
Design Process Portfolio

Danielle Rowe
Interaction Design 1
Spring 2021

Week 02

- 4 Personas
- Brainstorm List
- 5 Project Ideas

	Name: Thomas MacDonald
Demographic Information	<p>Male, age 59 Married with two kids Engineer</p>
Occupation	<p>Pharmaceutical Manufacturing</p> <ul style="list-style-type: none"> • Long commute • Desk job
Goals and Tasks	<ul style="list-style-type: none"> • Earning money for his family • Spending quality time with his kids
Interests	<ul style="list-style-type: none"> • Motorcycle repair/restoration hobbyist • Cares about health and fitness • Loves craft beers • Former boy scout, loves the outdoors
Environment	<ul style="list-style-type: none"> • Lives in a rural area, commutes to the city for work by driving • Scenic walking trails close to house • Farmland nearby

- Personas are based on people I know in real life
- All images are from thispersondoesnotexist.com - not real images of the people
- Kept details broad, wide range of interests

	Name: Cindy Jacob
Demographic Information	<ul style="list-style-type: none"> Female, 56 Married with 2 college-aged kids MBA, degree in Library Science Former shipping director for a large company
Occupation	<p>Librarian</p> <ul style="list-style-type: none"> Designs classes teaching technology for kids Long hours, sometimes stressful Work divided between in-office and home Hard worker
Goals and Tasks	<ul style="list-style-type: none"> Helping the community Teaching next generation of STEM professionals Staying in touch with kids
Interests	<ul style="list-style-type: none"> Loves the outdoors Fresh produce enthusiast Prefers free-range animal products Loves to garden
Environment	Suburban area close to city

- Personas are based on people I know in real life
- All images are from thispersondoesnotexist.com - not real images of the people
- Kept details broad, wide range of interests

	Name: Mia Washington
Demographic Information	<ul style="list-style-type: none"> Female, 21
Occupation	<ul style="list-style-type: none"> Arts student Part-time job at a design company Designed, screen-printed, and sold T-shirts with original designs
Goals and Tasks	<ul style="list-style-type: none"> Complete degree at school Get work experience Have fun with friends Balance schedule and manage stress
Interests	<ul style="list-style-type: none"> Interested in learning new hobbies - crocheting most recently Interested in improving health Likes playing video games Papermaking Loves cats Supporting local businesses
Environment	Rents a house with several roommates near campus

- Personas are based on people I know in real life
- All images are from thispersondoesnotexist.com - not real images of the people
- Kept details broad, wide range of interests

	Natalia Fabiola	<ul style="list-style-type: none"> • Personas are based on people I know in real life • All images are from thispersondoesnotexist.com - not real images of the people • Kept details broad, wide range of interests
Demographic Information	Female, 22	
Occupation	<ul style="list-style-type: none"> • College student studying music industry 	
Goals and Tasks	<ul style="list-style-type: none"> • Complete degree • Keep up healthy habits • Manage stress 	
Interests	<ul style="list-style-type: none"> • Mixology hobby • Dog lover • Interested in improving health • Experienced cook, loves finding healthy ingredients to create new recipes 	
Environment	Lives in an apartment close to school with a roommate, visits childhood home in a rural area occasionally	

Letter	Mia	Cindy	Thomas	Natalia
a	academics	academics	applications	academics
b	broadcast	business	bicycle	band
c	crocheting	crafts	commute	coffee
d	designs	device	dad	decoration
e	entertainment	emailing	energy	entertainment
f	farmer's market	further education	fresh food	fitness
g	gallery	gardening	garage	guitar
h	hiking	hiking	healthy habits	healthy habits
j	jogging	jogging	job	jogging
k	keyboard	kids	keepsake	kitchen
l	lens	lesson plans	leadership	label
m	music	maker	motorcycle hobby	mixology

First half of the
Brainstorm List
(A-M)

n	nature	nutrition	nature	nutrition
o	original	opinion	outlook	opportunity
p	portfolio	produce	pharma	part time job
q	quota	questions	qualification	quality
r	radio	reader	reviewing	rating
s	stress management	stress management	stress management	stress management
t	talent	teacher	task	taste
u	upcycling	university	upgrade	undergraduate
v	vendor	video	vacation	venue
w	website	writer	workplace	weekend
x	-	-	-	-
y	yarn	yoga	year	yogurt
z	zine	zucchini	-	zest

Second half of the Brainstorm List (N-Z)

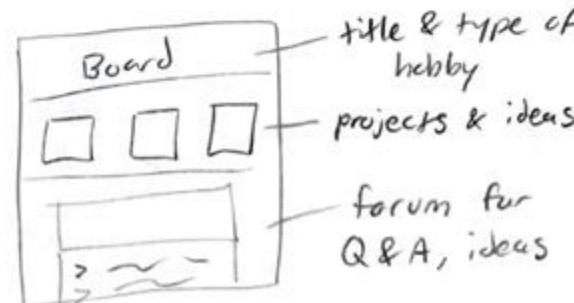
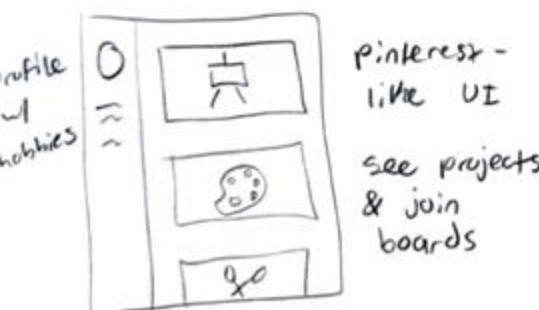
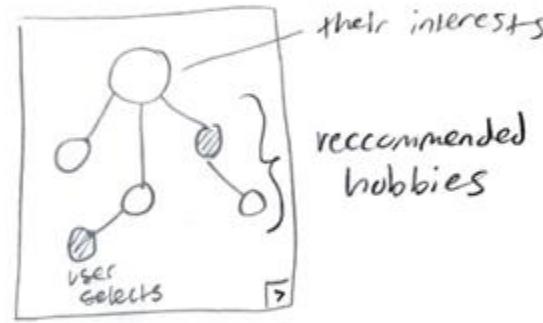
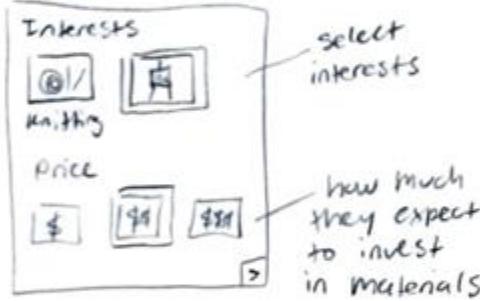
Hobby Matcher

Audience:

- 1) People looking for new hobbies/a community for their hobbies
- 2) Professionals/long time hobbyists to share knowledge

triggers:

- free time
- boredom
- weekends
- curiosity
- at-home



Self Care

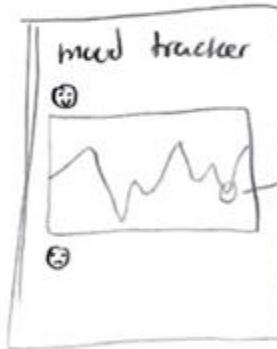
audience: 1) Students keeping track of wellbeing, stress levels
 2) Working professionals managing job stress } harder bc of covid

triggers:

- stressful day
- low motivation
- bad mood



journal feature -
input mood, info
about day



mood tracker
 low mood
 prompts
 questions,
 tips

generates wellness
 tracker



✓ : ~~~~~
 : ~~~~~
 : ~~~~~
 X : ~~~~~
 : ~~~~~
 : ~~~~~

used to generate
 ideas for improving
 mood & reducing stress

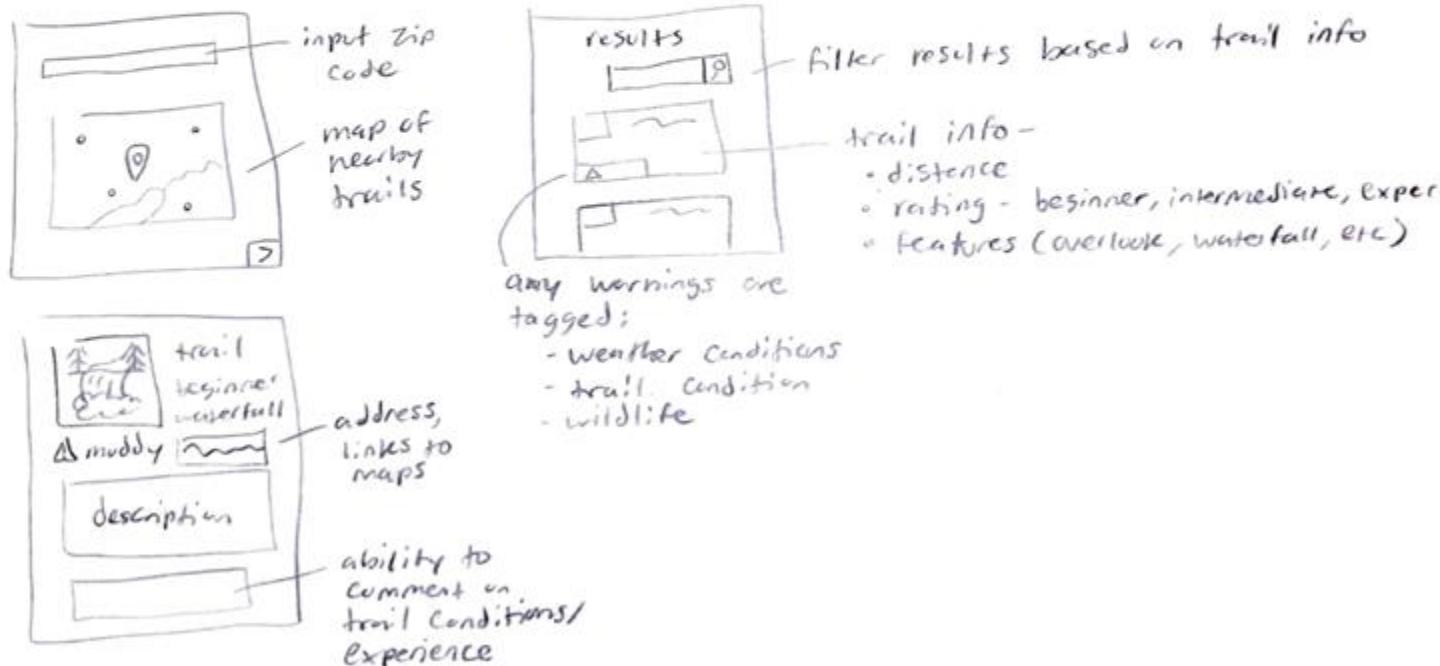
USER
 enters things
 that make
 them feel
 better
 or worse

Trail Guide

audience : 1) People looking for trails to exercise, get outdoors, enjoy nature
2) trail maintenance groups

Idea #3

- triggers:
- feeling trapped/cooped up
 - Wanting exercise
 - nice weather
 - Went to explore area
 - find a place to walk/hike w/ friends
 - Walking dog



Workout Companion Site

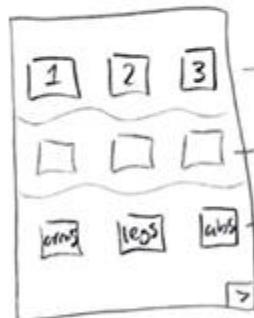
audience: 1) beginners to home exercise

beginners in
general

people moving work out
to homes due to gym
Shutdowns/Wanting to save \$

triggers:

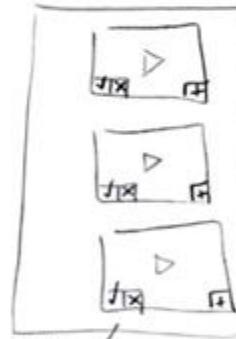
- at home
- want to improve health
- want to get movement in



- select level
of difficulty

- select equipment

areas to
work out



→ recommended
videos

- Save to a workout
playlist

can "like"
or "dislike"



playlists

kind of like
Spotify - give
a name, arrange
videos into a plan

idea: plans users make can
be sorted, other users
can "follow" plans if
they like them

Idea #5 - Selected

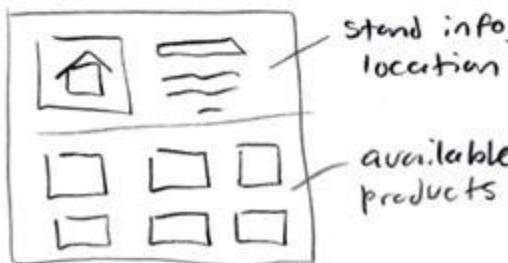
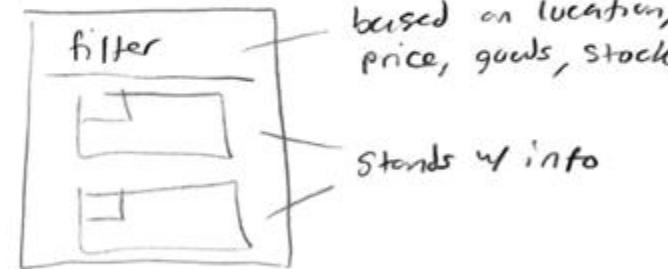
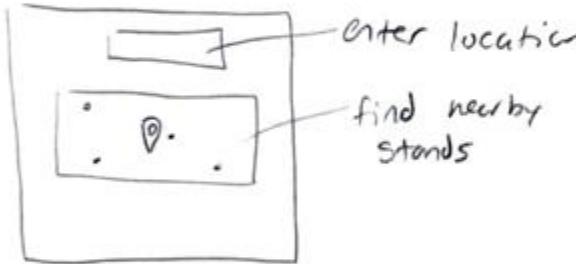
Farmer's market

Audience:

- 1) People looking to buy locally & support small farms
- 2) People looking to sell fresh produce, farm goods

triggers:

- looking for produce
- farmers markets
- driving by farm stands
- want to support local businesses
- want to try something new



Week 03

- Interview Script

Intro

Hi my name is Dani Rowe, I'm a student at Northeastern University and I'm working on a class project. This is Amy, she will be helping me out by taking notes during the course of the interview.

You probably know why we're here but let me go over it. I'm asking people like you to help me understand how you currently [brief one-line description of what you're researching]. We'll be talking for the next ?? minutes. If you need to take a break at any time, just let me know.

Before we get started do you have any questions?

Warm-up

1. What's your name, age, describe the area you live
2. Can you describe some of your hobbies?

Questions

3. Can you describe the experience of the last time you bought (or wanted to buy) something from a farm stand?
 - a. Who was it for?
 - b. When was it?
 - c. What did you get?
 - d. Where was the stand located?

4. What motivates you to shop locally/pick up items from a farm stand?
5. The last time you were trying to pick up something, did anything get in your way or slow you down?
6. What would have helped you shop at a farm stand more quickly or easily?
7. When you shop at a farm stand do you ever:
 - a. Compare prices to goods at supermarkets? Other stands?
 - b. Check the inventory before deciding what to buy?
 - c. Ask others of any good farm stands they know about?

Cool Down

8. Do you know of any other apps for tracking inventory of farm stands that I should look at as I develop this project?
9. Did you have any questions to ask of me?

This has been very helpful. You've given me a lot to think about as I continue to work on this project. Thanks again for taking the time to talk with me.

Week 04

- Interview Findings
- Revised Personas

Interview Results

Danielle Rowe
Interaction Design 1
Spring 2021

Overview

- Background and purpose
- Methodology
- Participants
- Findings
- Conclusions

Background & Purpose

- Idea: to create a website that displays local farm stands and their goods based on price, location, and inventory.
 - Used by people who want to shop locally, buy fresh food, and support small businesses.
 - Also used by small businesses and farms to advertise their goods and attract customers.
- Questions:
 - When and why do people choose to shop from small businesses or local farmers?
 - What do they enjoy and not enjoy about the experience?
 - What would make the experience easier or more convenient?

Background & Purpose

- Why interview?
 - Not relying on assumptions, getting information directly from consumers of local goods
 - Learn more about other people's experiences
 - Find unique or shared pain points

Interview Methodology

- **Interview details**
 - Three interviews total
 - Conducted by myself with classmate Amy Deng as a notetaker
 - Two remote over Zoom, one face-to-face at home
- **Criteria to select participants**
 - Availability
 - Location - rural vs city
 - How often they shop locally
 - If they are interested in supporting small businesses
- **Type of interview**
 - Semi-structured

Participants

- Participant 1 (P1)
 - Age: 21, Female
 - Lives in a more urban area for school, rural hometown is close by
 - Student - Art and Design
- Participant 2 (P2)
 - Age: 55, Female
 - Lives in a rural area
 - Librarian
- Participant 3 (P3)
 - Age: 22, Female
 - Lives in a city
 - Student - Music Industry

Findings

- Participants did not mind paying slightly more for locally grown produce
 - P1: "It's fresh, it's here, it's the farmer's"
 - P2: "To support small businesses especially during these times – without farmers there's no food so it's important they get the money they need for their products"
 - P2: "Price isn't too big a factor... it has to be way out of line pricewise for me to not support a local farmer"
 - P3: "There aren't as many pesticides, it's usually organic... tastes better"
- When visiting farmer's markets, most participants were there for the experience. When visiting a specific stand, they were there for food staples
 - P1 visits markets with friends casually for fun, picks up new or unique products. "I listen to my stomach."

Findings

- P2 regularly visits one stand in the summer to pick up corn
- P3 will browse markets occasionally, but often looks specifically for tomatoes and berries if in season
- The most common pain points:
 - P1: "Usually there are only one or two people at stands but busy days can be overwhelming."
 - P1: Parking for roadside stands can be annoying, signage can be difficult
 - P2: Wants to avoid crowds because of the pandemic
 - P3: Markets in the city are more rare, so they get very crowded

Findings

- Participants mentioned visiting farmer's markets more often than lone farm stands
- Participants all mentioned shopping for a mix of produce and more specific/signature goods (ex: coconut almond cake, hot apple cider)
- All participants usually find stands they like by chance
 - **P1** and **P2**: Driving around, will stop if something looks interesting
 - **P2** is a regular at certain stands after going for many years
 - **P3**: Looking for stands selling certain ingredients or goods

Conclusions

- Participants mentioned visiting farmer's markets more often than lone farm stands
 - Original idea was focused on just roadside stands, need to add more for markets
 - Can add a feature where individual stands mark which markets they will be at, and get notified when a local market is coming up
- Rating system would be helpful for products a stand offers, so people looking for a specific item can search by ratings too
- Could add a feature that specifies parking for the roadside stands

	Name: Cindy Jacob
Demographic Information	<ul style="list-style-type: none"> Female, 56 Married with 2 college-aged kids MBA, degree in Library Science Former shipping director for a large company
Occupation	<p>Librarian</p> <ul style="list-style-type: none"> Designs classes teaching technology for kids Long hours, sometimes stressful Work divided between in-office and home Hard worker
Goals and Tasks	<ul style="list-style-type: none"> Supporting the community by buying locally <ul style="list-style-type: none"> Buy produce based on freshness, season Does not mind paying a bit more to support farmers Recommends her favorite stands to friends and family Teaching next generation of STEM professionals Staying in touch with her kids
Interests	<ul style="list-style-type: none"> Loves the outdoors Fresh produce enthusiast <ul style="list-style-type: none"> Doesn't expect fresh veggies to look "perfect", looks for freshness and quantity Prefers free-range animal products <ul style="list-style-type: none"> Will pay more to know that animals are living well Likes buying eggs from neighbors with free-range hens Loves to garden
Environment	<ul style="list-style-type: none"> Lives in a rural area Works in a small town Farmland nearby

- Revised Persona
- Added details and information based on Participant 2

	Name: Mia Washington
Demographic Information	<ul style="list-style-type: none"> Female, 21
Occupation	<ul style="list-style-type: none"> Arts student Part-time job at a design company Designed, screen-printed, and sold T-shirts with original designs
Goals and Tasks	<ul style="list-style-type: none"> Complete degree at school Get work experience Have fun with friends <ul style="list-style-type: none"> Likes to browse farmer's markets for fun, especially when visiting other college friends Usually doesn't know what she'll buy beforehand, but always picks out something she likes Doesn't mind paying a bit more Balance schedule and manage stress
Interests	<ul style="list-style-type: none"> Supporting local businesses <ul style="list-style-type: none"> "It's fresh, it's here, it's the farmer's" Likes to try new fruits and vegetables based on what looks tasty Looks for local markets on Facebook, or just drives around and sees stands Recently picked up some eucalyptus plants to grow for fun Interested in learning new hobbies - crocheting most recently Interested in improving health Likes playing video games Papermaking Loves cats
Environment	Rents a house with several roommates near campus

- Revised Persona
- Added details and information based on Participant 1

	Natalia Fabiola
Demographic Information	Female, 22
Occupation	<ul style="list-style-type: none"> College student studying music industry
Goals and Tasks	<ul style="list-style-type: none"> Complete degree Keep up healthy habits Manage stress
Interests	<ul style="list-style-type: none"> Mixology hobby Dog lover Interested in improving health Experienced cook, loves finding healthy ingredients to create new recipes <ul style="list-style-type: none"> Browses local markets sometimes with friends Loves to buy baked goods (baguettes, coconut almond cake) Prefers produce from local farms - Looks for tomatoes, berries specifically "taste way better" Prefers foods without pesticides, organic When going by herself, she knows what she wants beforehand Doesn't like crowded markets, goes when there are fewer people Buy's produce from a farmer nearby when visiting her parents
Environment	Lives in an apartment close to school with a roommate, visits childhood home in a rural area occasionally

- Revised Persona
- Added details and information based on Participant 3

Week 05

- Competitive Usability Evaluation (Benchmarks)
- Roles and Goals
- Primary Workflows Worksheet
- 2 Storyboards

Roles & Goals: Your project

Roles & Goals is a matrix to document the users who comprise your target audience (Role), what they want to do (Task) and why they want to do it (Goal). Based on your personas and interviews, think about your target audience and the variety of roles they can assume when interacting with your project.

Process

1. **Role:** Based on your personas and interviews, produce *at least* 10 user roles who would use your project. Come up with a descriptive name that describes the people engaged in that role and write it down in the "As a <Role>" column. Here are some high-level roles that may be applicable:
 - a. **Novice or first-time user:** At some point, everyone is a first-time user. How might you welcome/orient new users to your site?
 - b. **Consumer:** What types of information do people want to consume on your site—text, videos, music, images, etc.?
 - c. **Contributor:** Can people add comments, ratings or other content to your site?
 - d. **Finder:** How do people find what they are looking for on your site: searching? Browsing?
2. **Task and Goal:** For each Role, add the Task and Goal in the corresponding columns.
3. **Priority:** When you're finished filling out the table, prioritize your list of roles; the High-rated roles are the focus of your project.

Roles & Goals

Roles & Goals for [your project]

As a <Role>	I want to <Task>	So I can <Goal>	Priority
Brief description (1-3 words) of user role.	What task or activity does the user want to do?	Why does the user want to do this? What is their goal or motivation?	Low, Medium, High
College Student	Go to a farmer's market	Buy fun things, spend time with friends	Medium
Parent	Pick up fresh produce	Make healthy snacks for the kids	High
Local Farmer	Clearly advertise my farmstand	Draw in customers who want what I have	High
Beekeeper (Hobby)	Sell artisan honey	Have a side income, keep up my hobby	Medium
Small/Local Business supporter	Get interesting and unique goods from small businesses	Support the people in my community	High
Eco-friendly shopper	Shop sustainably and locally	Have fresh, healthy food and support local farms	High
Tourist	Buy and sample products the area is known for	Try new things, have cool gifts for friends	Medium
Bargain hunter	Get the best quality goods for the lowest price	Get the best deal	Low
Bored commuter	Stop somewhere new, maybe buy something nice	Make the day more interesting, have a gift for the family	High
Animal lover	get products from farms that treat them well	Feel good about what I consume	High
College Student	Pick up some fresh flowers	Get inexpensive but sweet gift for a s.o./friend	High
COVID-careful person	Get food from outdoor market	Steer clear of crowds, germs!!!!	Medium

Primary workflows worksheet

A workflow is a repeatable sequence of steps to complete a task. A primary workflow is unique to your project and highlights the main features or ideas of your site. For example, logging in to your website is a generic workflow and not a primary workflow. You will need to show 3 primary workflows for your project. The chart below will help you outline those workflows.

