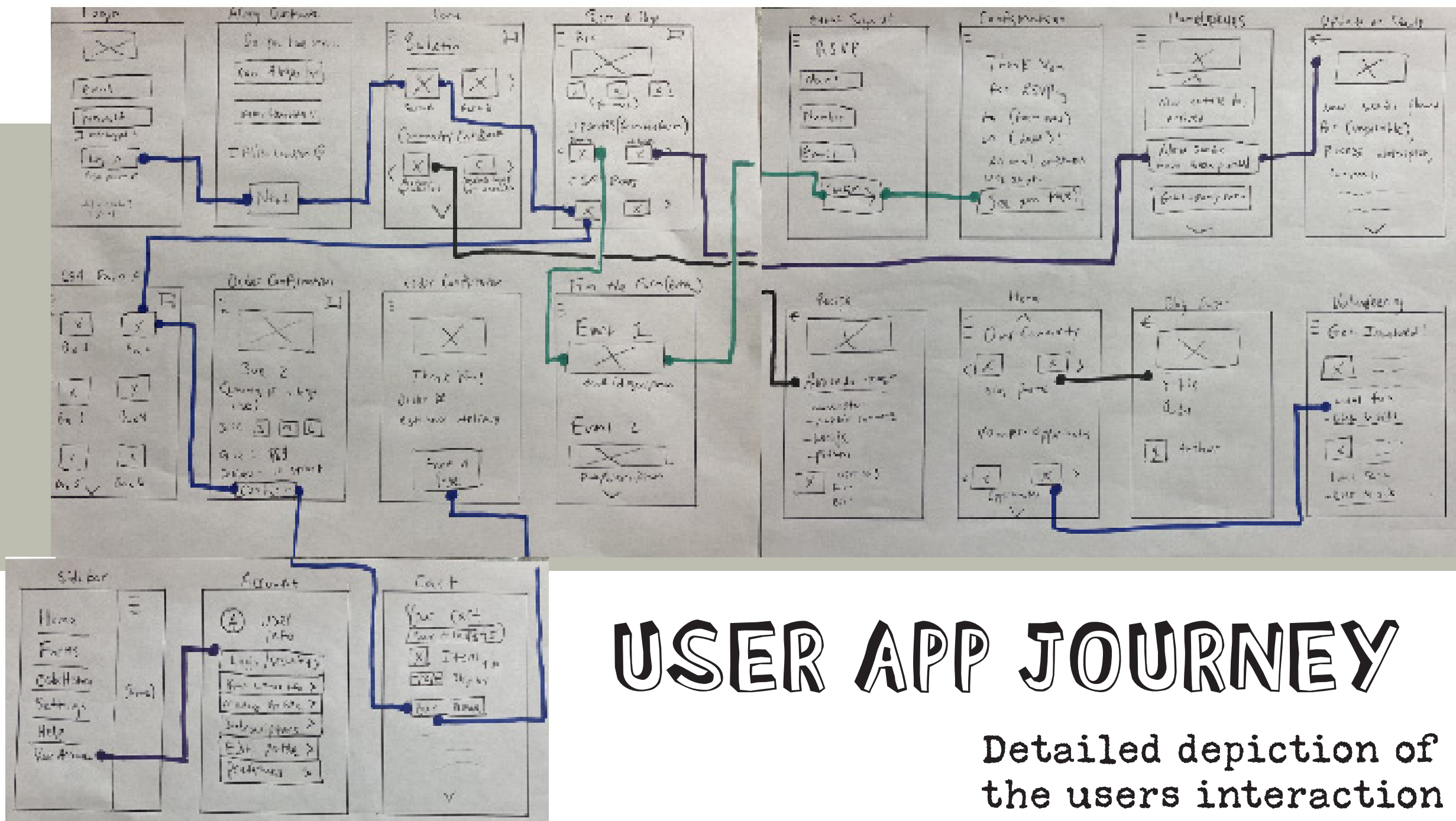
HOW COULD THE ELEMENT OF EATING LOCALLY SOURCED FOOD BE MAINTAINED IN A
DELIVERY SERVICE?

LOCALLY SOURCED IS WHAT I WANT, NICE TO COME OUT AND PICK MY FOOD BY TOUCH
THEM

WOULD YOU PARTICIPATE IN A LOCAL SERVICE FOR FOOD DELIVERY AND
COMPOSTING?