Process

1. From your project's **Roles & Goals** table, select a high priority role.
2. In the **Workflow** row, type in the Role, Task and Goal.
3. Write down the **Steps for Workflow 1**.
4. Review each step by thinking about the following questions:
 - a. What does the user know?
 - b. What does the user see on the screen?
 - c. What does the user do?
5. For the final step, how does the user know they have successfully completed the workflow?
6. You are not limited to 5 steps; add additional rows as needed.
7. Repeat the process until you've documented all 3 primary workflows.

Primary
Workflows-
first page

Workflow 1 As a small business supporter, I want to find local farm stands and farmer's markets so I can support my community and get unique products

Step 1	Open application to the home screen, begin process of finding a stand
2	Input basic information (location, price, ratings, etc) -> directed to search
3	Browse event schedule to find local farmer's markets
4	Stands display inventory and features
5	Choose best day and time to visit
6	Get directions to location
7	Pick up goods
8	Review stand(s) based on experience

As a Eco-friendly shopper, I want to shop sustainably and locally so I can have fresh, healthy food and support local farms

Workflow 2

- | | |
|--------|---|
| Step 1 | Open application to the home screen, begin process of finding a stand |
| 2 | Input basic information (location, price, ratings, etc) -> directed to search |
| 3 | Browse seasonal produce |
| 4 | Stands display inventory and features |
| 5 | Choose best fit |
| | Get directions to location |
| | Pick up goods |
| | Review stand based on experience |

Primary
Workflows-
second page

Workflow 3 As a Local farmer, I want to promote my farm stand so I can sell my goods

- | | |
|--------|---|
| Step 1 | Open application to the home screen |
| 2 | Create a page for the farm stand |
| 3 | Enter in products, price, hours, and location |
| 4 | Add a description |
| 5 | Post to the site |

Design Case #1:

Caleb lives in a small town near his college, and he wants to get a nice gift for his girlfriend since their anniversary is coming up. He knows he wants to get her flowers, but he'd also like to pick up something else unique from a small business nearby. He opens up FarmFinder and searches for farm stands or markets nearby selling flowers. When he gets to the stand he chooses, he picks out a bouquet, and sees that the vendor is also selling small bottles of honey. He knows his girlfriend loves tea, so he picks up a bottle for her to try with it. She loves the thoughtful gifts.

Storyboard
Scenarios

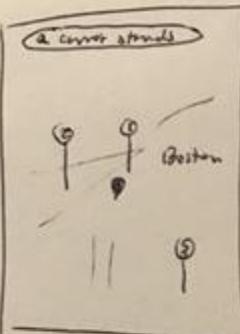
Design Case #2:

Maria lives in a rural area, and she has a vegetable garden where she grows fresh food for her family. She always has extra produce and doesn't want it to go to waste. Since she lives in an area with very few passerbys, not many people see her signs advertising the small farm stand she stocks seasonally, even though there is a city not too far away. In order to attract customers to her stand, Maria uses FarmFinder to upload information about her farm stand and a catalog of the produce she is selling. Now, people nearby interested in fresh, local produce come by the stand and pick up what they'd like from her inventory. She is able to have some side income from the farm stand, which she uses to save up for some fun family trips.

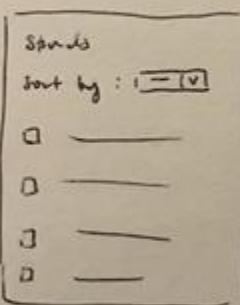
Week 06

- **UI Brain Drawings**
- **Elevator Pitch**
- **Site Map**
- **Wireframes**

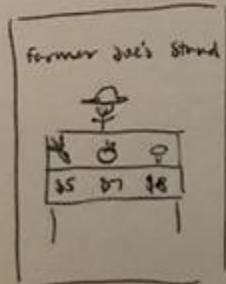
Project Dani



- Yelp - can search for stands nearby + they show up on map
- feature that gives user similar stands nearby



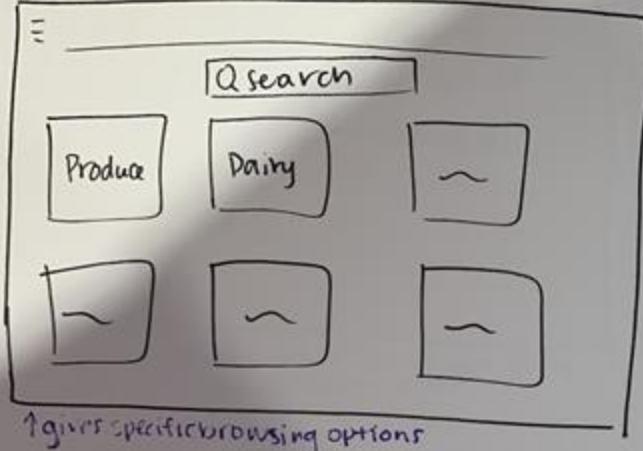
- sort/ group stands by product type / product / price etc.



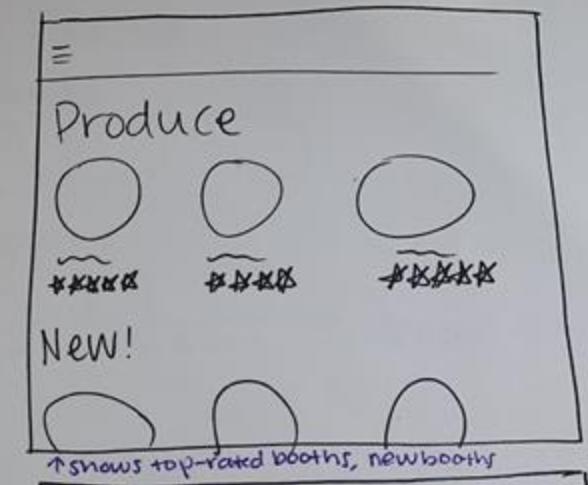
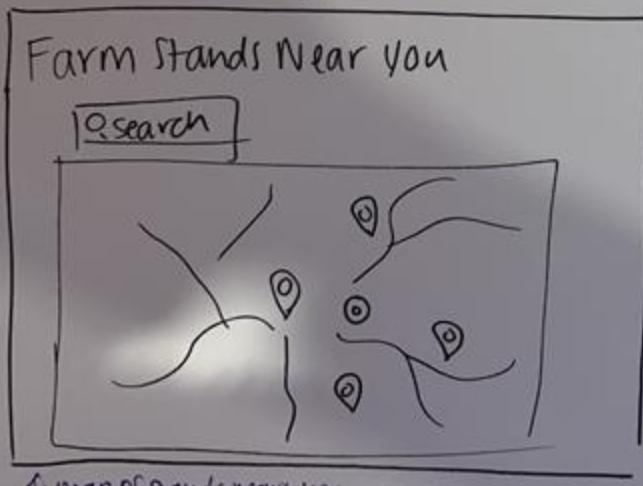
- virtual booths - owners can create digital booths of what they sell / prices to give user idea of what booths are like IRL

- Brain Drawing #1 - Amy

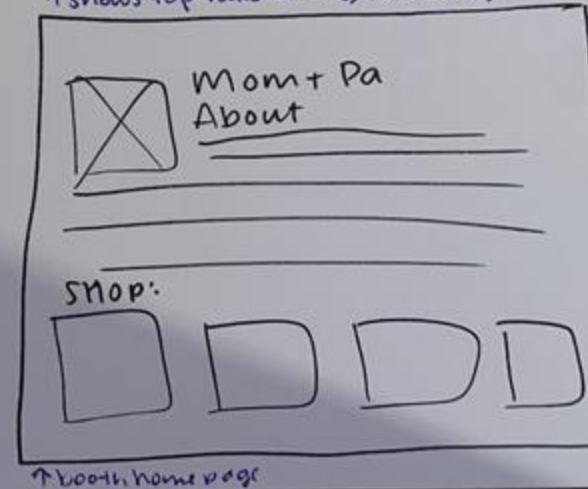
Dani



Etsy, Google Maps, Yelp



• Brain Drawing #2 - Alaine



Dani

CART

O — \$

O — \$

O — \$

Total: \$

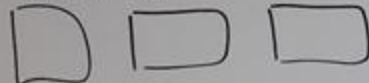
↑ checkout: either delivery separately or pickup
in one place, like Amazon locker

Delivery

- Separate \$
- Pickup \$

Profile

favorites

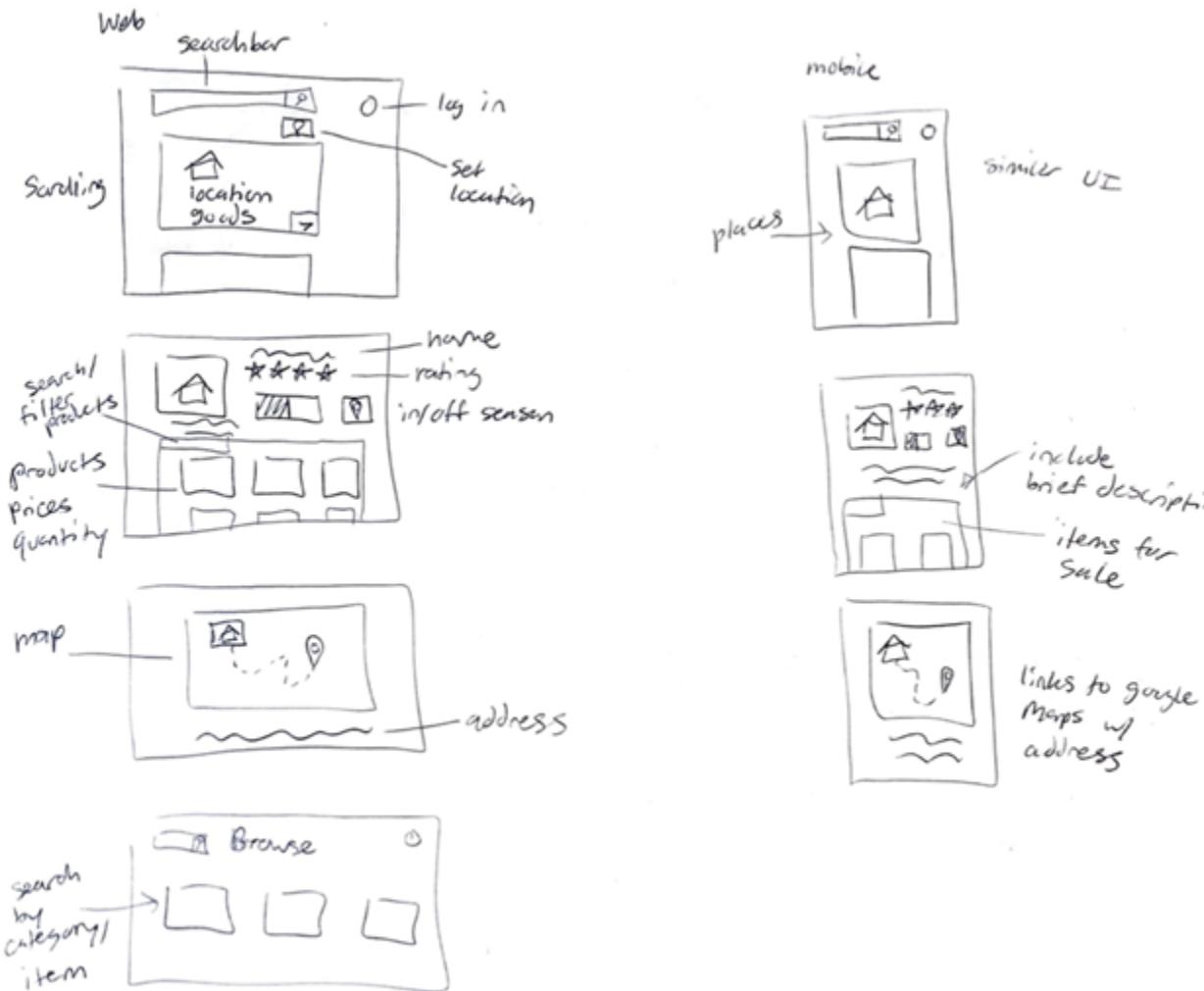


Suggested



Logged-in: show favorites + suggested booths

- Brain Drawing #2 - Alaine

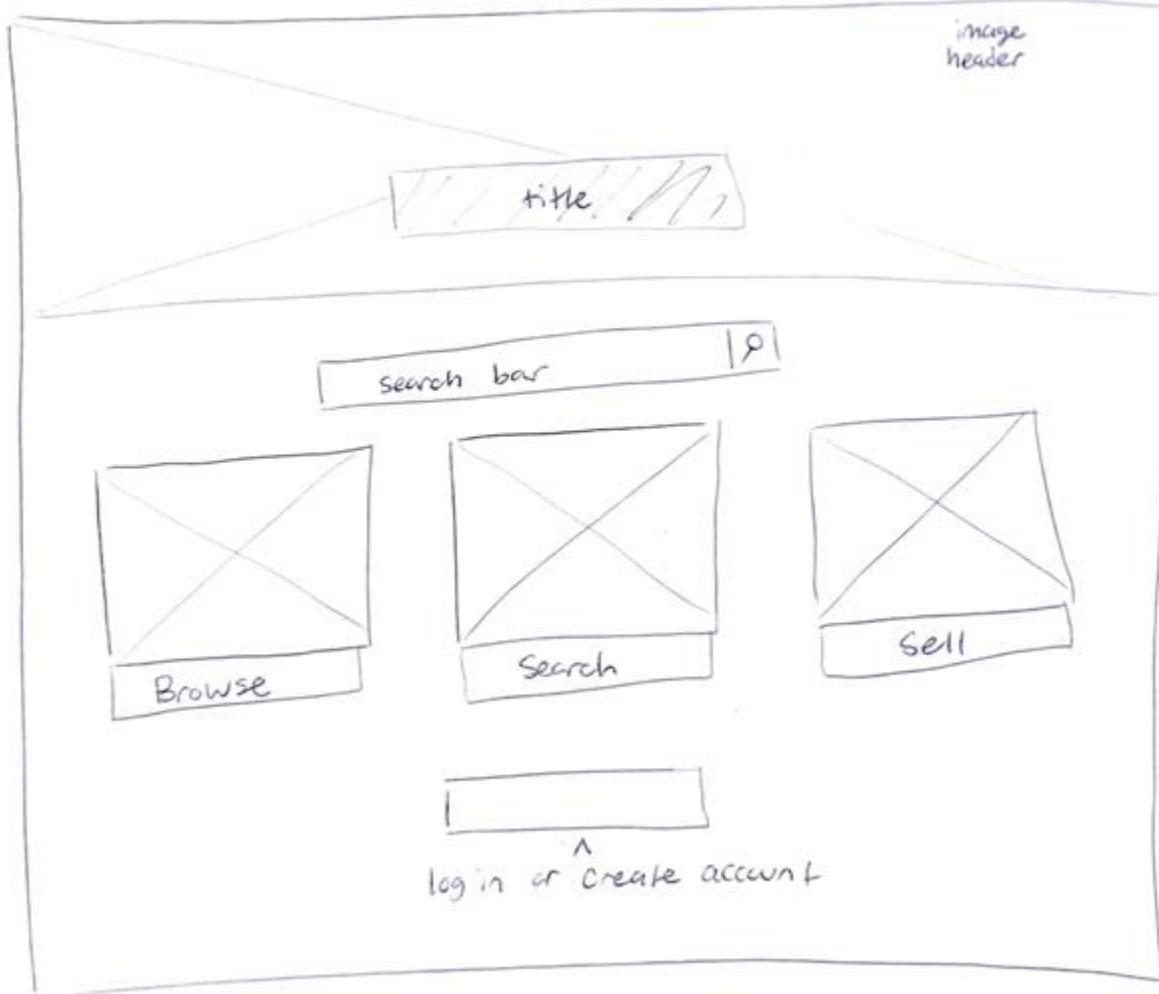


- Brain Drawing #4 - my own
- Came up with some concepts for a web and mobile design

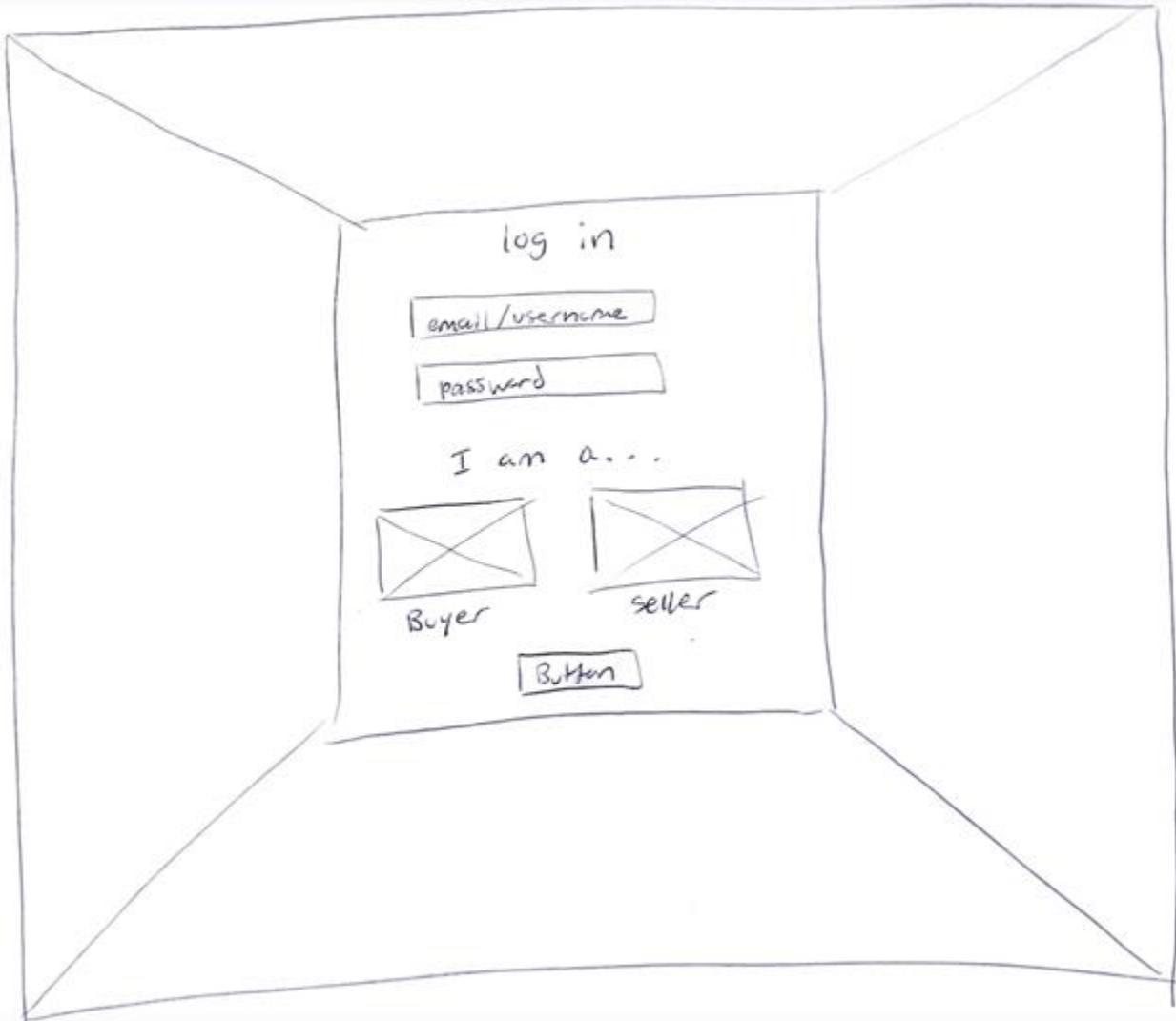
Elevator Pitch

For people interested in shopping at local/eco-friendly businesses who are looking to get fresh produce and other goods, FarmFinder is a resource that is tailored towards finding products from small, local businesses rather than large companies. Unlike Facebook Marketplace, FarmFinder has a UI designed to find in-season, locally available produce and other goods.

Home page (logged out)

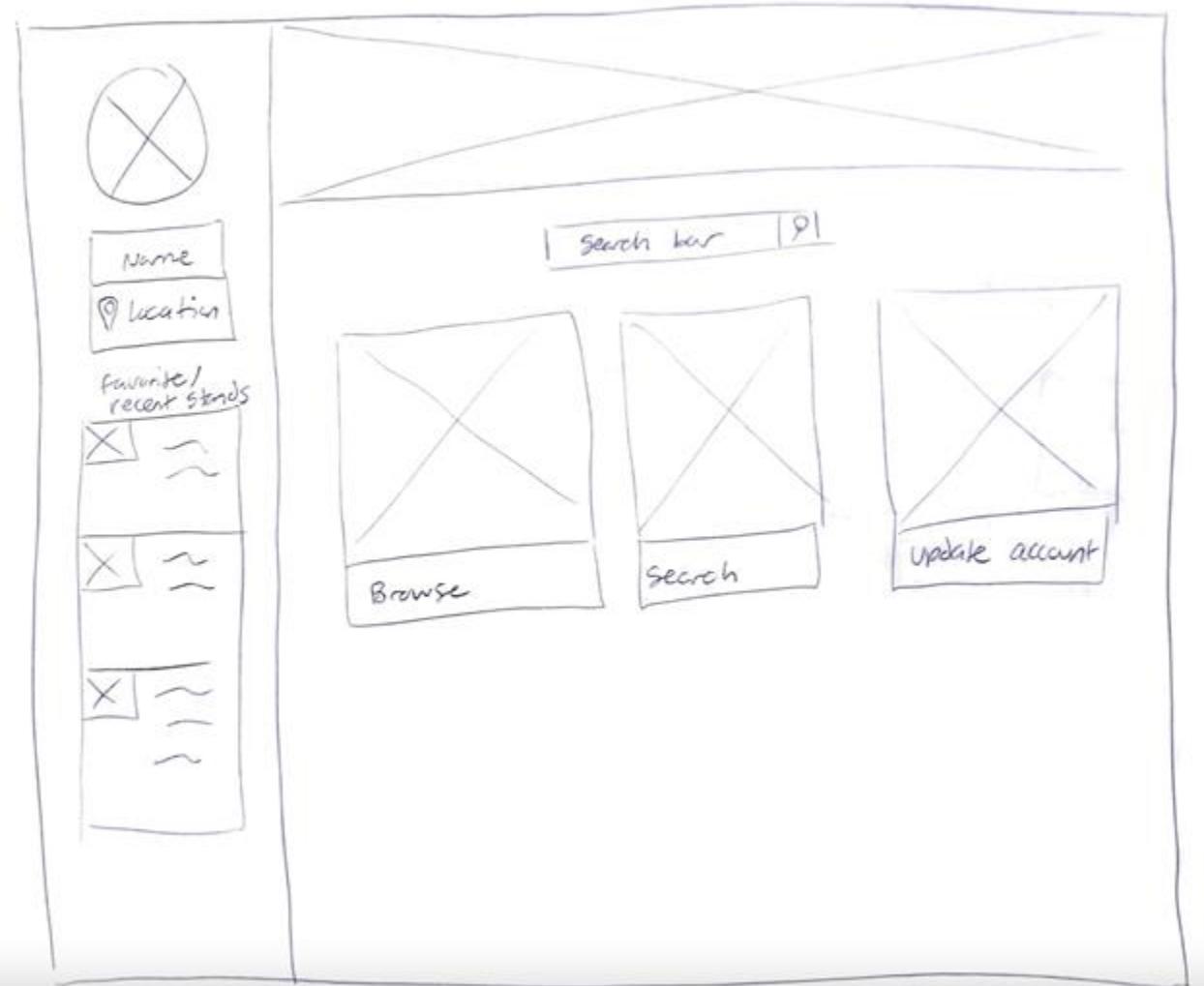


Wireframe
Page 1 - logged
out home page



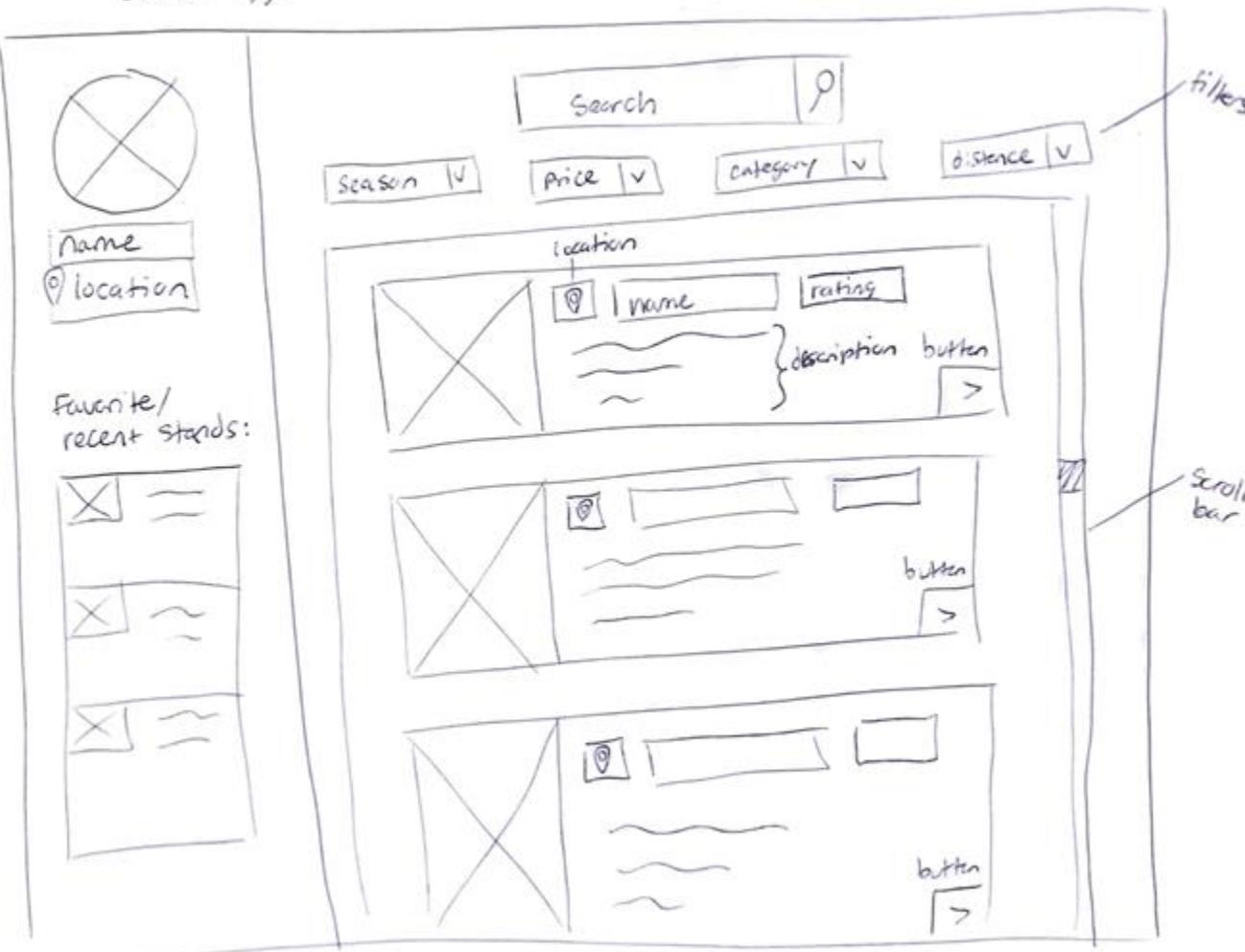
Wireframe
Page 2 - login
page

Customer logged in



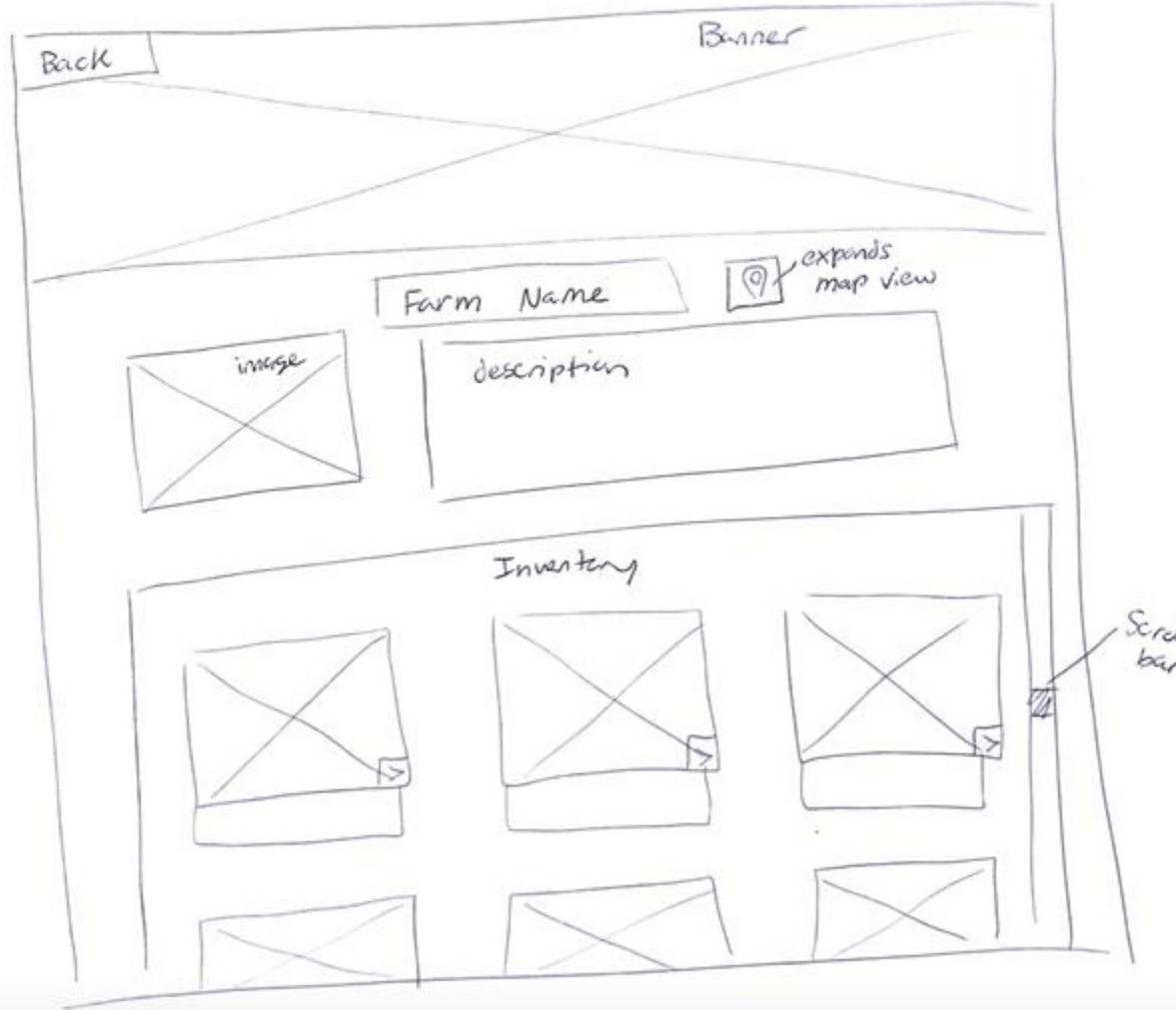
Wireframe
Page 3 - logged in
customer homepage

Search - logged in



Wireframe
Page 4 - logged in
customer search
page

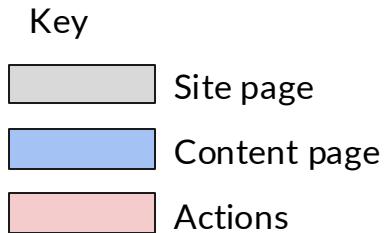
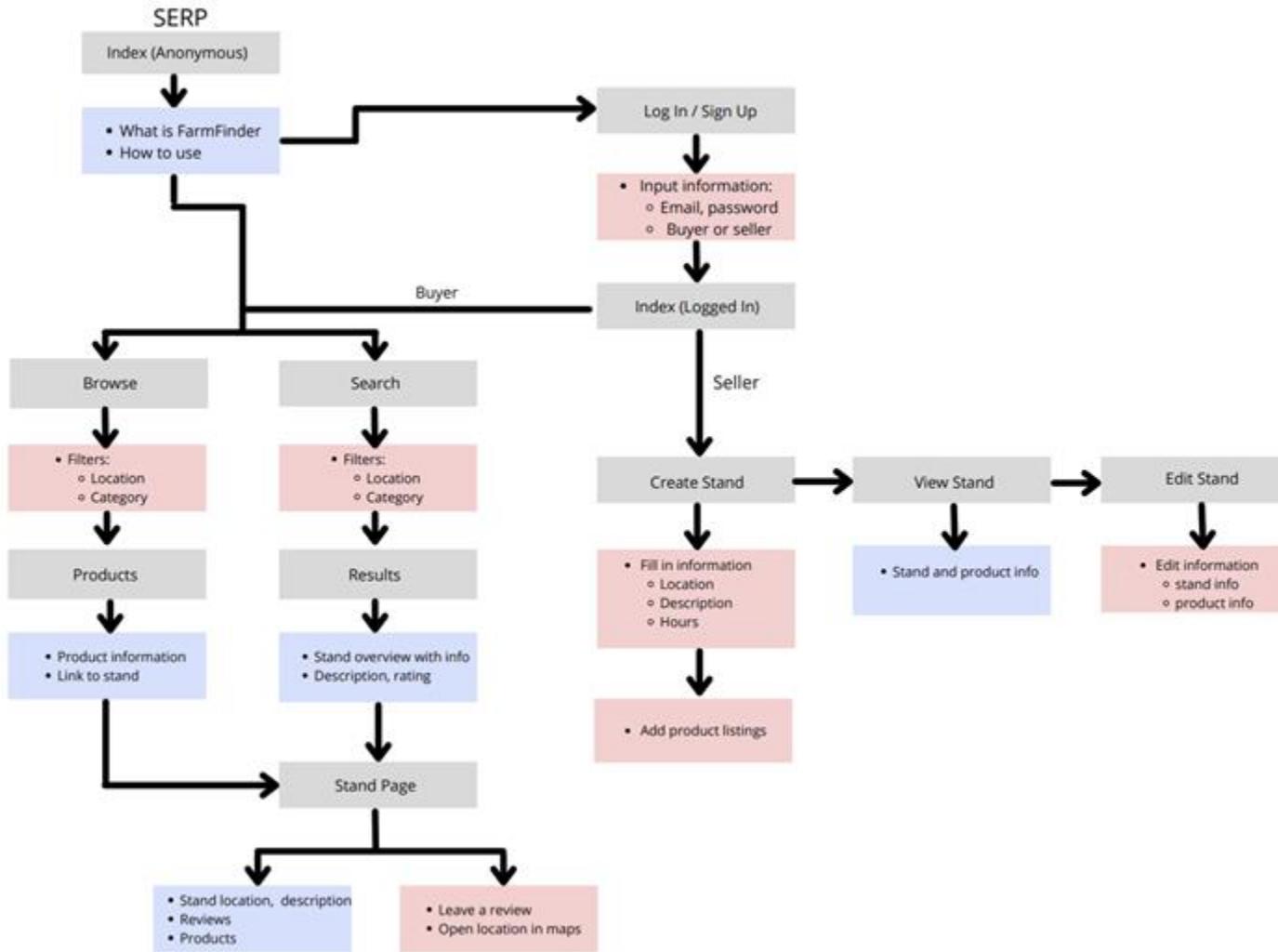
Farm stand page



Wireframe
Page 5 - selected farm
stand display page

Week 07

- **Sitemap (digital)**
- **Clickable wireframes for 2 desktop workflows**



Clickable Wireframe - Desktop

Workflow 1: Buyer creates an account, searches for goods near them

A Web Page



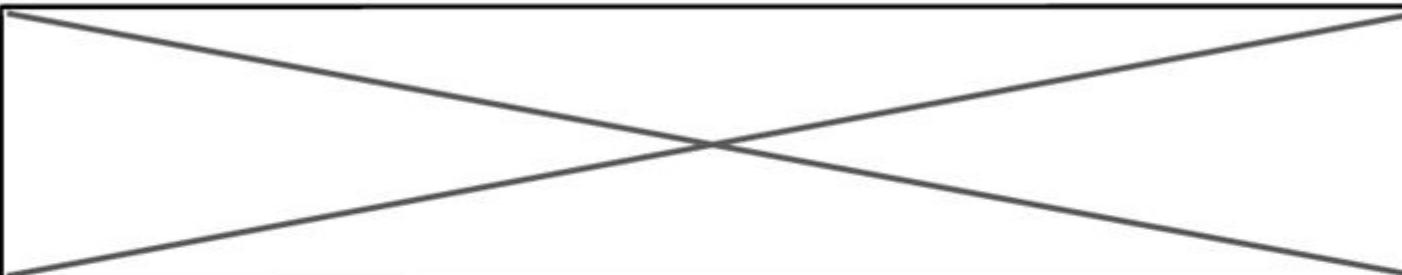
https://



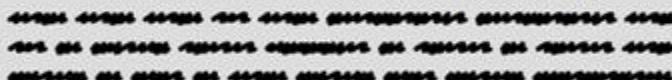
Home

Search

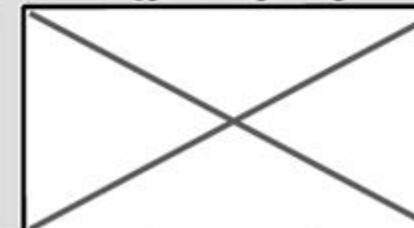
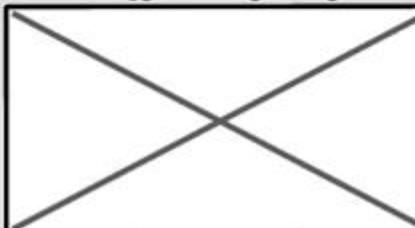
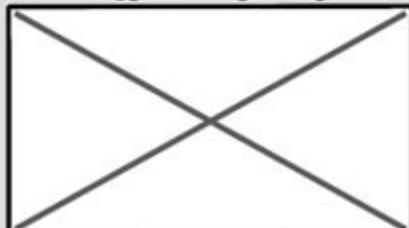
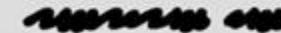
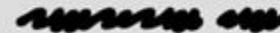
Browse



Welcome to FarmFinder!



Get Started





https://



[Log In](#) [Sign Up](#)

Enter Email:

Enter Password:

I am a...

[Buyer](#) [Seller](#)

[Next >](#)

A Web Page



https://



Log In Sign Up

Enter Email:

Enter Password:

I am a...

Buyer Seller

Next >

A Web Page



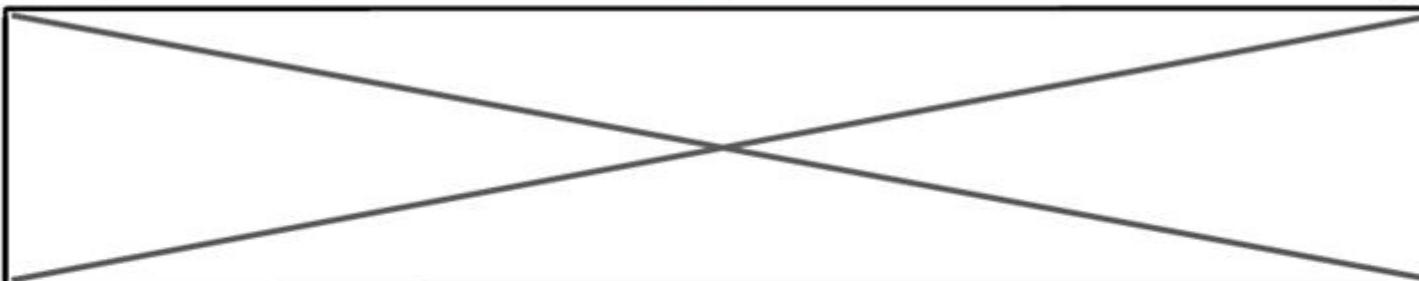
https://



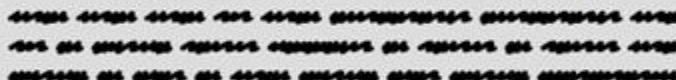
Home

Search

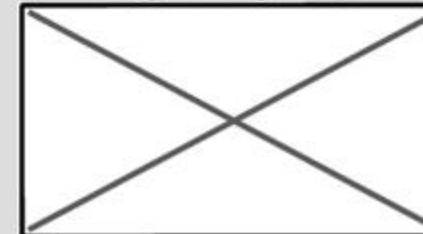
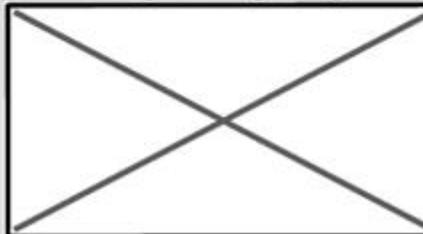
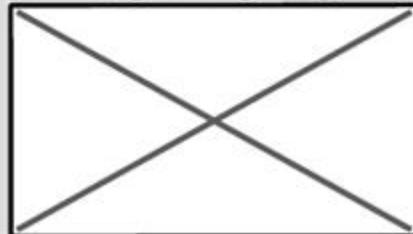
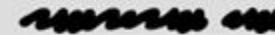
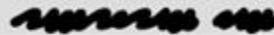
Browse



Welcome to FarmFinder!



Get Started



A Web Page



https://



Home

Search

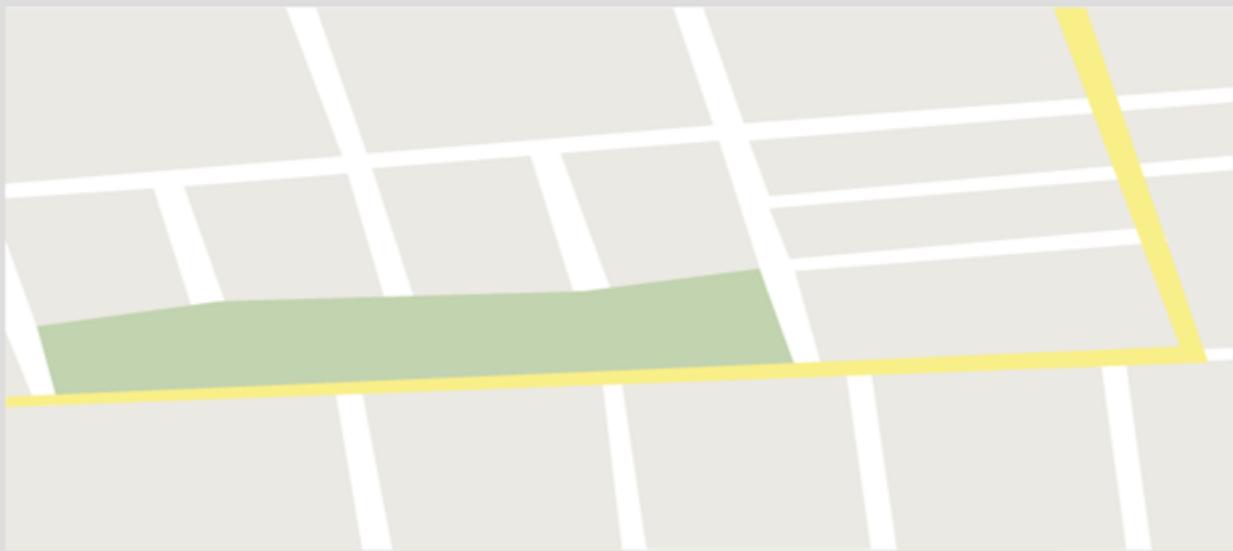
Browse



To get started, input your zip code



Next >





https://



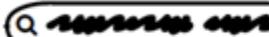
Home

Search

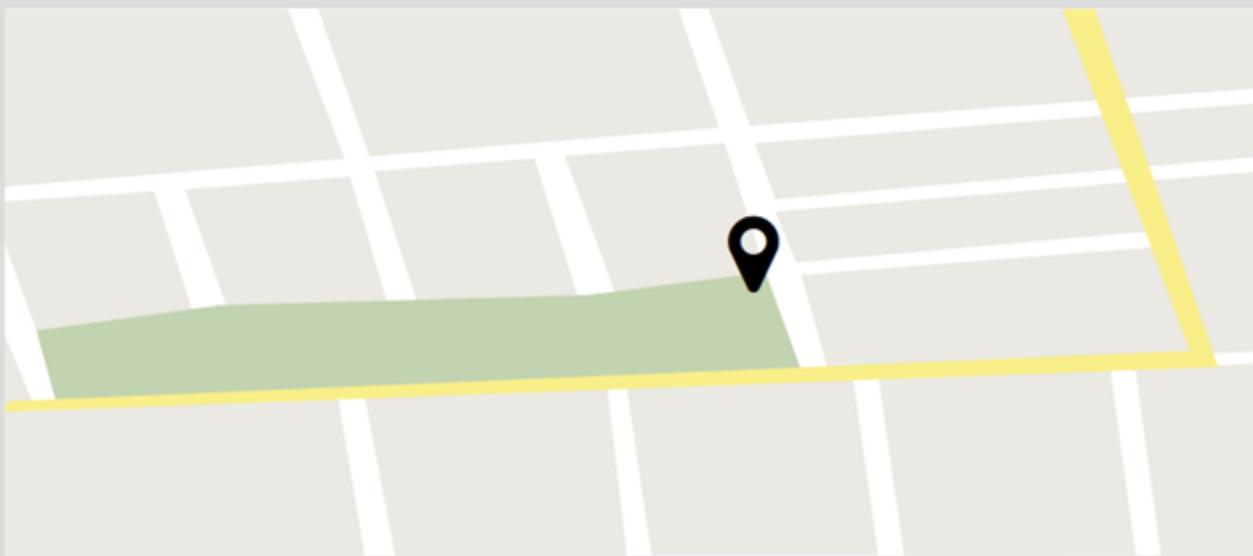
Browse



To get started, input your zip code



Next >





https://



Home

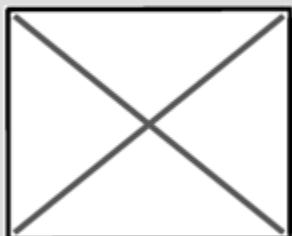
Search

Browse



Search By:

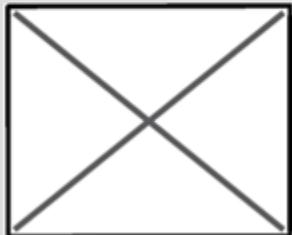
Stand



Farm Stand #1

[Distance](#) [Price](#) [In Season](#)

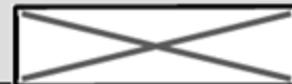
.....
.....
.....