YES, IF IS ECONOMICAL CHOICE I DON'T MIND TO HAVE IT
DELIVERED WITH A MYSTERIOUS BOX





USER APP JOURNEY

Detailed depiction of the users interaction with our product.

LOGIN

QUESTIONNAIRE

HOME

FARMS

CSA'S

ORDER

EVENT
SIGN-UP

BUTTON

BLUEPRINT

Blueprint of clickable buttons on the application.

BULLETIN

EVENTS

BOX

SIZE

NAME

COMMUNITY
COOKBOOK

UPDATES

DELIVERY
ADDRESSES

NUMBER

OUR COMMUNITY

CSA BOXES

CONFIRM

EMAIL

VOLUNTEER
OPPORTUNITY

CONFIRM

UPDATES

COOK-BOOK

RECIPE

OUR
COMMUNITY

VOLUNTEER

UPDATE 1

RECIPE 1

PICTURES

BLOG POSTS

OPPORTUNITY

UPDATE 2

RECIPE 2

AUTHORS
PAGE

AUTHORS
PAGE

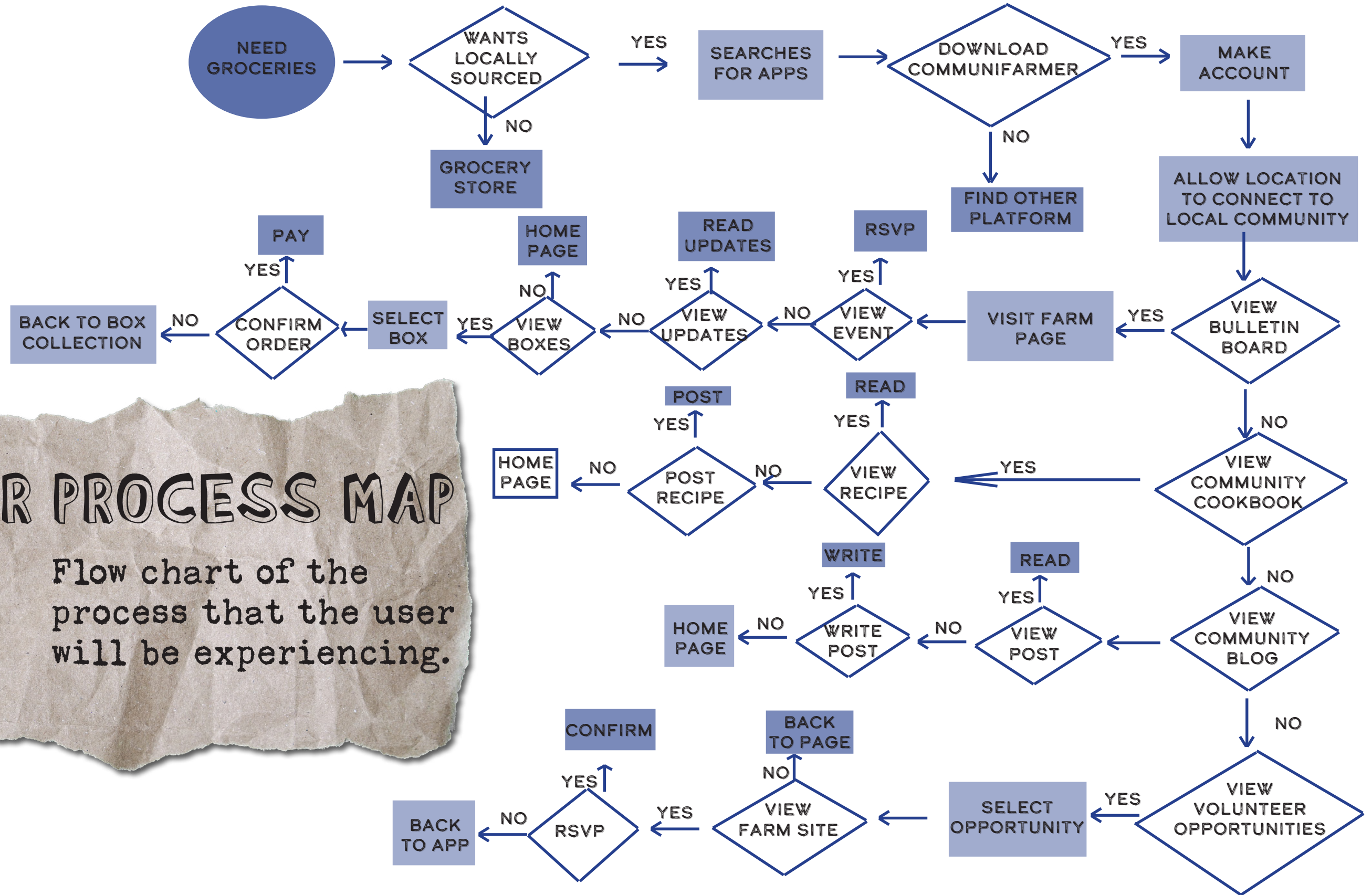
SITE LINK

UPDATE 3

RECIPE 3

USER PROCESS MAP

Flow chart of the process that the user will be experiencing.