[More >](#)

Farm Stand #2

[Distance](#) [Price](#) [In Season](#)

.....
.....
.....

[More >](#)

Farm Stand #3

[Distance](#) [Price](#) [In Season](#)

This image shows a hand-drawn wireframe of a web page interface. At the top, there's a header bar with navigation icons (back, forward, search, etc.) and a URL field containing "https://". Below the header is a menu bar with "Home", "Search" (which is highlighted in blue), and "Browse" buttons, along with a plus sign icon. The main content area features three cards, each representing a "Farm Stand". Each card has a thumbnail image on the left (marked with a large 'X') and a title on the right. To the right of each title is a filter bar with "Distance", "Price", and "In Season" buttons. Below the filter bar is a list of items represented by small icons, followed by a "More >" link. A vertical scroll bar is visible on the right side of the content area.

Farm Stand #1

Distance Price In Season

.....
.....
.....

More >

Farm Stand #2

Distance Price In Season

.....
.....
.....

More >

Farm Stand #3

Distance Price In Season



https://



Home

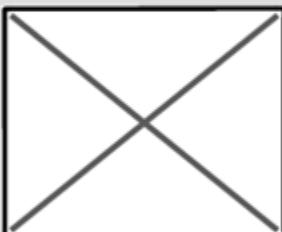
Search

Browse



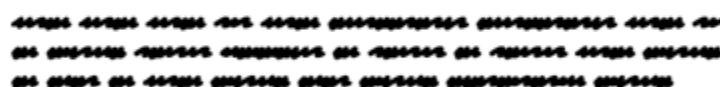
Search By:

Product

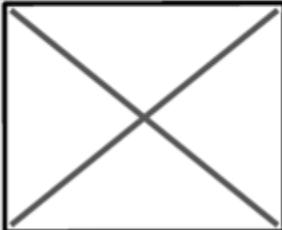


Farm Stand #1

Distance Price In Season

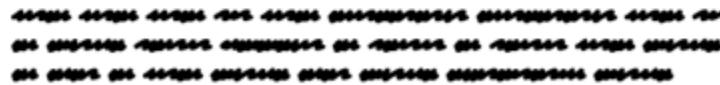


More >



Farm Stand #2

Distance Price In Season



More >



Farm Stand #3

Distance Price In Season



A Web Page



https://



Home

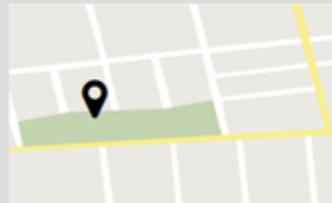
Search

Browse



< Back

Farm Stand #1

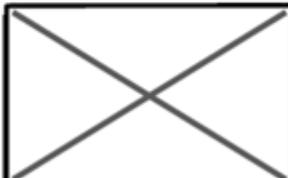


...



search

- Item One
- Item Two
- Item Three



Clickable Wireframe - Desktop

Workflow 2: Seller creates an account, sets up their stand

A Web Page



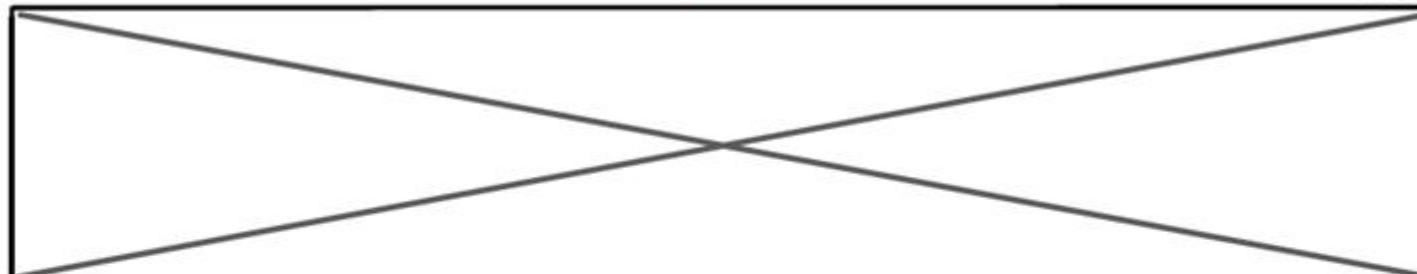
https://



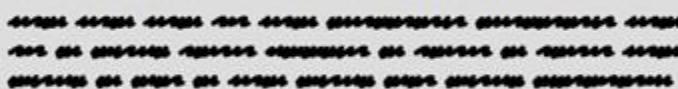
Home

Search

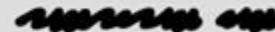
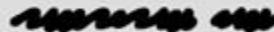
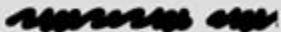
Browse



Welcome to FarmFinder!



Get Started



A Web Page



https://



Log In Sign Up

Enter Email:

Enter Password:

I am a...

Buyer

Seller

Next >

A Web Page



https://



Log In Sign Up

Enter Email:

Enter Password:

I am a...

Buyer Seller

Next >



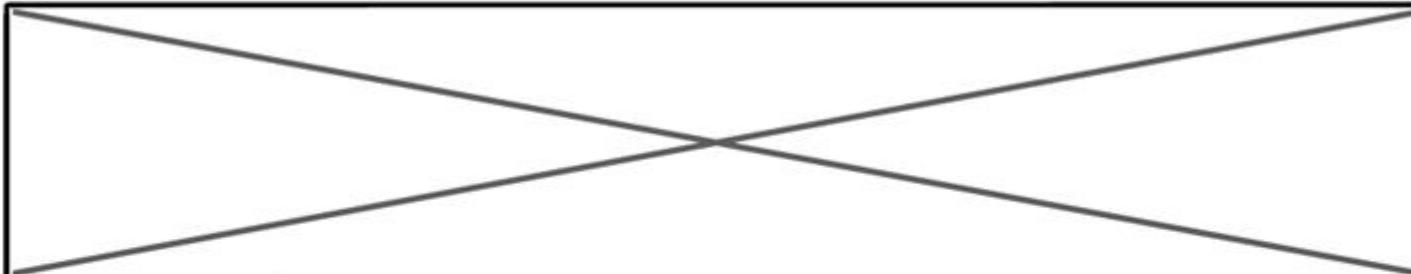
https://



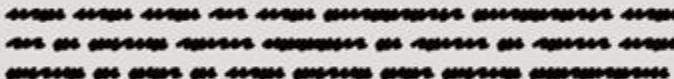
Home

My Stand

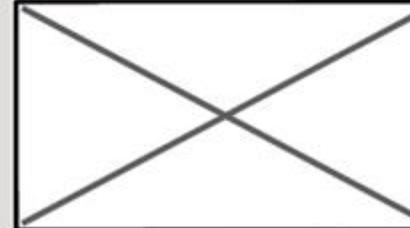
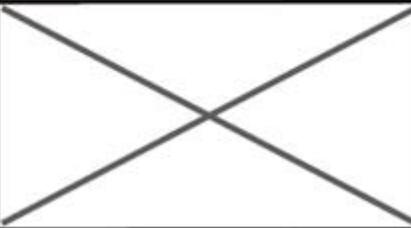
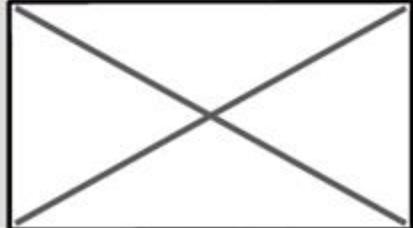
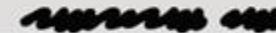
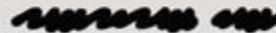
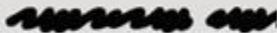
Edit Stand



Welcome to FarmFinder!



Get Started





https://



Home

My Stand

Edit Stand



Create Your Stand

Name:

Description:

Next >



https://



Home

My Stand

Edit Stand



Create Your Stand

Name:

Handwritten Name Placeholder

Description:

Handwritten Description Placeholder

Next >



https://



Home

My Stand

Edit Stand



Create Your Stand

Location:



Hours:

Spring Summer Fall Winter

Day	Open	Close
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Next >



https://



Home

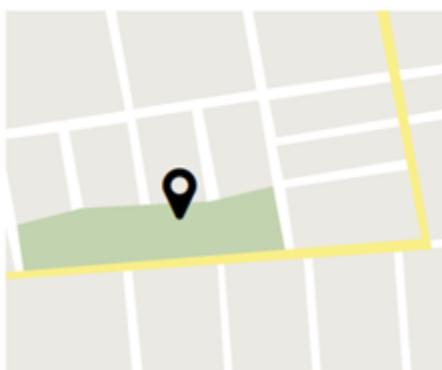
My Stand

Edit Stand



Create Your Stand

Location:



Hours:

Spring Summer Fall Winter

Day	Open	Close
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		

Next >



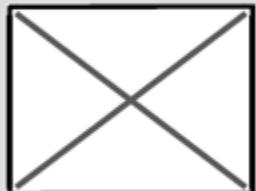
https://



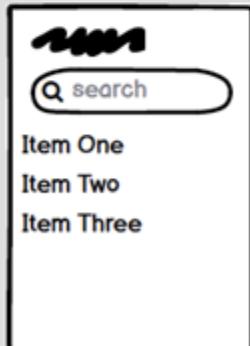
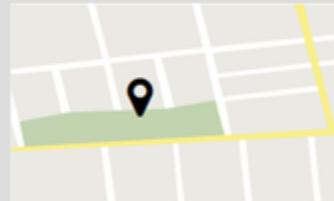
Home

My Stand

Edit Stand



.....
.....
.....



No Products Listed

Week 08

- Revised clickable wireframes for 2 desktop workflows
- Clickable wireframes for 2 mobile workflows
- Clickable wireframes for 1 desktop or mobile workflow
- Usability test plan
- Moderator script

Clickable Wireframe - Desktop (Revised)

Workflow 1: Buyer creates an account, searches for goods near them

A Web Page



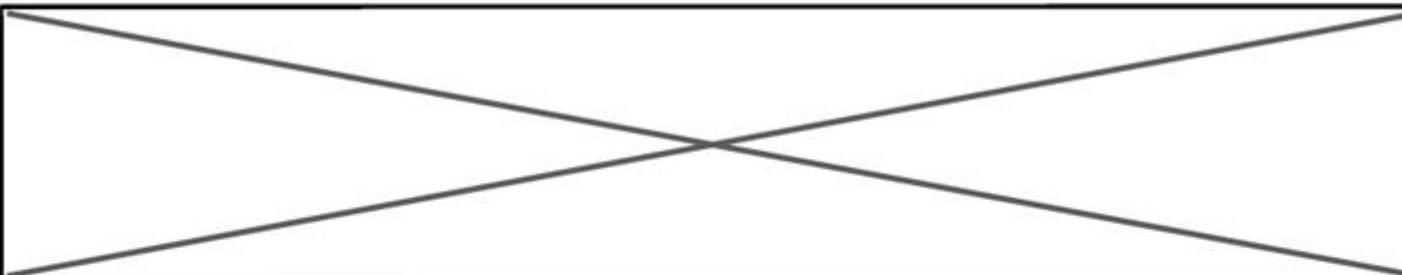
https://



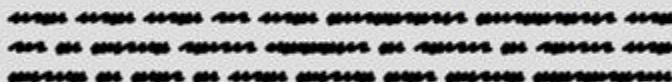
Home

Search

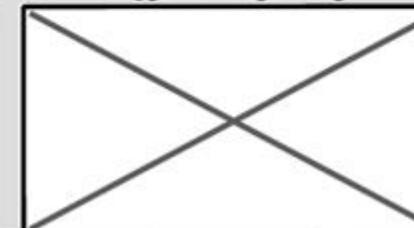
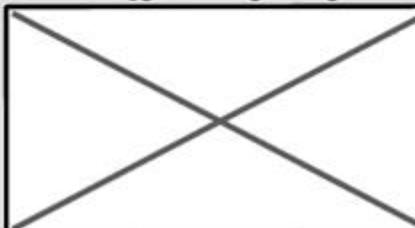
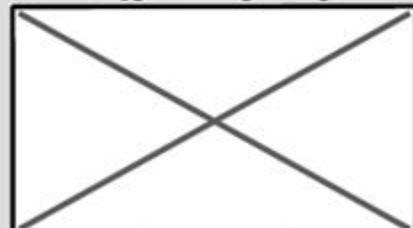
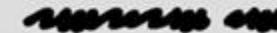
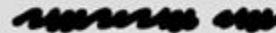
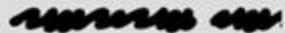
Browse



Welcome to FarmFinder!



Get Started





https://



[Log In](#) [Sign Up](#)

Enter Email:

Enter Password:

I am a...

[Buyer](#) [Seller](#)

[Next >](#)

A Web Page



https://



Log In Sign Up

Enter Email:

Enter Password:

I am a...

Buyer Seller

Next >

A Web Page



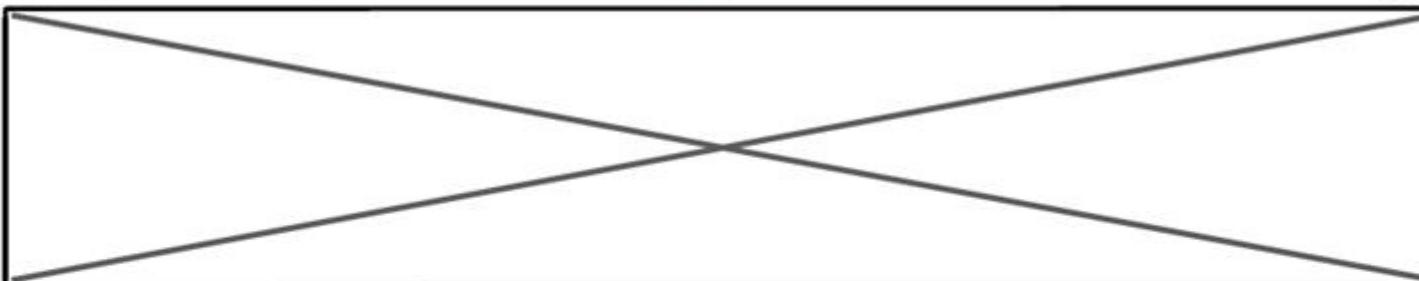
https://



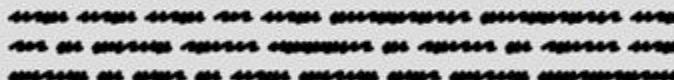
Home

Search

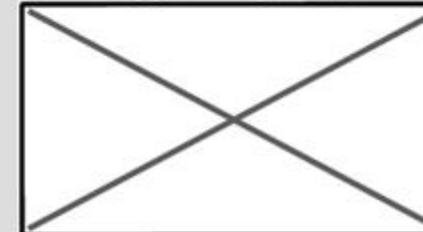
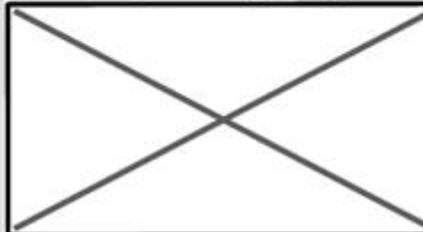
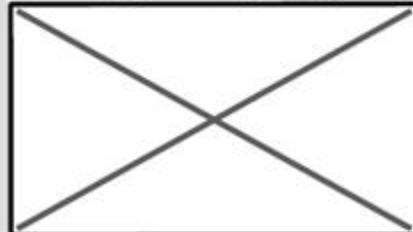
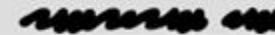
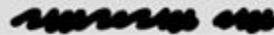
Browse



Welcome to FarmFinder!



Get Started



A Web Page



https://



Home

Search

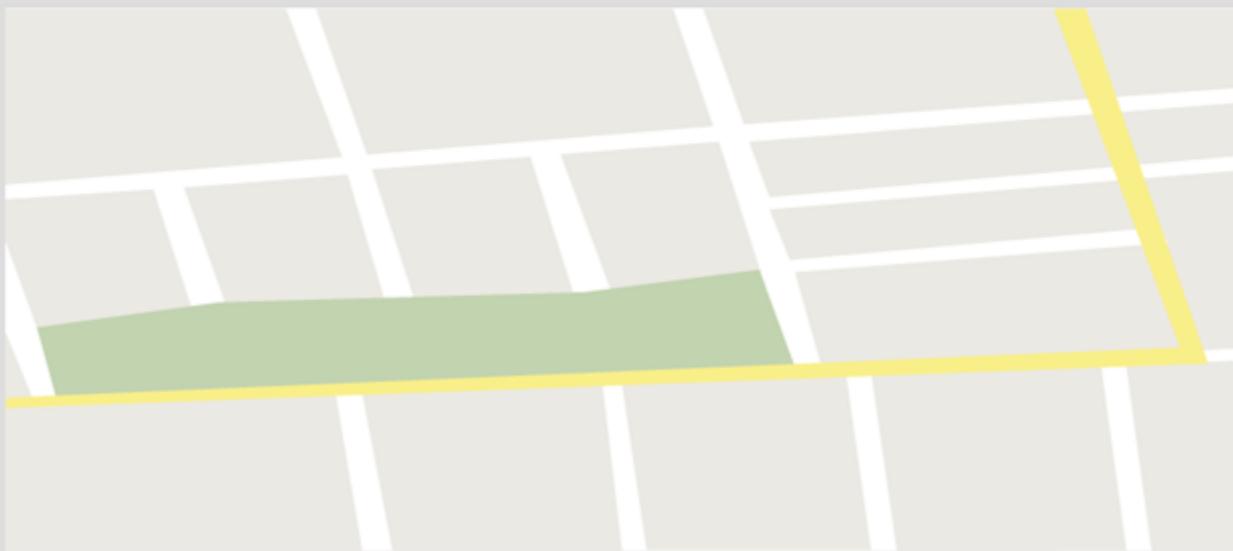
Browse



To get started, input your zip code



Next >





https://



Home

Search

Browse

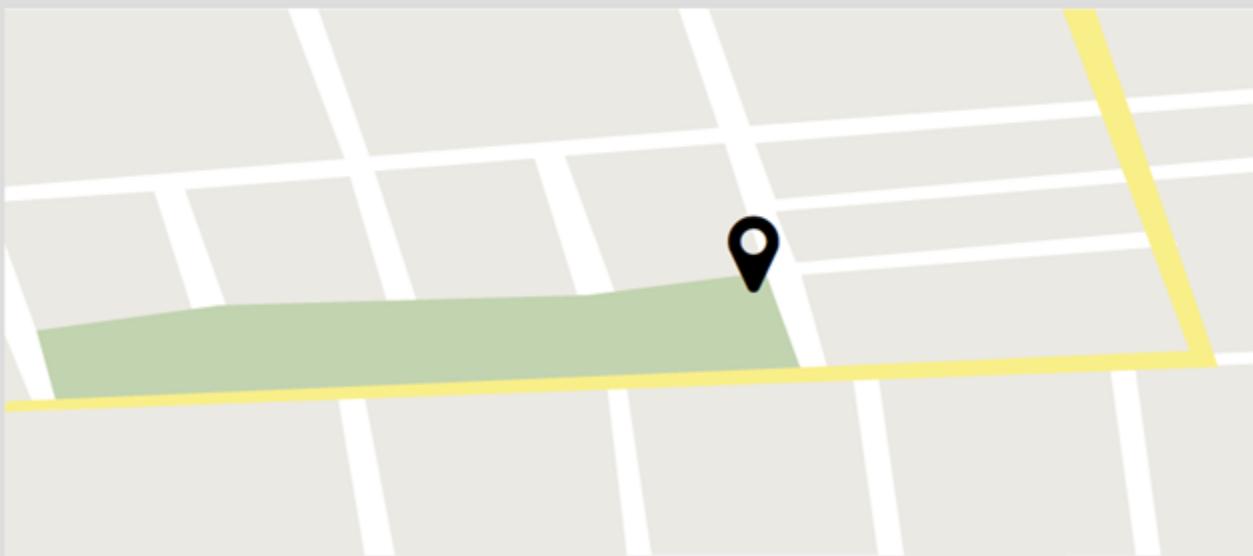


To get started, input your zip code



mmmm mmm

Next >





https://



Home

Search

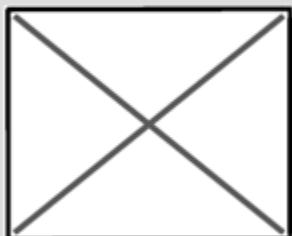
Browse



search

Search By:

Stand

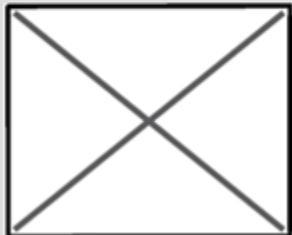


Farm Stand #1

Distance Price In Season

.....
.....
.....

More >



Farm Stand #2

Distance Price In Season

.....
.....
.....

More >



Farm Stand #3

Distance Price In Season





https://



Home

Search

Browse

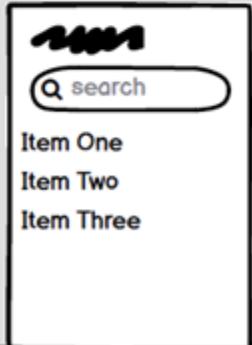
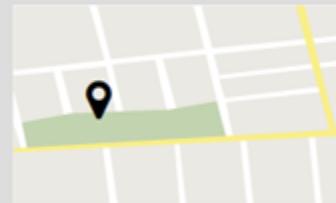


< Back

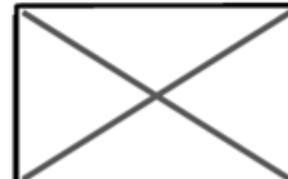
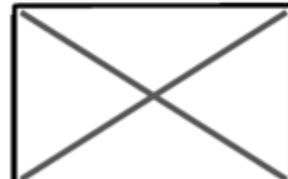
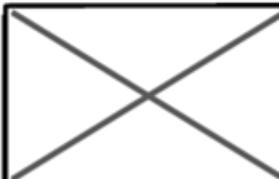


Farm Stand #1

.....
.....
.....



.....



Clickable Wireframe - Desktop (Revised)

Workflow 2: Seller creates an account, sets up their stand

A Web Page



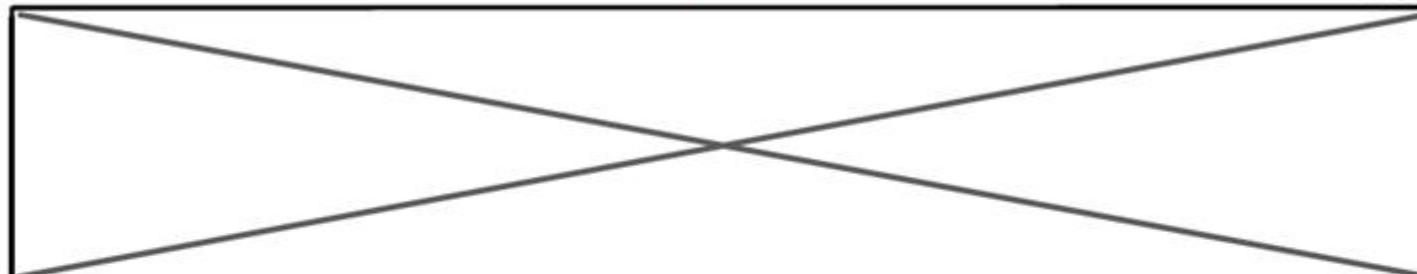
https://



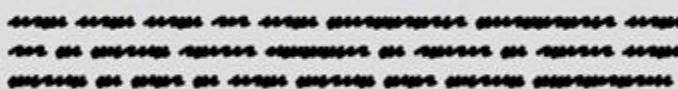
Home

Search

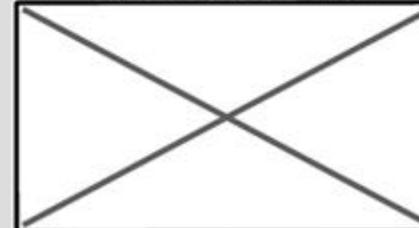
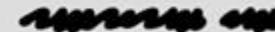
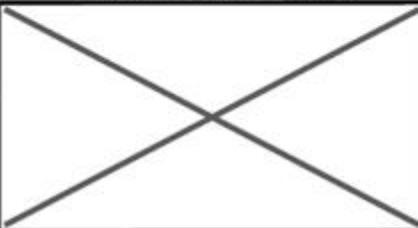
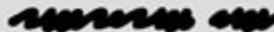
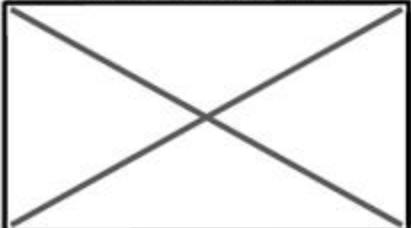
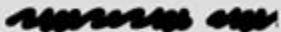
Browse



Welcome to FarmFinder!



Get Started



A Web Page



https://



Log In Sign Up

Enter Email:

Enter Password:

I am a...

Buyer

Seller

Next >

A Web Page



https://



Log In Sign Up

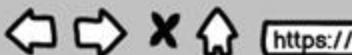
Enter Email:

Enter Password:

I am a...

Buyer Seller

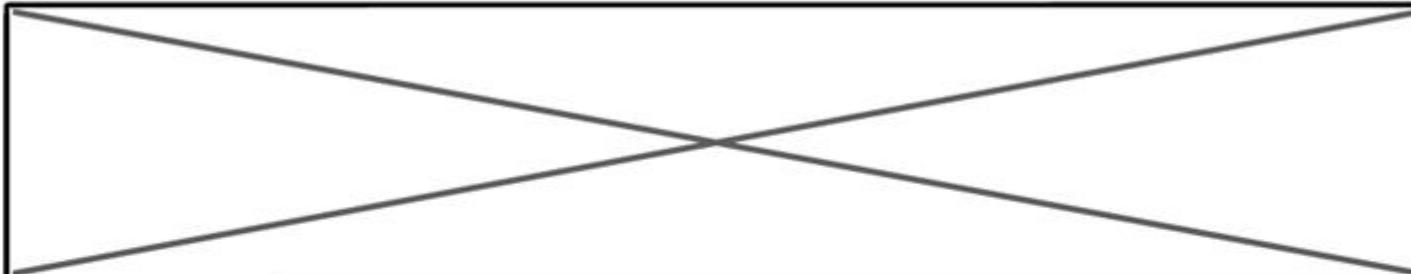
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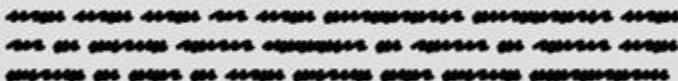
Home

My Stand

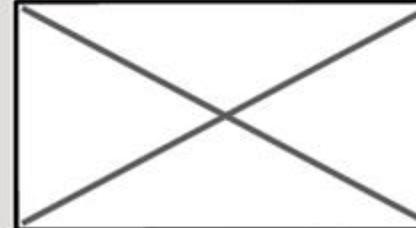
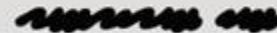
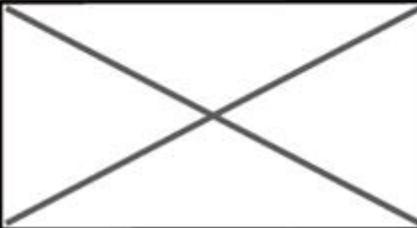
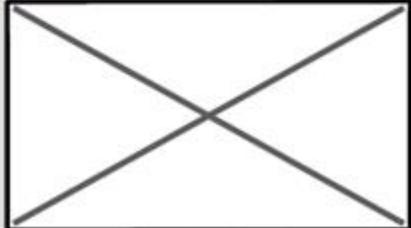
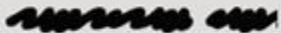
Edit Stand



Welcome to FarmFinder!



Get Started





https://



Home

My Stand

Edit Stand



Create Your Stand

Name:

Description:

Next >



https://



Home

My Stand

Edit Stand



Create Your Stand

Name:

Handwritten Name Placeholder

Description:

Handwritten Description Placeholder

Next >



https://



Home

My Stand

Edit Stand



Create Your Stand

Location:



Hours:

Spring Summer Fall Winter

Day	Open	Close
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Next >



https://



Home

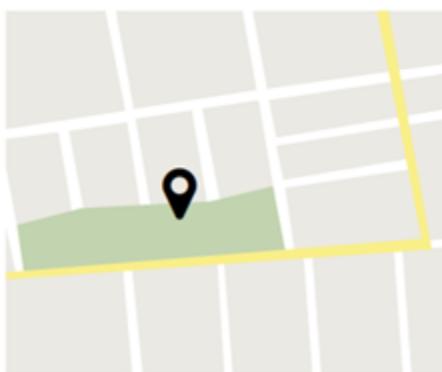
My Stand

Edit Stand



Create Your Stand

Location:



Hours:

Spring Summer Fall Winter

Day	Open	Close
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		

Next >



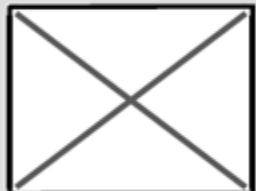
https://



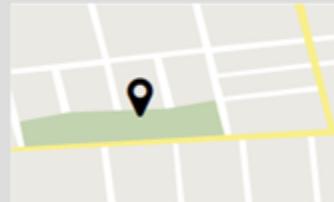
Home

My Stand

Edit Stand



.....
.....
.....



No Products Listed

A Web Page



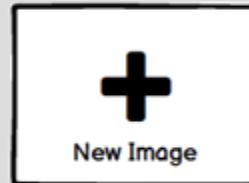
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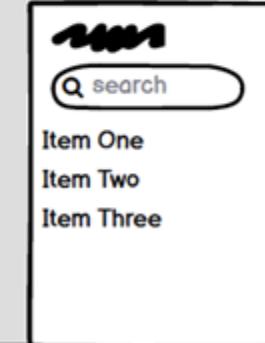
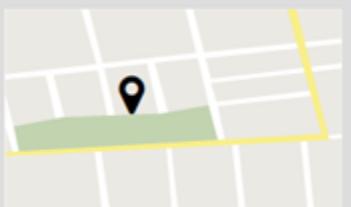
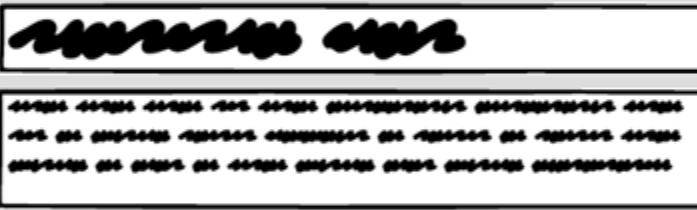
Home

My Stand

Edit Stand



New Image



Item One
Item Two
Item Three



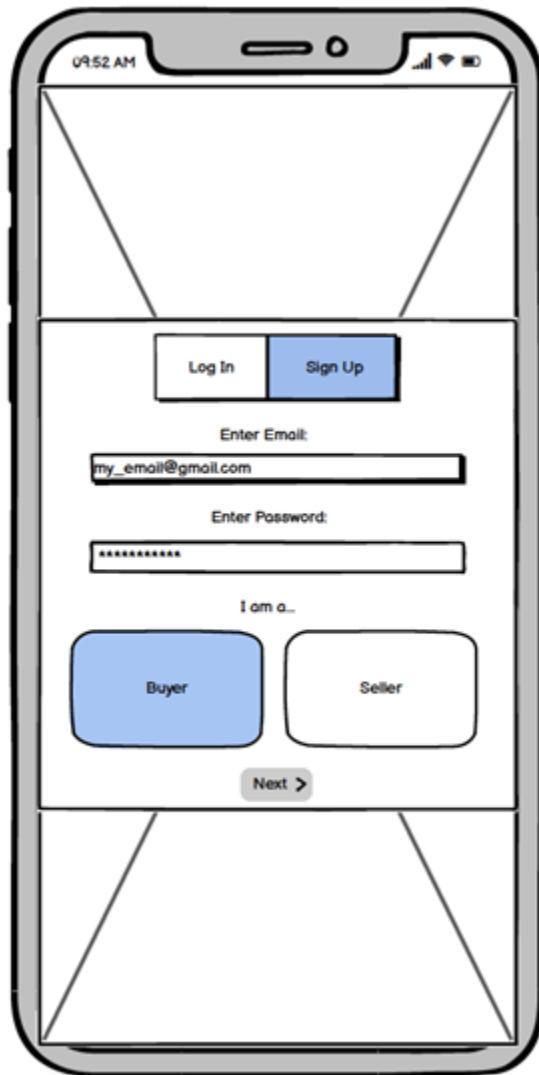
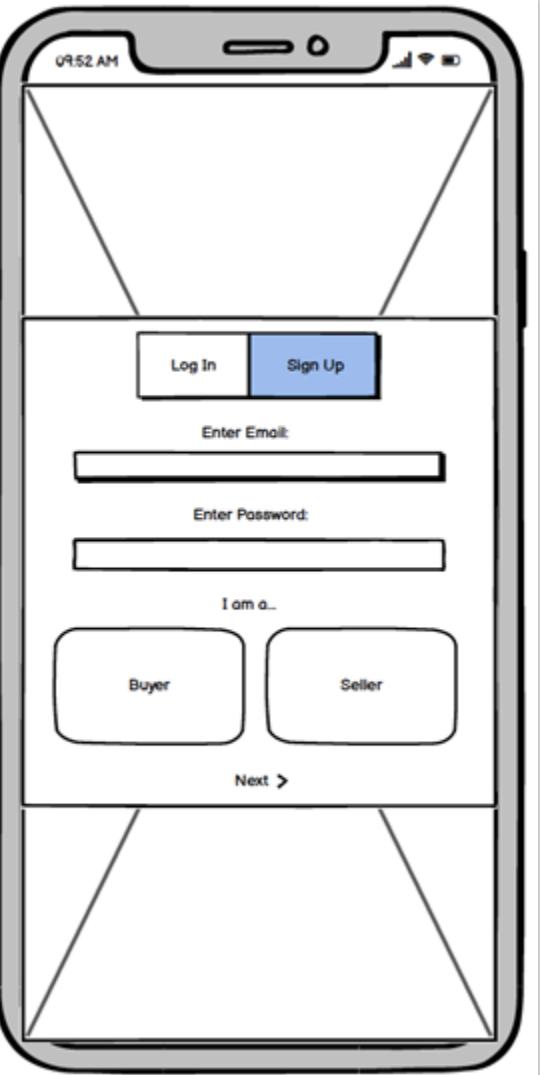
Add New Product

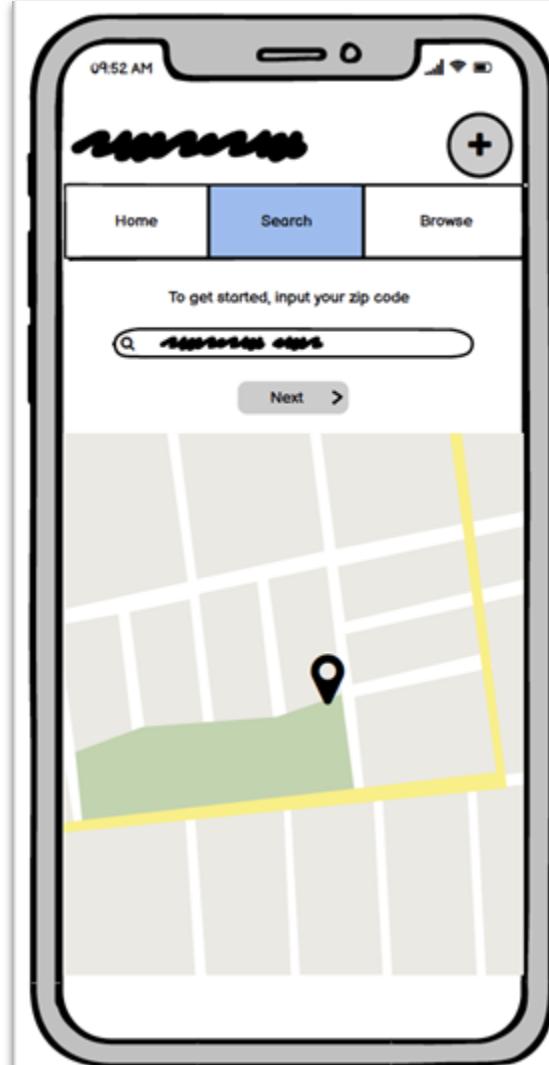
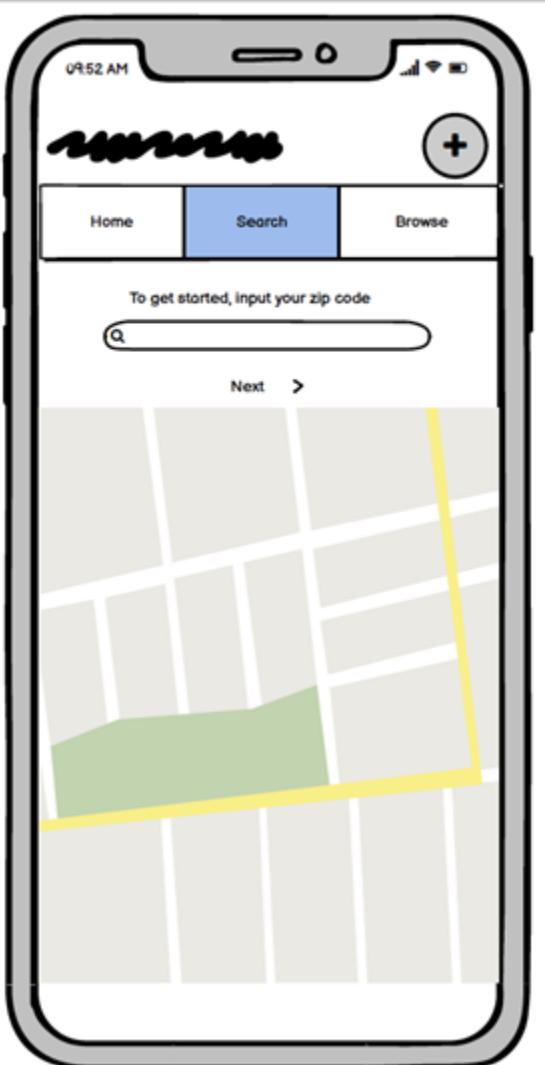
Save Changes >

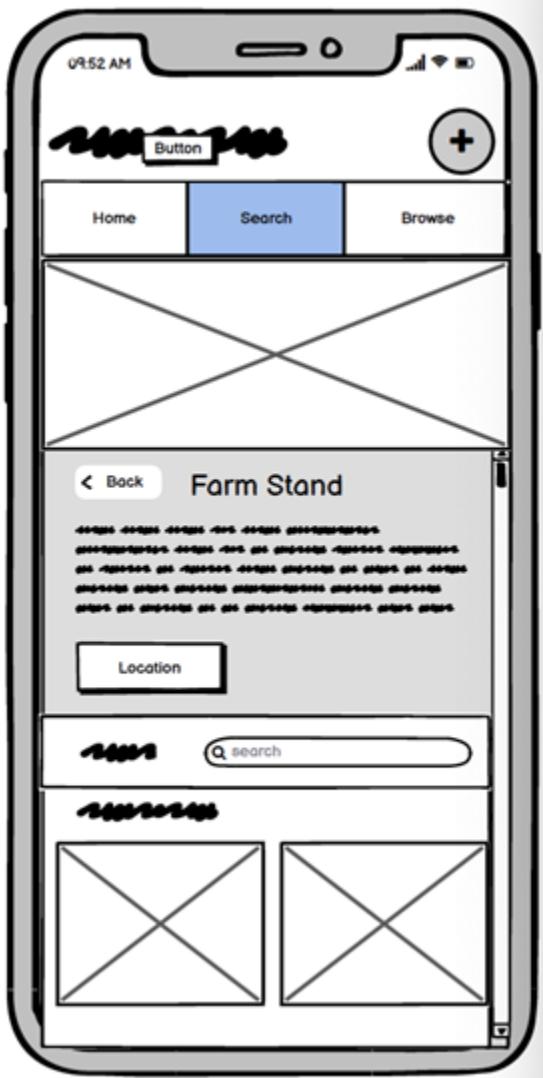
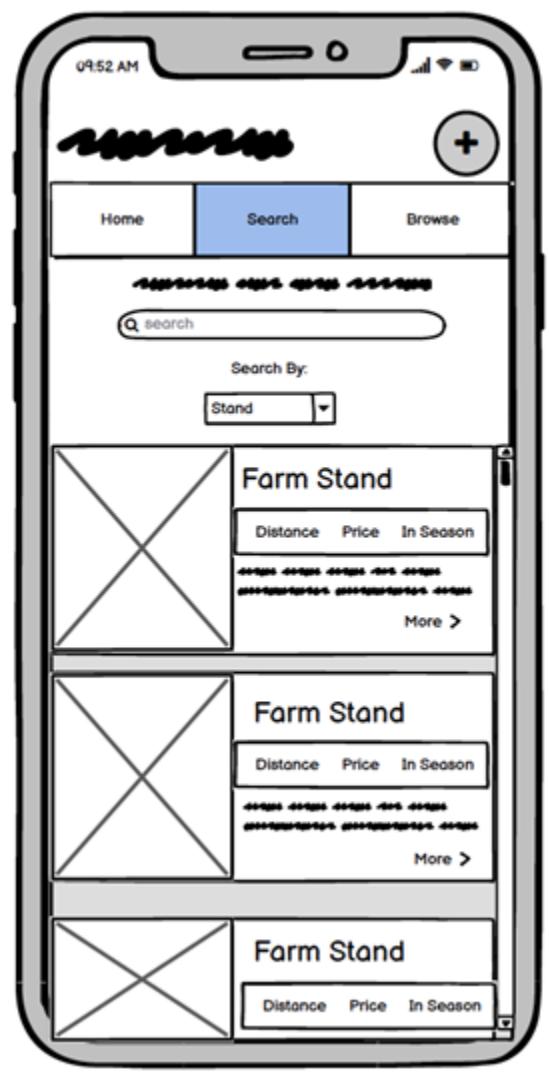


Clickable Wireframe - Mobile

Workflow 1: Buyer creates an account, searches for goods near them

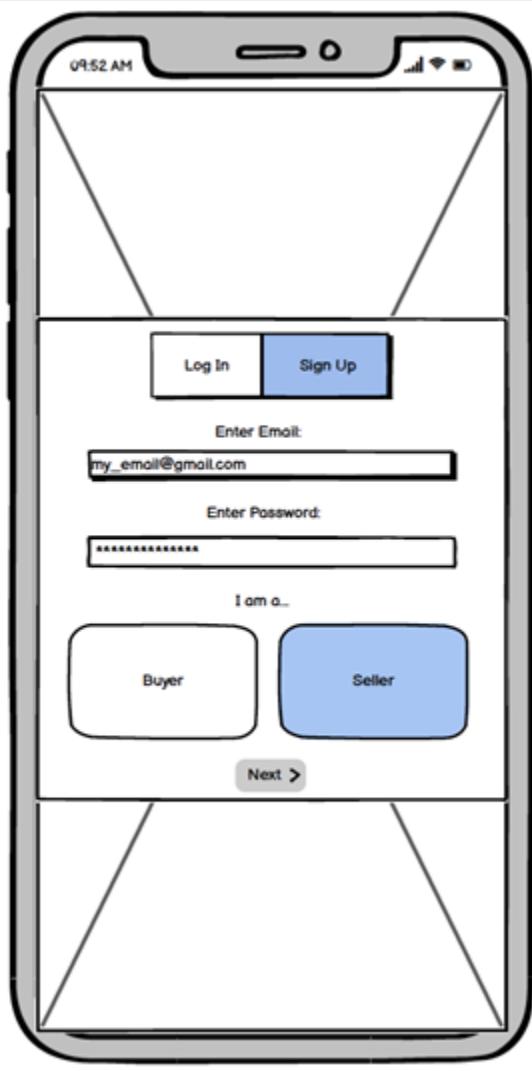
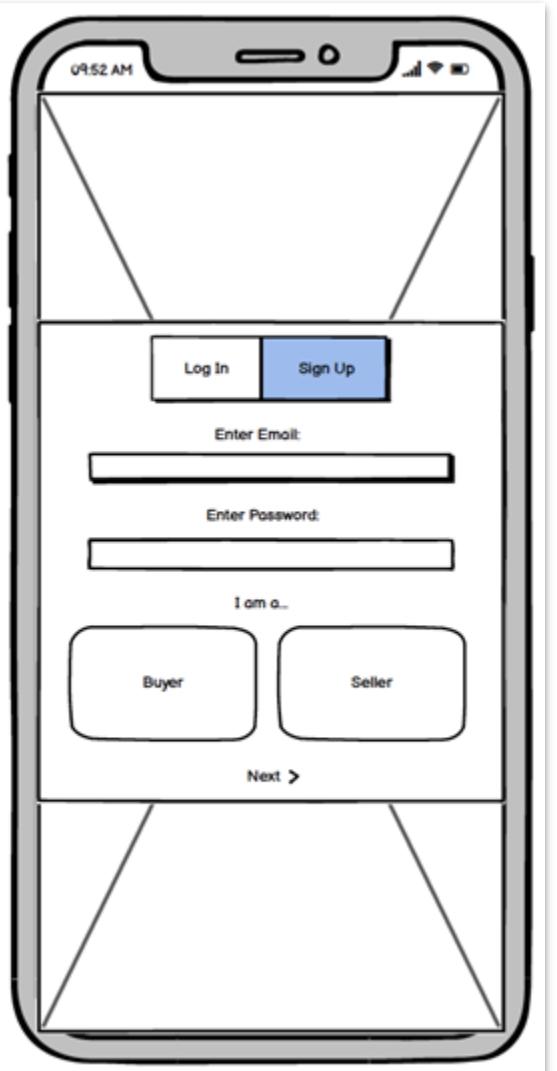