FarmCrate
Common Food Farm

Email

password

[Forgot password?](#)

Login

Sign in with

Don't have an account? [Sign up](#)

Hi Val,
What type of food do you eat?

Anything Organic Gluten free Vegan

How many do you cook for?

1 2 3 4 5 6 7 8 9 10

Food allergies/ intolerance

None Kiwi Corn Carrot Nuts
Eggs Apples Tomato Broccoli
Lactose Gluten Amines Other

Are you open to eating

Hi Val,
What type of food do you eat?

Organic Gluten-free Vegan Paleo

How many do you cook for?

1 2 3 4 5 6 7 8 9 10

Food allergies/ intolerance

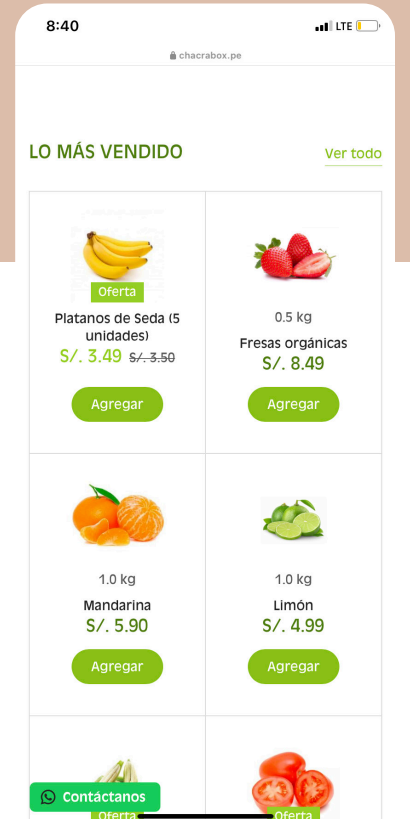
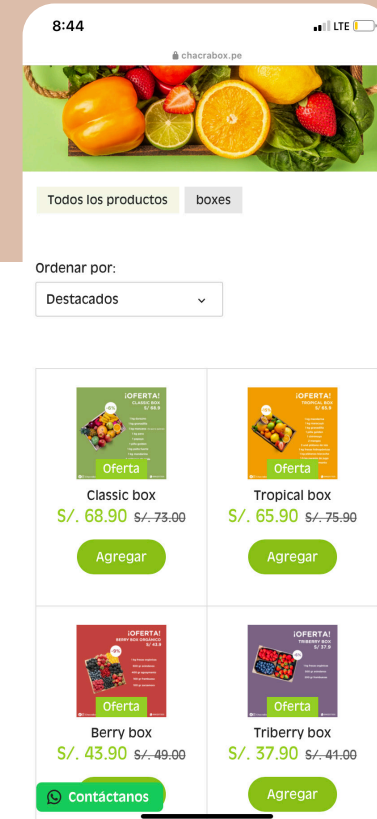
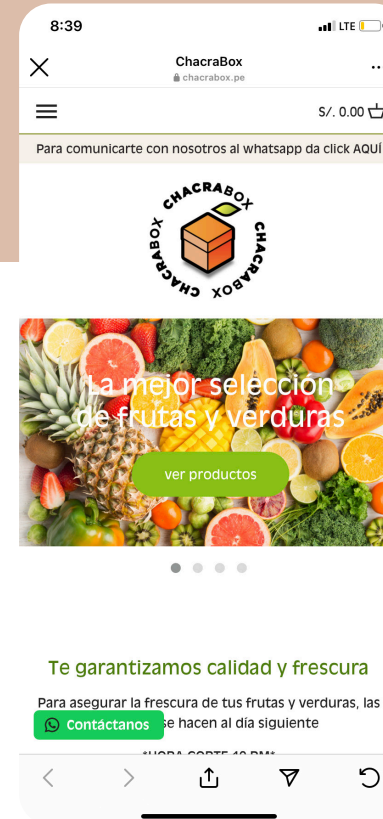
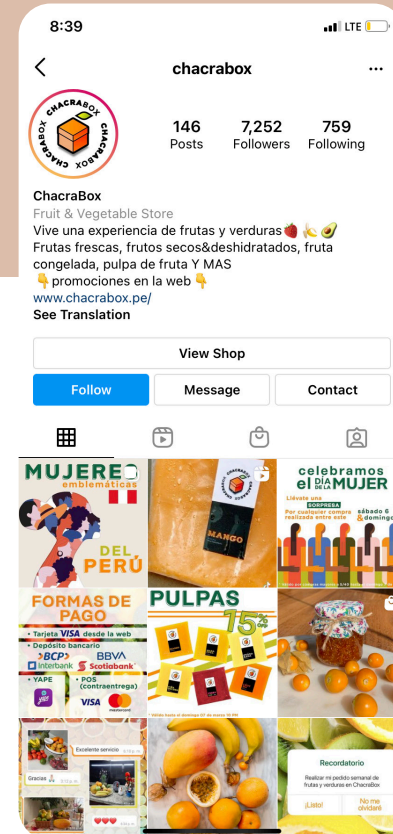
None Kiwi Corn Carrot Nuts
Eggs Apples Tomato Broccoli
Lactose Gluten Amines Other