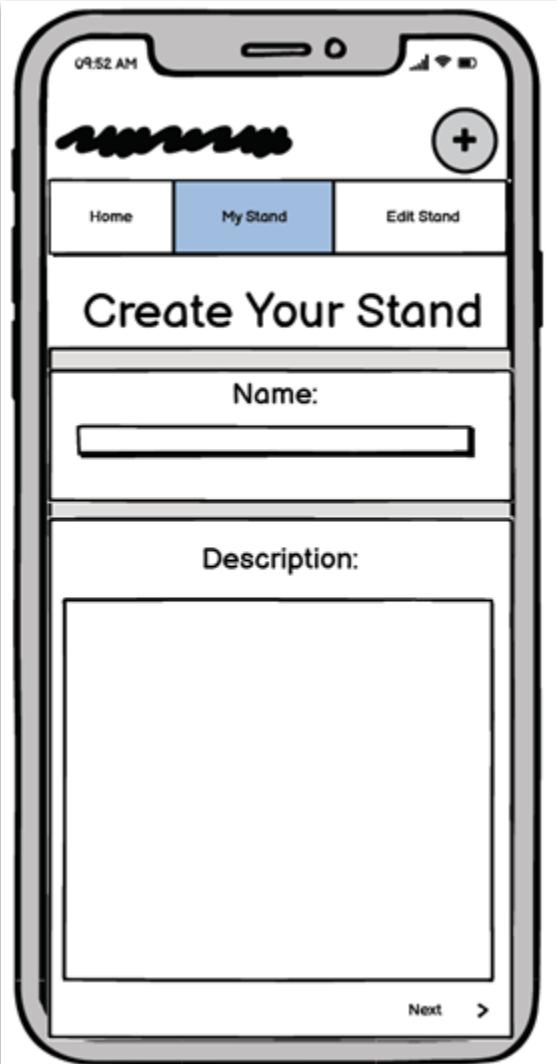




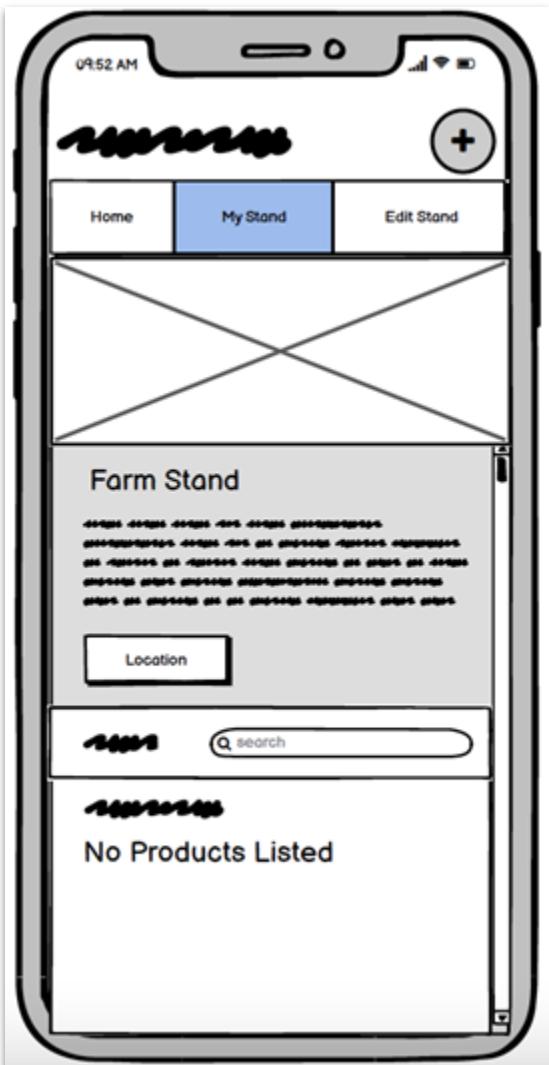
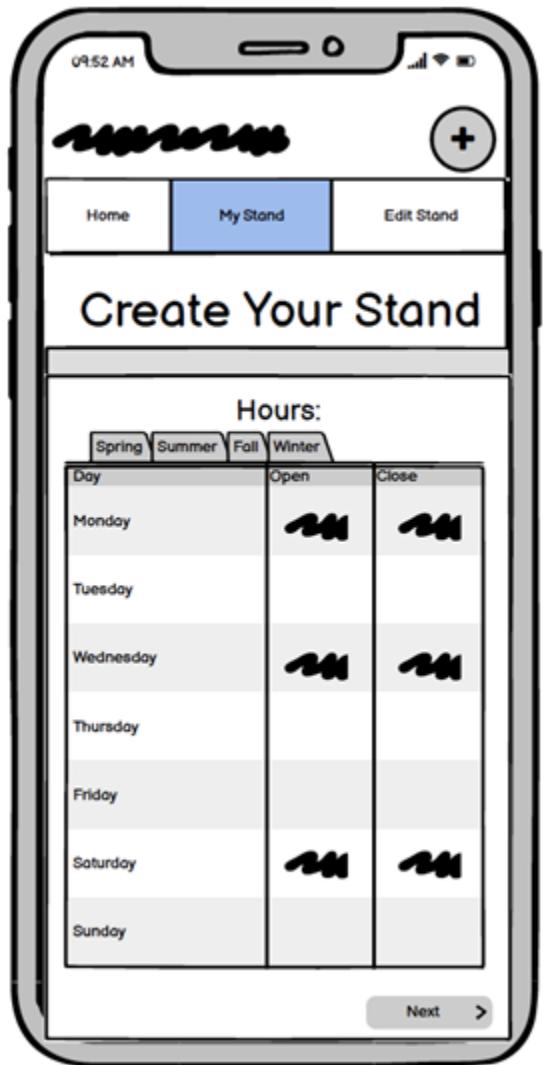
Clickable Wireframe - Mobile

Workflow 2: Seller creates an account, sets up their stand









Clickable Wireframe - Desktop

Workflow 3: Seller adds inventory (a sellable item) to their stand

A Web Page



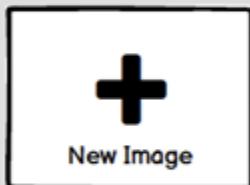
https://



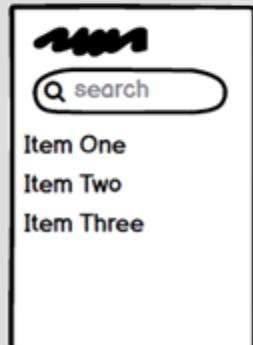
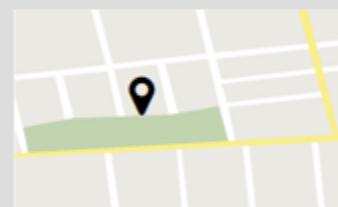
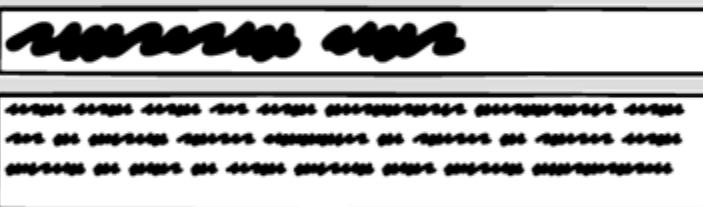
Home

My Stand

Edit Stand



New Image



- Item One
- Item Two
- Item Three



Save Changes >



https://



Home

My Stand

Edit Stand



Add Inventory



Add New Product



Next >



[Home](#)[My Stand](#)[Edit Stand](#)

Add Inventory

Product Name:

Description:

Price:

Category:

Quantity:

Photos:

[Done >](#)



https://



Home

My Stand

Edit Stand



Add Inventory

Product Name:

XXXXXXXXX

Description:

XXXXXXXXXXXX
XXXXXXXXXXXX
XXXXXXXXXXXX
XXXXXXXXXXXX

Price:

XXXXXX

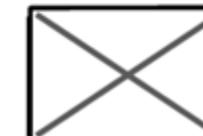
Category:

XXXXXXXX

Quantity:

XXX

Photos:



Done >



https://



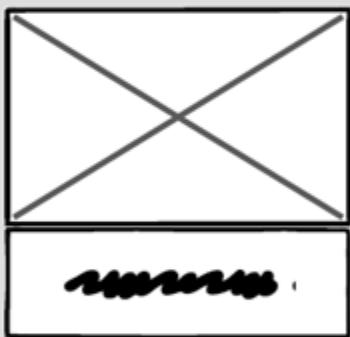
Home

My Stand

Edit Stand



Add Inventory



Next >

A Web Page



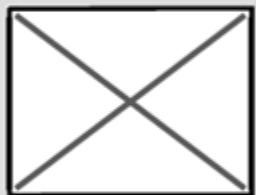
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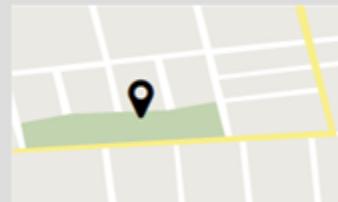
Home

My Stand

Edit Stand



- Item One
- Item Two
- Item Three



For people interested in shopping at local/eco-friendly businesses who are looking to get fresh produce and other goods, FarmFinder is a resource that is tailored towards finding products from small, local businesses rather than large companies. Unlike its competitors, FarmFinder has a UI designed to find in-season, locally available produce and other goods.

Today I will be presenting a rough prototype of my website for you to navigate through as you complete the three main tasks. Don't overthink and don't worry, do what feels natural as if you were not being observed. There are no wrong answers! As you go, please narrate what you are thinking and any questions you have. If you are ever confused or get stuck, I will try my best to help you along, but I may hold back a bit to find out what you had expected the interface to do. Any comments, observations, or suggestions as you go through the process are very appreciated.

GOALS

- Find out if the navigation is clear for each workflow
- Discover if there is any expected functionality missing for any workflow
- Are there any pieces that seem unnecessary or repetitive?

PARTICIPANTS

What are the attributes and characteristics of your participants? Reference your Roles & Goals and consider these issues as well:

- How many participants?
 - Three
- Will participants be external (outside of class) and/or internal (your classmates)?
 - External
- Will you be testing them remotely (Skype, phone, WebEx, etc.) and/or locally (in-person)?
 - Remote
- What are their backgrounds (professional, racial, gender, age, etc.)?
 - P1: Male, 59, Engineer
 - P2: Female, 56, Librarian
 - P3: Female, 21, Student
- Should participants have a particular type of experience or skill level (novice/casual/expert)?
 - No experience necessary

OBSERVERS

Meeting will be recorded

TEST

The test should take 30-40 minutes.

INTRODUCTION (05 MINUTES)

- Use the Moderator Script

PRE-TEST QUESTIONS (05 MINUTES)

Setup: Digital, clickable PDF

Participant's background:

- What's your name, age, describe the area you live
- Can you describe some of your hobbies?

Project oriented questions:

- How often do you visit farm stands?
- How do you find information about farm stand locations or inventory?
 - Do you ever use online resources?
- Have you ever used any of the following sites: LocalHarvest, FarmersMarketPlaces, Etsy
 - if so, for what purpose?
 - What did you enjoy about the experience?
 - What could have been improved?

TASK 1 TITLE (10 MINUTES)

Setup: Digital, clickable PDF

Task:

Find the selection of goods available at a farm stand near you

Things to look for:

1. Does the user seem confused or hesitant at any point?
2. Does the user try to click anywhere that is not related to the workflow? If so, why?

Notes:

- Did any navigational elements take you somewhere you were not expecting?
- Before you click on the screen, tell me what you want to do...
- Where do you think you should click to find [feature]?

TASK 2 TITLE (10 MINUTES)

Setup: Digital, clickable PDF

Task:

Set up your own farm stand

Things to look for:

1. Does the difference in the buyer vs seller UI make sense to the user?
2. Are any elements missing or located in surprising areas?

Notes:

- Where do you think you should click to add inventory to your storefront?
- Where would you expect [element] to be located in the final version?
- As needed, write prompts that you can use: "Before you click on the screen, tell me what you want to do..."; "Tell me more..."; "What do you think of this?"; etc.

TASK 3 TITLE (05 MINUTES)

Setup: Digital, clickable PDF

Task:

Add inventory to your stand (a sellable product)

Things to look for:

1. Does the user agree with the differences/separation between the stand creation and stand editing functionality?
2. Does the user seem confused or hesitant at any point?

Notes:

- What do you think about having the editing functionality as a separate tab?
- As needed, write prompts that you can use: "Before you click on the screen, tell me what you want to do..."; "Tell me more..."; "What do you think of this?"; etc.

Moderator Script

Thank you for coming in today. My name is **Dani Rowe** and I'm an Interaction Design student at Northeastern University. Thank you for helping with this research study today.

I will be giving you activities to do on **a prototype of my project, FarmFinder**, and asking you to work through them. So I won't really be interviewing you, instead I have some written instructions of specific things I'd like you to try.

The purpose of doing this is to understand how we can make the website easier to use. Getting feedback from you really helps us with that. Our session today will take no longer than **45 minutes**.

I'm going to take notes as you work and be quiet most of the time. I may ask for clarification from time to time. But mostly I will be listening for your comments. Sometimes I might direct you to a different place on the **prototype**, or start a new activity before you complete the one you are working on. This is part of the process.

I will give you the activities one at a time; please read the activity out loud and then work at your own pace. Go as far as you would if you were alone. Do what you normally would do if I was not here. When you complete an activity, say, "I'm done" or "I would stop here." I also want you to know there are no right or wrong answers.

If, at any time, you'd like to take a break please let me know.

[Think aloud protocol] To help us learn, please tell me what you are thinking or feeling as you work. If you are reading anything on a website, please read some of it out loud so I know what is interesting to you.

Tell me if anything comes to mind that you don't understand or that you think is easy to understand, or that you like or dislike.

If you have questions at any time, please feel free to ask. I might not be able to answer right away, because I don't know the answer or don't want to influence you. So I might ask if we can wait and talk about it at the end of the session.

Any questions before we start?

Adapted from: www.usability.gov

Week 09

- Usability Test Findings
- Revised wireframes based on testing



Usability Test Findings

Presentation linked [here](#)

Revised Wireframes - Desktop

Workflow 1: Buyer creates an account, searches for goods near them



https://

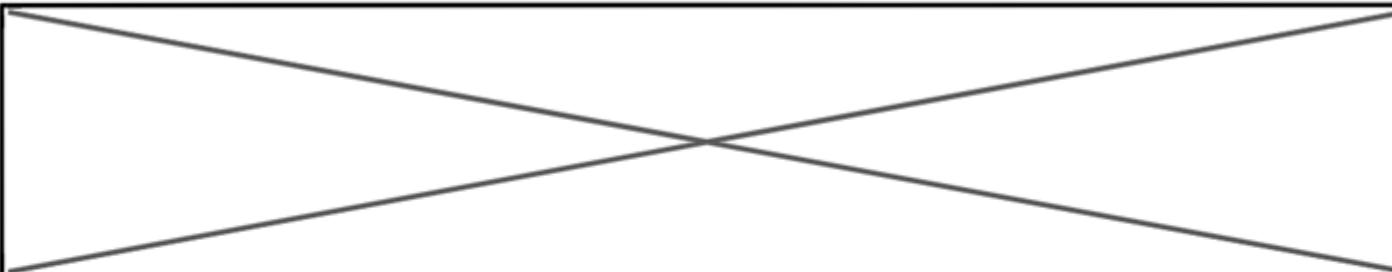


Home

Search

Browse

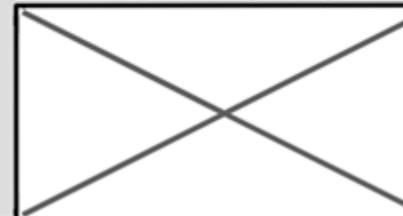
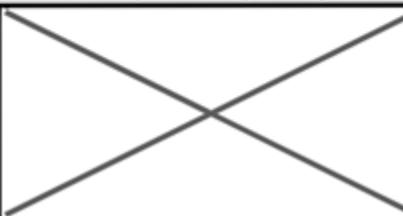
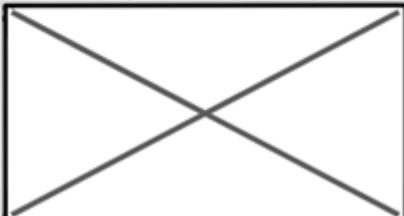
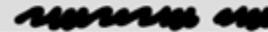
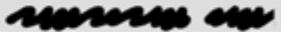
Log In / Sign Up



Welcome to FarmFinder!

To get started, input your zip code

Next >





https://



[Log In](#) [Sign Up](#)

Enter Email:



Enter Password:

I am a...

Buyer

Seller

[Next >](#)

A Web Page



https://



Log In Sign Up

Enter Email:

Enter Password:

I am a...

Buyer Seller

Next >



https://

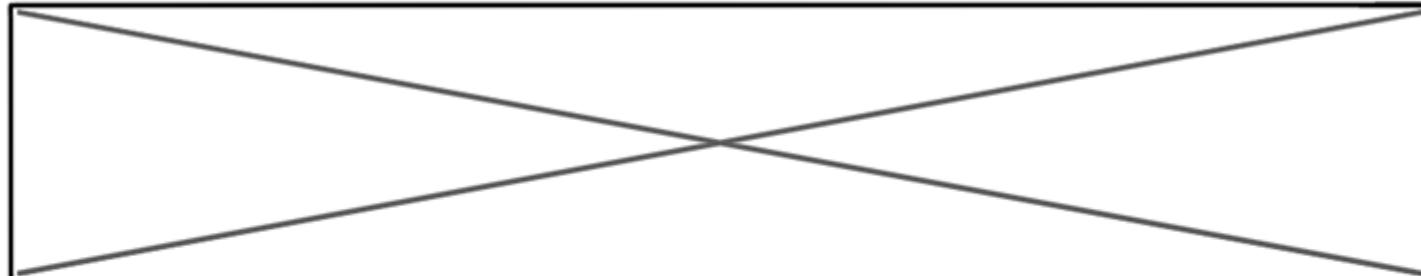


Home

Search

Browse

My Account

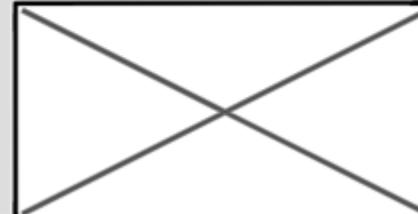
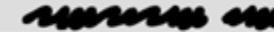
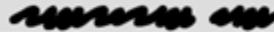
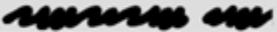


Welcome to FarmFinder!

To get started, input your zip code



Next >





https://

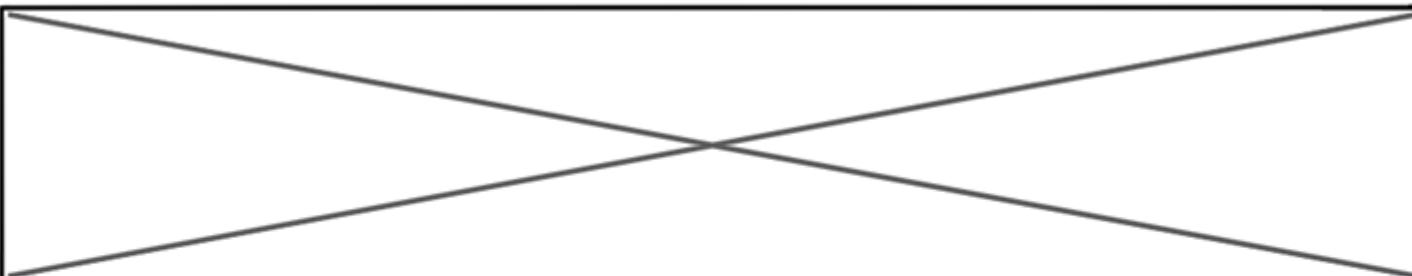


Home

Search

Browse

My Account

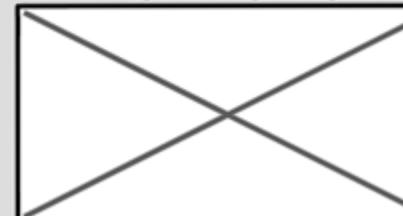
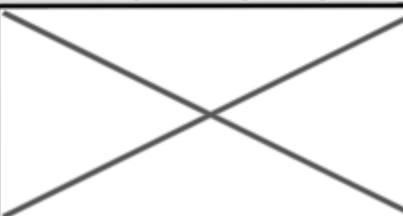
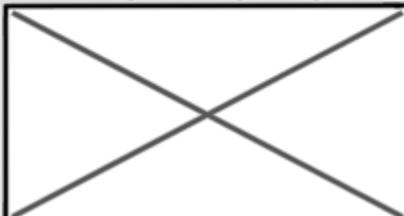
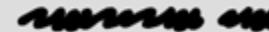
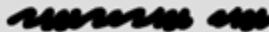


Welcome to FarmFinder!

To get started, input your zip code



Next >





https://



Home

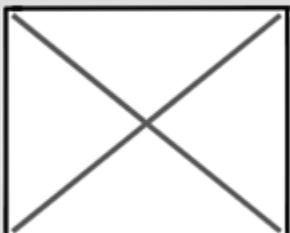
Search

Browse

My Account



search

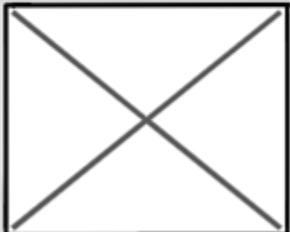


Farm Stand #1

Distance Price In Season

.....
.....
.....

More >



Farm Stand #2

Distance Price In Season

.....
.....
.....

More >



Farm Stand #3

Distance Price In Season





https://

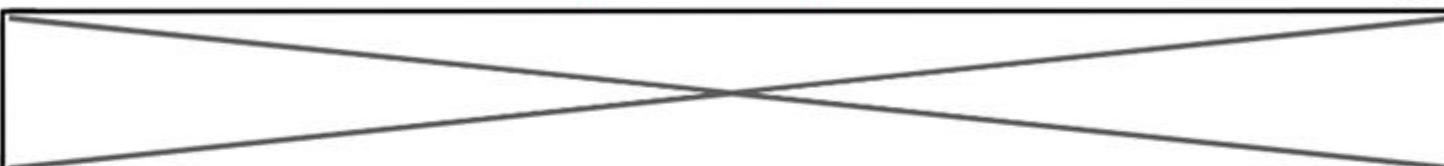


Home

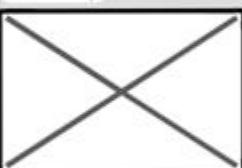
Search

Browse

My Account

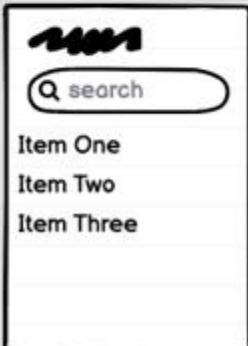
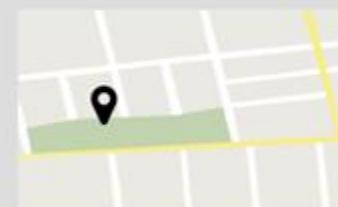


< Back



Farm Stand #1

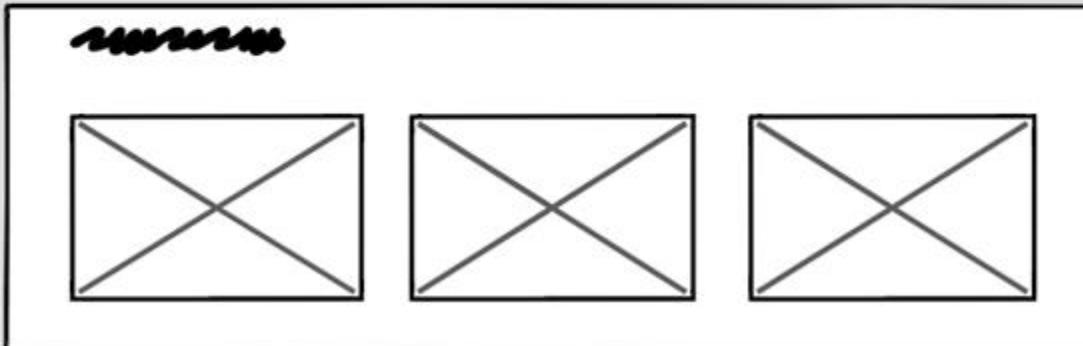
.....
.....
.....



scribble

search

- Item One
- Item Two
- Item Three



Revised Wireframes - Desktop

Workflow 2: Seller creates an account, sets up their stand



https://

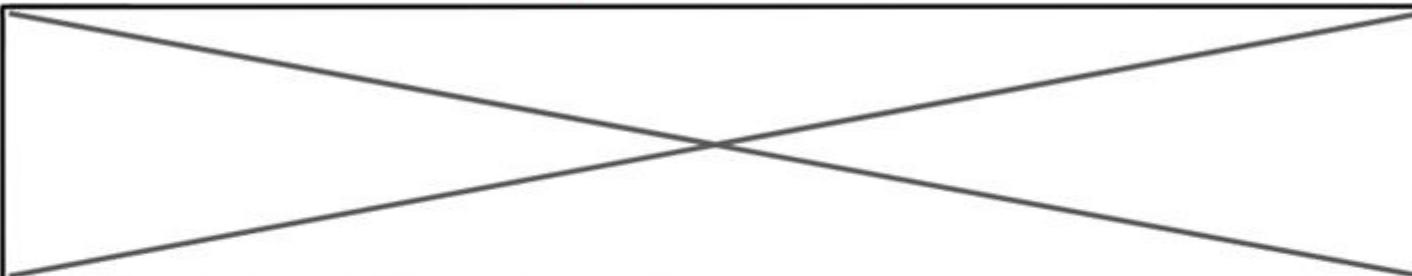


Home

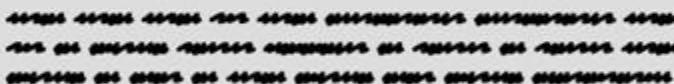
Search

Browse

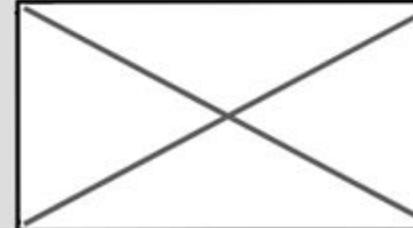
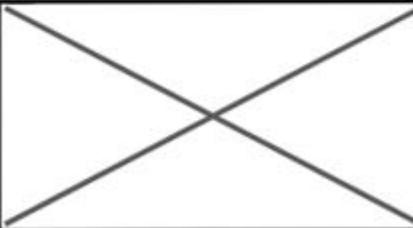
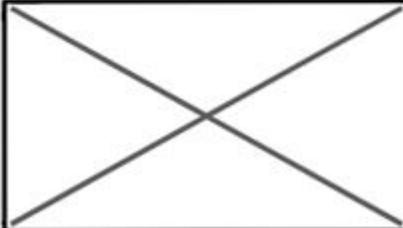
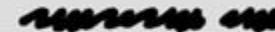
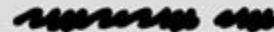
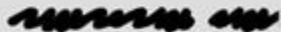
Log In / Sign Up



Welcome to FarmFinder!