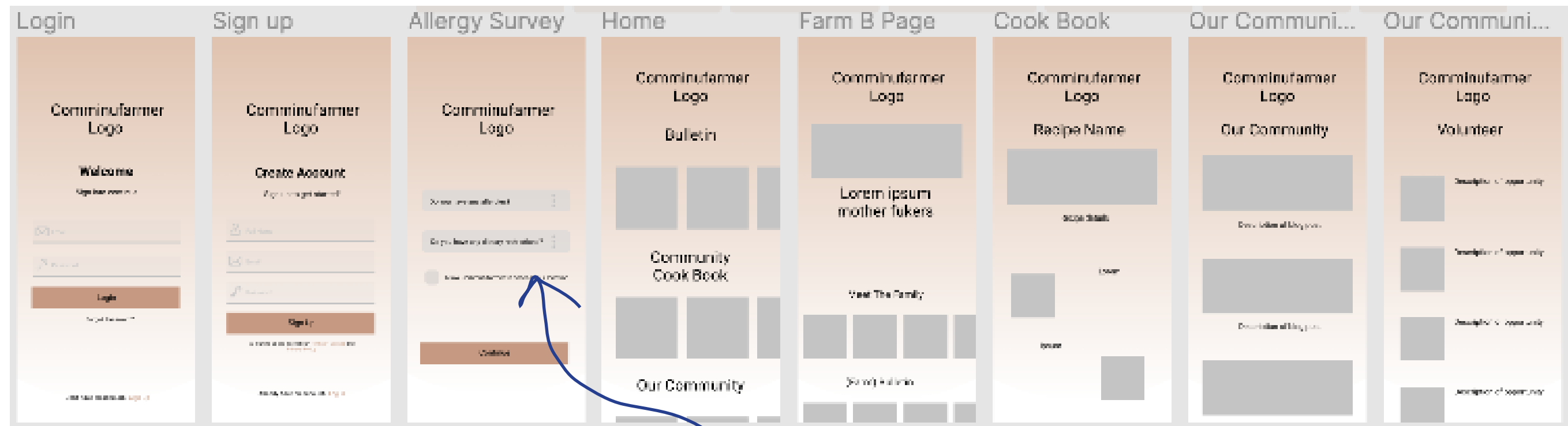
Are you open to eating

Genetically Modified Exotic Fruits GMO
Exotic Vegetables

Continue

INSPIRATIONS





APP INTERFACE

- Key Features:**
- Community involvment
 - Volunteer opportunities
 - Community Blogs/Recipes
 - Local farmers information
 - Csa Box Services
 - Updates on events and local foods



INTRO INTERVIEW OPTIONS



FINAL APP & USER JOURNEY