Get Started





https://



[Log In](#) [Sign Up](#)

Enter Email:

Enter Password:

I am a...

[Buyer](#) [Seller](#)

[Next >](#)



https://



Log In [Sign Up](#)

Enter Email:

Enter Password:

I am a...

[Buyer](#) [Seller](#)

[Next >](#)



https://

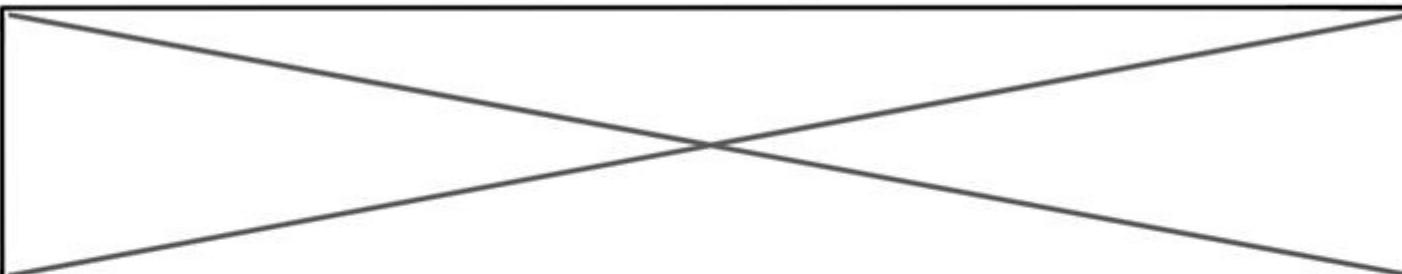


Home

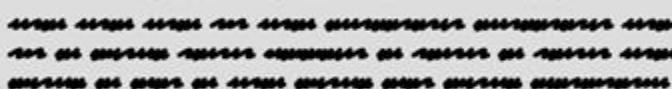
My Stand

Edit Stand

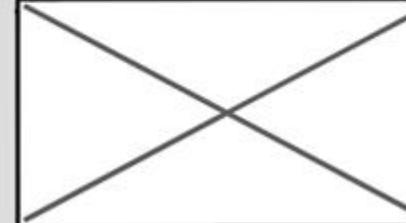
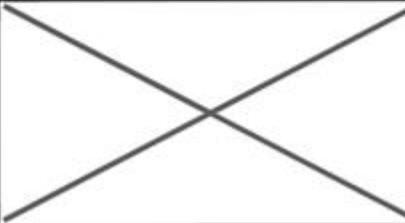
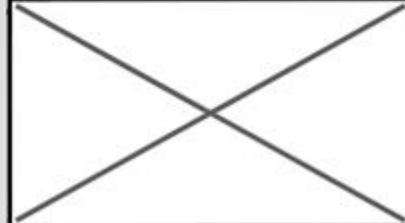
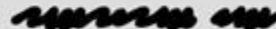
My Account



Welcome to FarmFinder!



Get Started





https://



Home

My Stand

Edit Stand

My Account



Create Your Stand

Name:

Description:

Next >



https://



Home

My Stand

Edit Stand

My Account



Create Your Stand

Name:

Woolworths

Description:

Woolworths is a major supermarket chain in Australia and New Zealand. It is owned by Woolworths Group, which is part of the South African retailer Shoprite Group. Woolworths has been operating in Australia since 1924 and in New Zealand since 1927. The chain offers a wide range of grocery items, as well as clothing, homewares, and other non-food products. It is known for its friendly service and competitive pricing.

Next >



https://



Home

My Stand

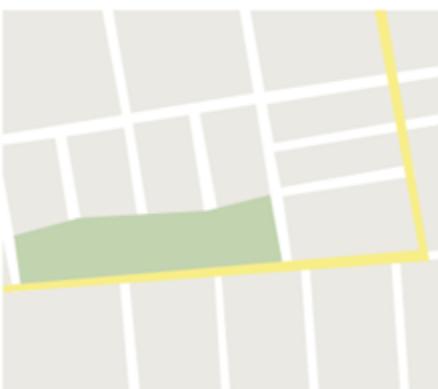
Edit Stand

My Account



Create Your Stand

Location:



Hours:

	Spring	Summer	Fall	Winter
Day				
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				

Next >



https://



Home

My Stand

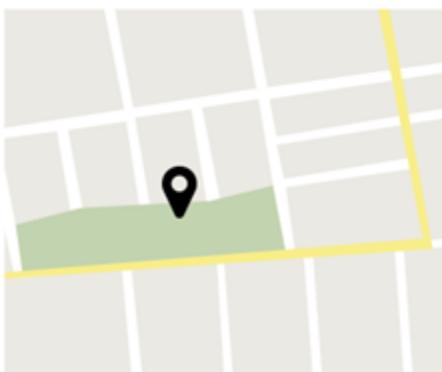
Edit Stand

My Account



Create Your Stand

Location:



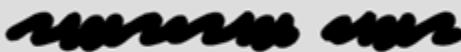
Hours:

Spring Summer Fall Winter

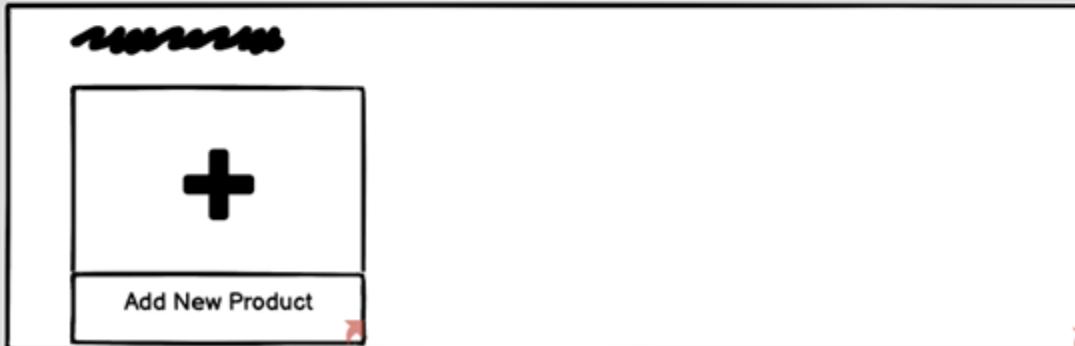
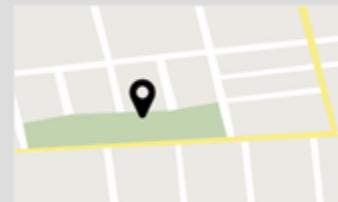
Day	Open	Close
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		

Next >

A Web Page

[Home](#)[My Stand](#)[Edit Stand](#)[My Account](#)

.....
.....
.....



Revised Wireframes - Desktop

Workflow 3: Seller adds inventory (a sellable item) to their stand

A Web Page

This image shows a hand-drawn wireframe of a web page titled "Edit Stand". The page has a header with navigation icons and a search bar, followed by a main content area with various sections and a map.

The header includes:

- Navigation icons: back, forward, refresh, and home.
- A search bar with the URL "https://".
- A magnifying glass icon.

The main content area features:

- A top banner with a large "X" mark.
- Navigation tabs: Home, My Stand, Edit Stand (highlighted), and My Account.
- A large central area with a large "X" mark.
- A "New Image" button with a plus sign.
- A "Search" input field with a magnifying glass icon.
- A sidebar with items: Item One, Item Two, and Item Three.
- A "Search" button.
- A "Map" section showing a location with a green and yellow highlighted area.
- A "Product" section with a plus sign and an "Add New Product" button.
- A "Save Changes >" button.



https://



Home

My Stand

Edit Stand

My Account



Add Inventory



Add New Product



Next >



Home

My Stand

Edit Stand

My Account



Add Inventory

Product Name:

Description:

Price:

Category:

Quantity:

Photos:



Done >



https://



Home

My Stand

Edit Stand

My Account



Add Inventory

Product Name:

XXXXXXXXXX

Description:

XXXXXXXXXXXX XXXXXXXXXX XXXXXXXXXX XXXXXXXXXX
XXXXXXXXXXXX XXXXXXXXXX XXXXXXXXXX XXXXXXXXXX
XXXXXXXXXXXX XXXXXXXXXX XXXXXXXXXX XXXXXXXXXX
XXXXXXXXXXXX XXXXXXXXXX XXXXXXXXXX XXXXXXXXXX

Price:

XXXXXX

Category:

XXXXXXXXXX

Quantity:

XXXX

Photos:



Done >



https://



Home

My Stand

Edit Stand

My Account



Add Inventory



Next >

A Web Page



https://

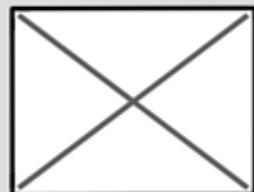
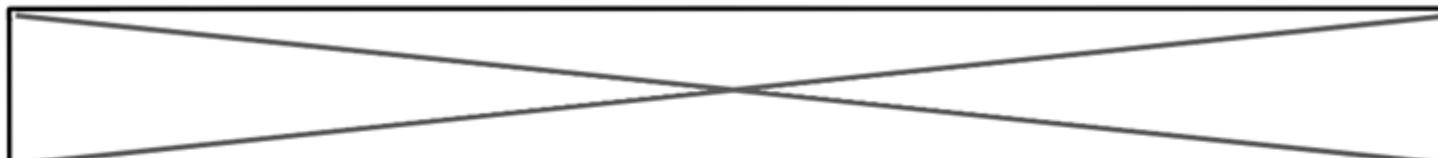


Home

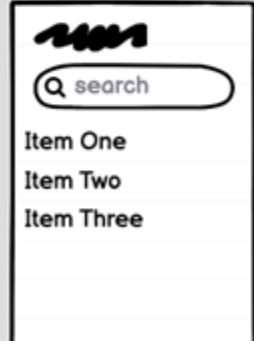
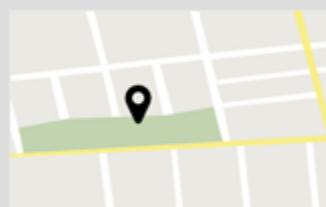
My Stand

Edit Stand

My Account

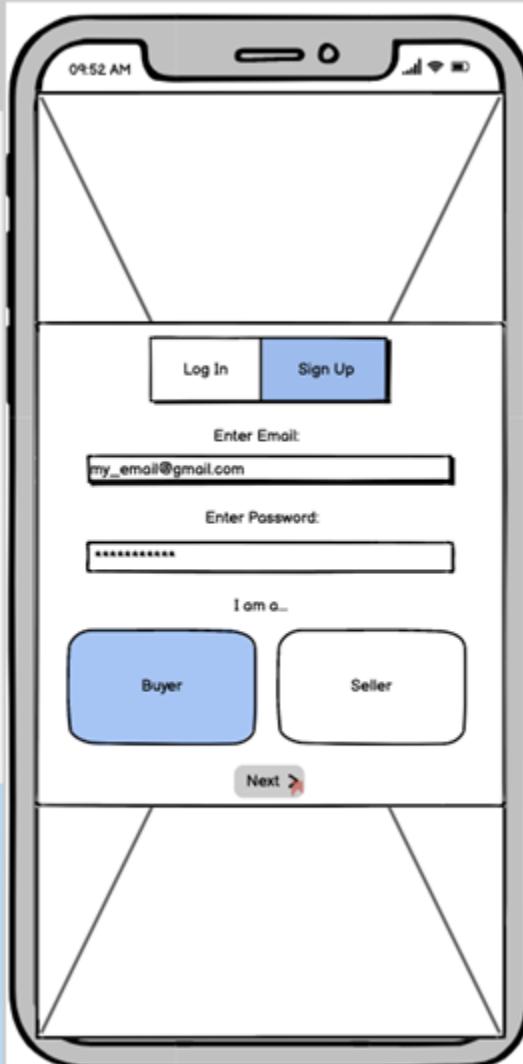
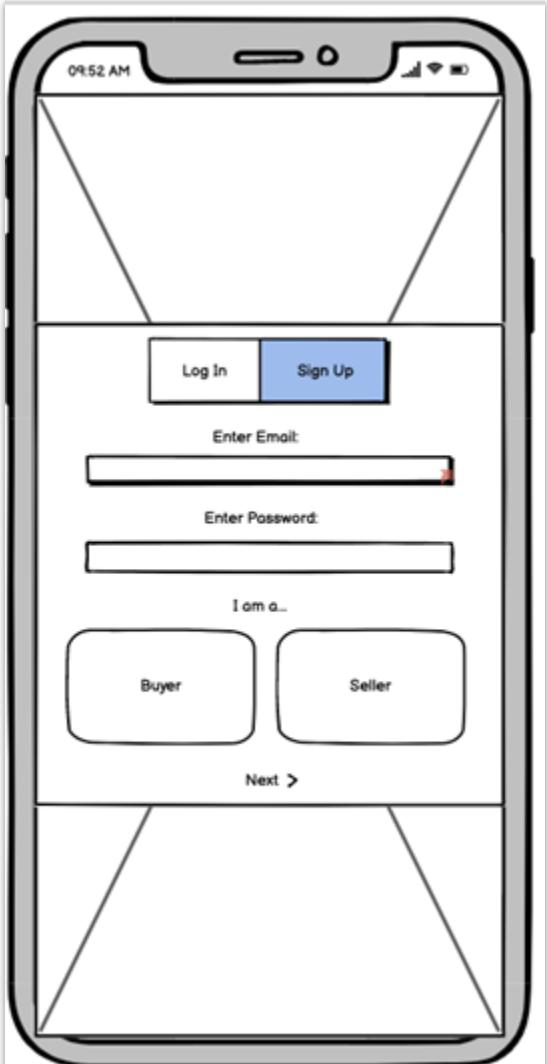
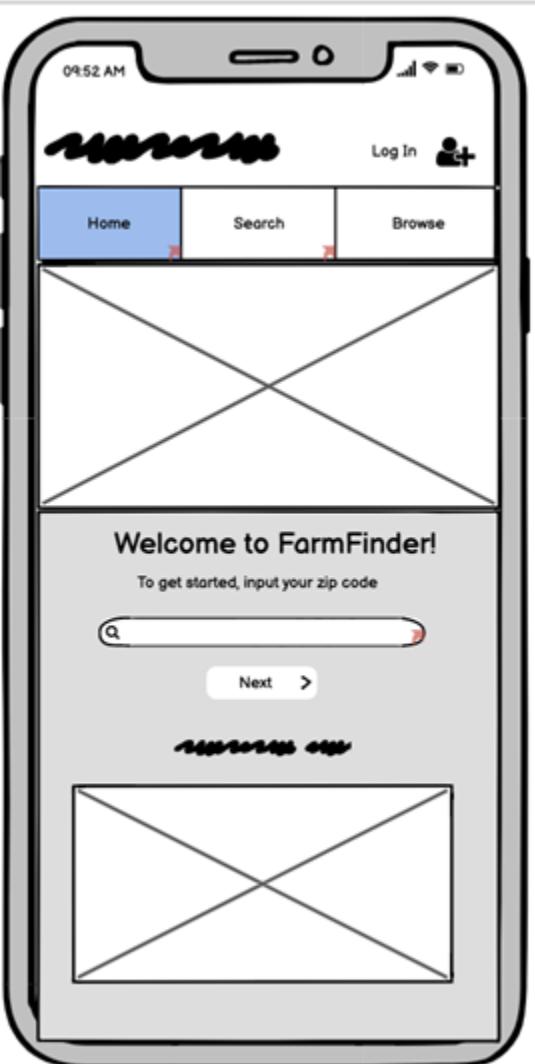


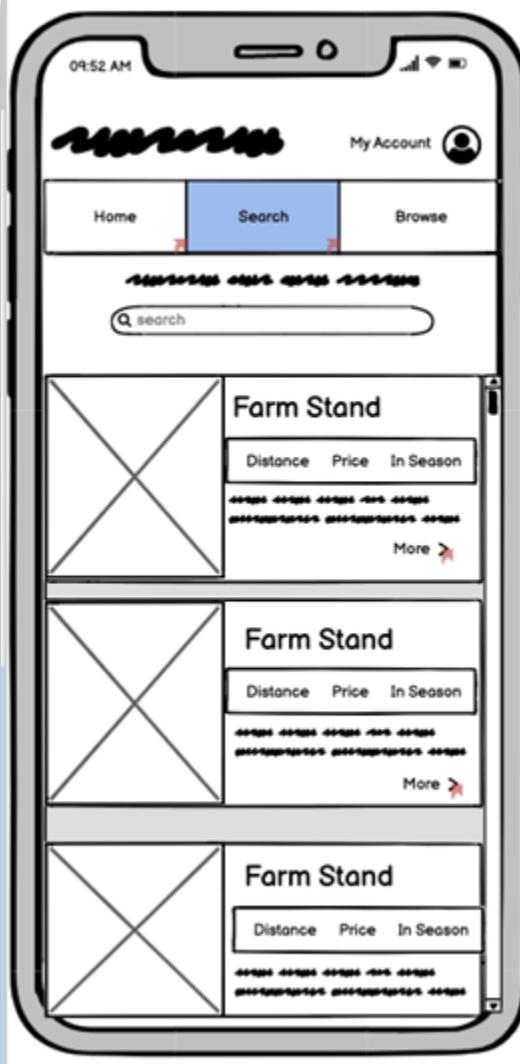
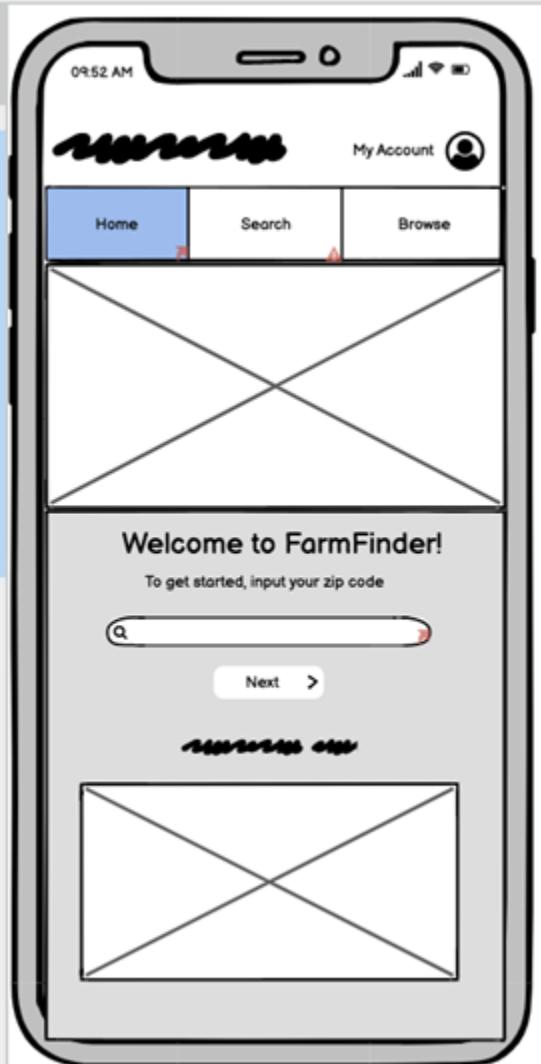
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.....

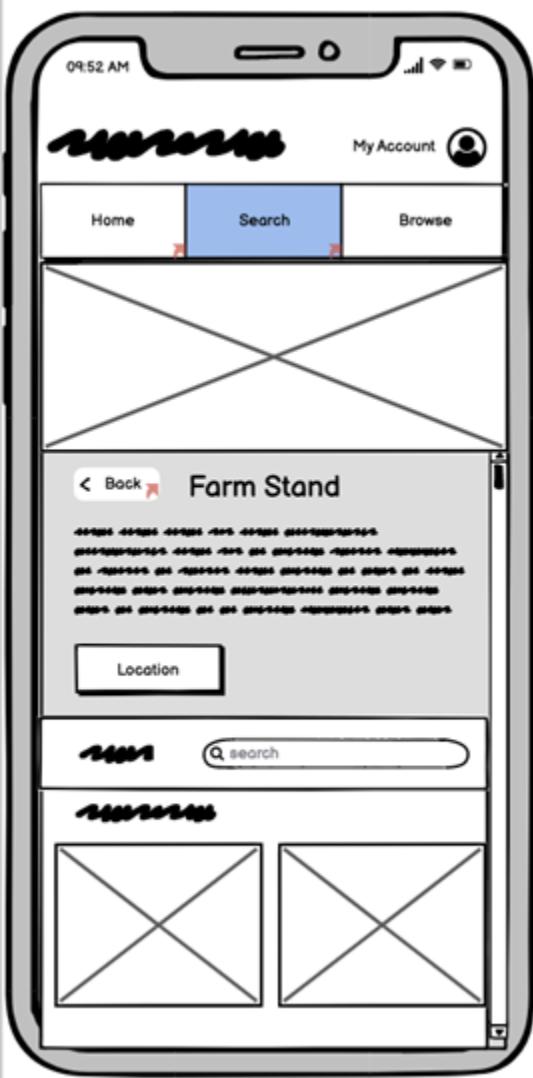


Revised Wireframes - Mobile

Workflow 1: Buyer creates an account, searches for goods near them

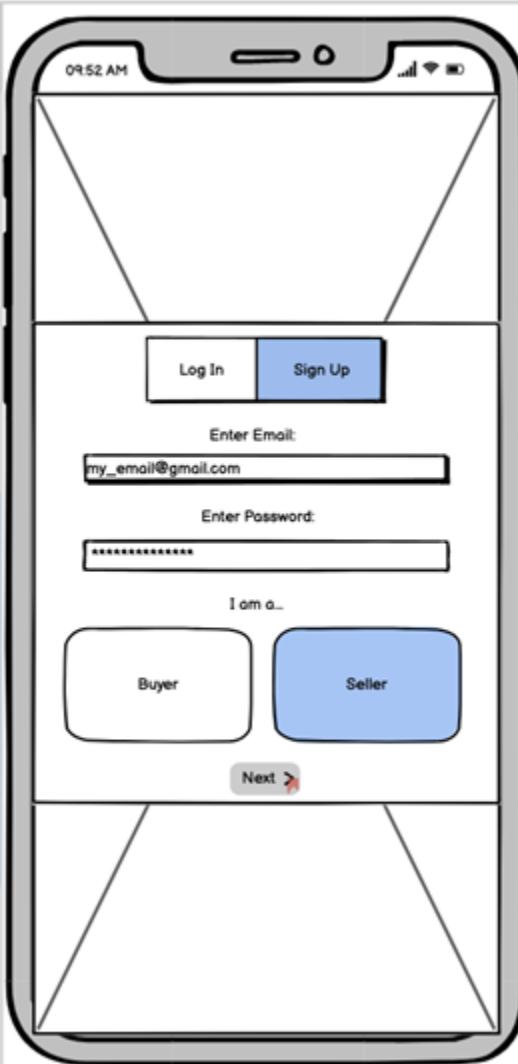
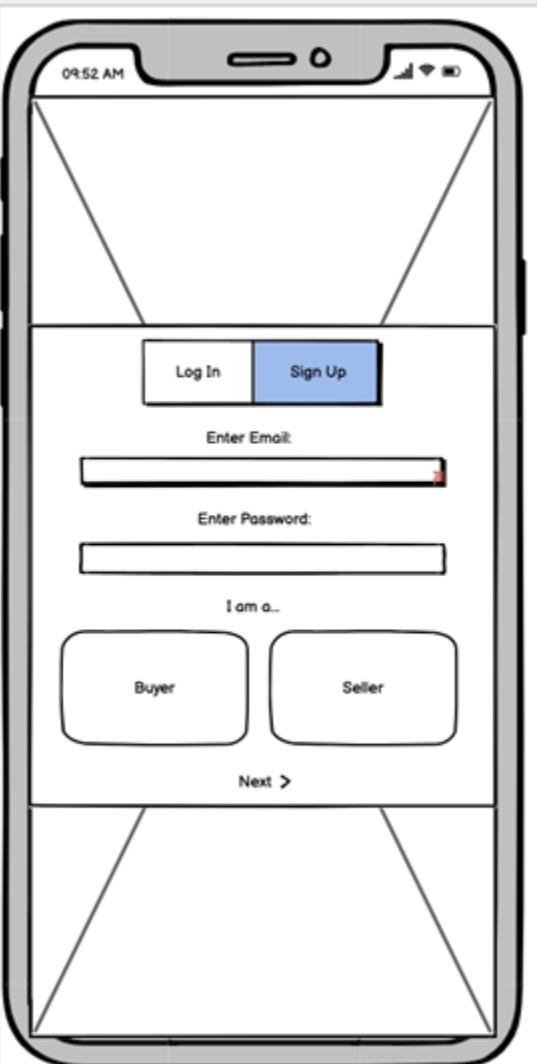


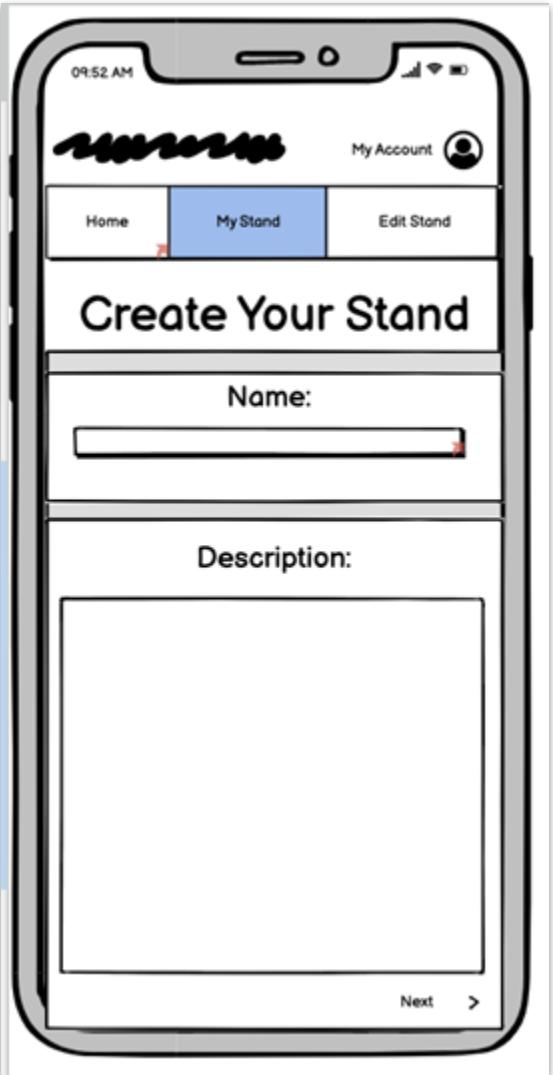


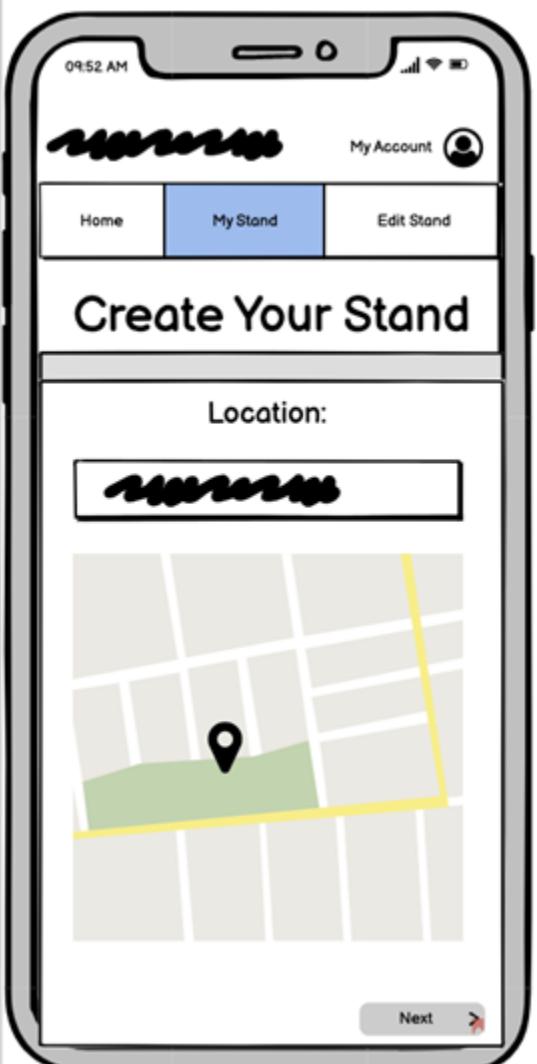


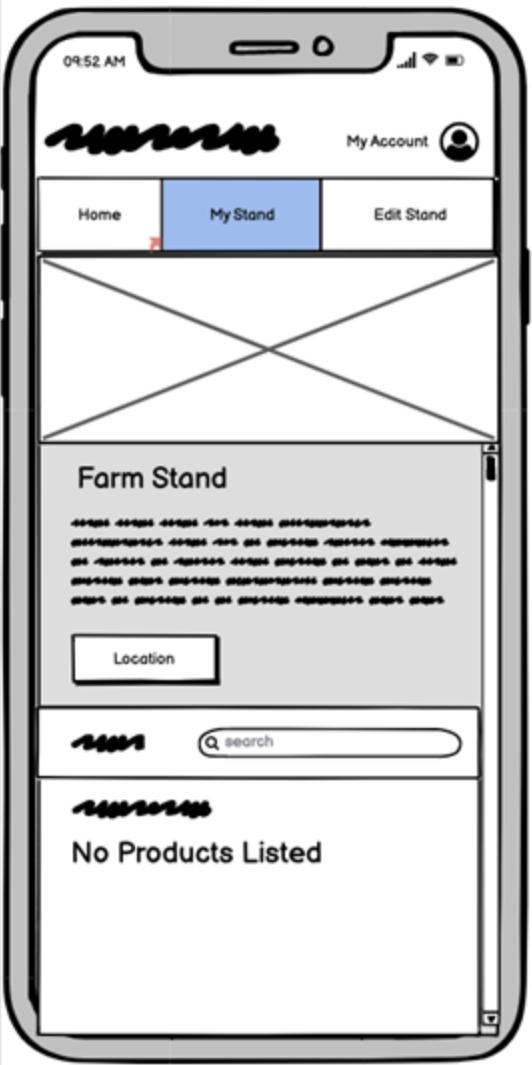
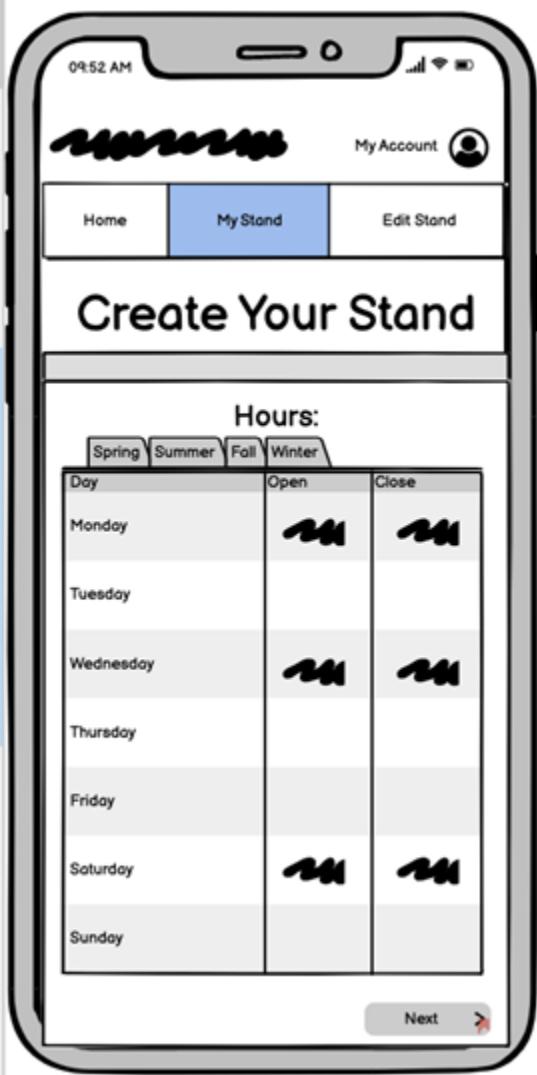
Revised Wireframes - Mobile

Workflow 2: Seller creates an account, sets up their stand









Week 10

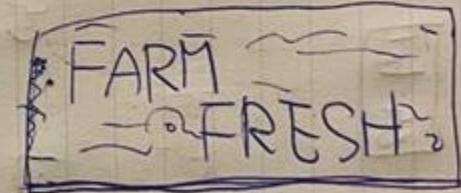
- **Crazy 8s identity mark drawings**
- **3 distinctly different home screen designs (desktop)**
- **10 type hierarchy studies using 3 typefaces**

Farm Finder

Farm Fresh

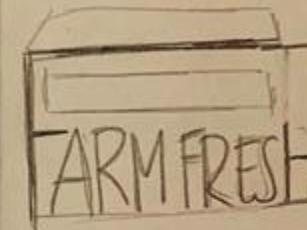


Farm
Finder



Crazy 8s:
Hsiao-Tung (Chrissy)
Chen

Farm Finder



FARM
FRESH

Crazy 8s:
Alaine Bennett

farm finder / farm fresh



Farm Finder

FARM
FINDER

Crazy 8s:
Amy Dang



Supporting a Legacy

FarmFresh was created with family farms in mind. Now more than ever, local farms need our support. From farmsteads 100 years old, to farm stands along the road, you have the power to choose fresh, local produce and support people in your community.

[Get Started](#)



Fresh Produce

FarmFresh was created with family farms in mind. Now more than ever, local farms need our support. You have the power to choose fresh, local produce and support people in your community.



Support Local Farmers

FarmFresh was created with family farms in mind. Now more than ever, local farms need our support. You have the power to choose fresh, local produce and support people in your community.



Happy Animals

FarmFresh was created with family farms in mind. Now more than ever, local farms need our support. You have the power to choose fresh, local produce and support people in your community.

[Get Started](#)

Let's Go Local

FarmFresh was created with family farms in mind. Now more than ever, local farms need our support. You have the power to choose fresh, local produce and support people in your community.

[Get Started](#)

Heading H1

Rockwell Regular 45pt / 60px

Heading H2

Rockwell Regular 30pt / 40px

FarmFresh was created with family farms in mind. Now more than ever, local farms need our support. From farmsteads 100 years old, to farm stands along the road, you have the power to choose fresh, local produce and support people in your community.

PT Sans Regular 18pt / 24px

FarmFresh was created with family farms in mind. Now more than ever, local farms need our support.

PT Sans Regular 14pt / 18.6px

Button Text

Rockwell Regular 20pt / 26.6px

Heading H1

Rockwell Regular 45pt / 60px

Heading H2

PT Sans Regular 30pt / 40px

FarmFresh was created with family farms in mind. Now more than ever, local farms need our support. From farmsteads 100 years old, to farm stands along the road, you have the power to choose fresh, local produce and support people in your community.

Tahoma Regular 16pt / 21.3px

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Tahoma Regular 14pt / 18.6px

Button Text

Rockwell Regular 20pt / 26.6px

Heading H1

Rockwell Regular 45pt / 60px

Heading H2

PT Sans Regular 30pt / 40px

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Tahoma Regular 45pt / 60px

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Heading H2

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Button Text

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Heading H1

PT Sans Regular 45pt / 60px

Heading H2

PT Sans Regular 30pt / 40px

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PT Sans Regular 14pt / 18.6px

Button Text

PT Sans Regular 20pt / 26.6px

Heading H1

PT Sans Bold 45pt / 60px

Heading H2

PT Sans Bold 30pt / 40px

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Tahoma Regular 16pt / 21.3px

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Button Text

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PT Sans Regular 45pt / 60px

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Tahoma Regular 14pt / 18.6px

Button Text

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Heading H1

PT Sans Regular 45pt / 60px

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Tahoma Regular 30pt / 40px

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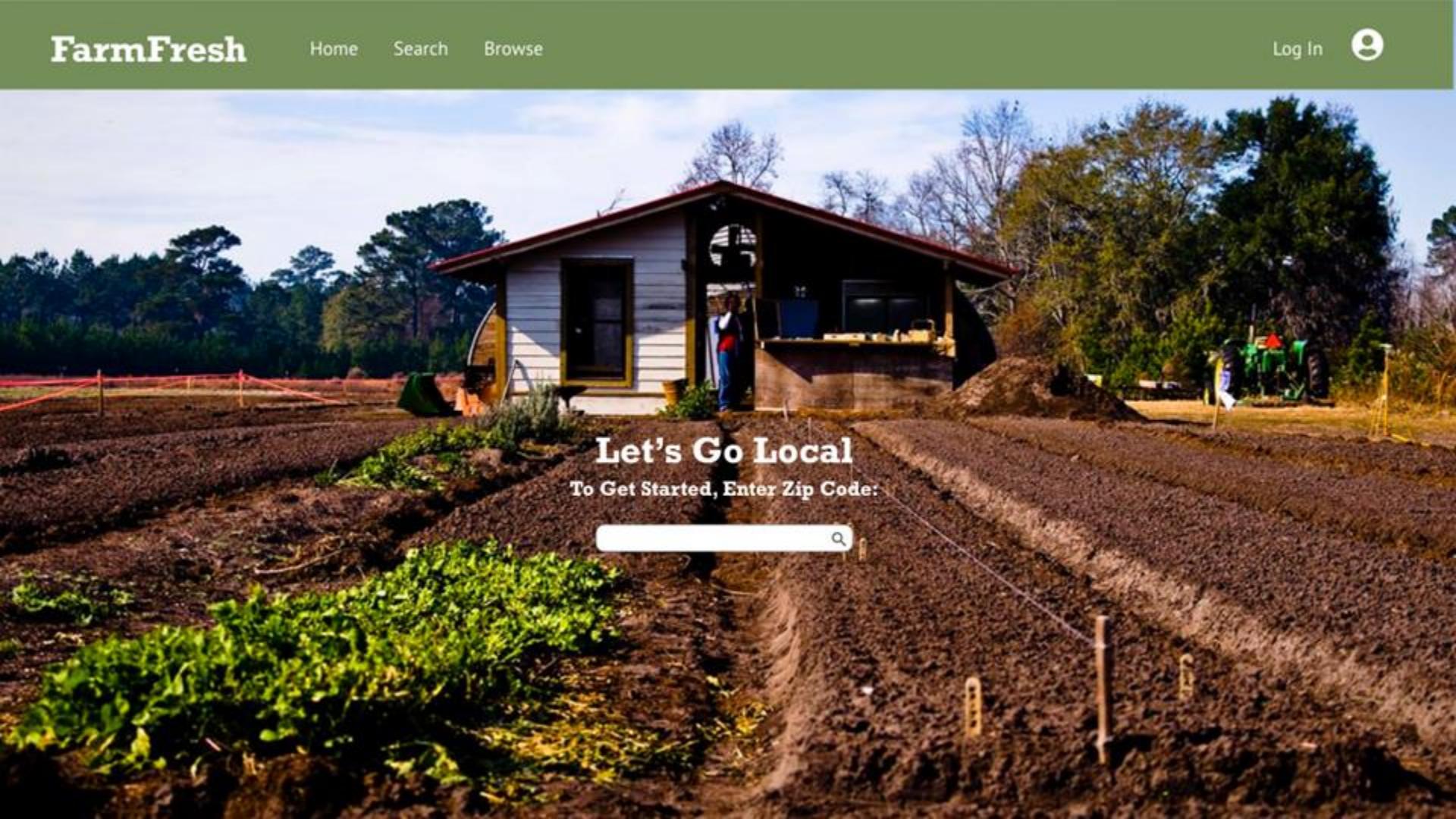
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Button Text

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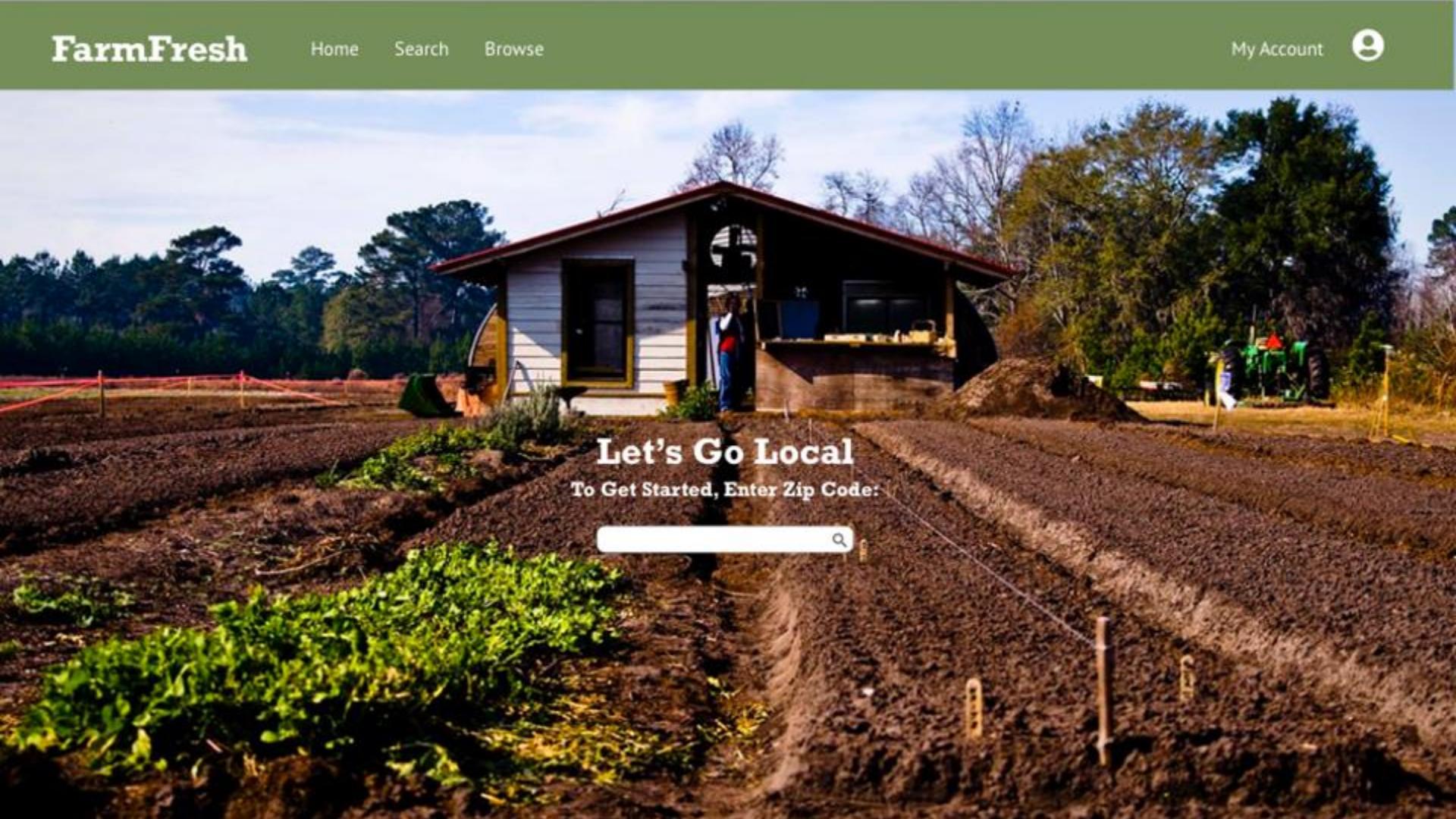
Week 11

- **2 desktop home screens (anonymous + logged in)**
- **2 mobile home screens (anonymous + logged in)**
- **15 identity mark roughs (hand-drawn)**
- **10 type studies for identity mark**



Let's Go Local

To Get Started, Enter Zip Code:

A photograph of a single-story house with light-colored siding and a red roof, situated in a rural setting with trees and agricultural fields in the foreground.

Let's Go Local

To Get Started, Enter Zip Code:



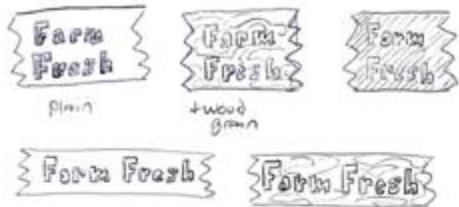


Mobile Home Screen-
Anonymous



Mobile Home Screen-
Logged In

1) Wood Sign

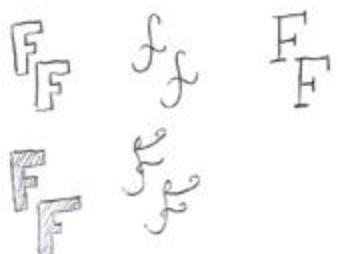


2) Stand Icon



Simple lines

3) Letter Brand



- Identity Mark
roughs

FarmFresh

FarmFresh

FarmFresh

FarmFresh

FarmFresh

FarmFresh

FarmFresh

FarmFresh

FarmFresh

FarmFresh

FarmFresh

FarmFresh

FarmFresh

FarmFresh

FarmFresh

FarmFresh

FarmFresh

FarmFresh

Type Logo Studies:

- Rockwell
- Tahoma
- PT Sans

Week 12

- Identity mark comp

FarmFresh

Final Logo:
Rockwell font, regular