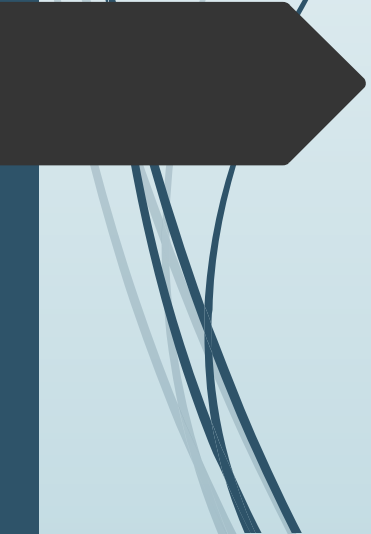


Vacant 2 Vital

Activating vacant urban parcels connects people, improves the community, and raises land valuation – all through the power and produce of local agriculture



Collaborated efforts by

Joe Schram (Sparktivity)

Ben Watson (NCSU)

NCSU Students

Features

- Map display
- Button enabling the land seeker to contact the owner (matchmaking)
- Form to collect seeker's information
- Send postcard to the owner
- Our suggestion - Analytics on views



Survey and outcomes

- 2 interviews
 - 1 with land seeker
 - 1 with land owner
- Field visit
- A personalized postcard
 - Request's info
 - Idea
- Map view preference (mobile and web friendly)
- “The idea sounds so cool! ~ Lauren ”



Initial Prototype

SEARCH 9

FILTERS

SIZE

- ☐ 0-9 ACRES
- ☐ 10-20 ACRES
- ☐ >20 ACRES

SOIL TYPE

- ☐ CECIL
- ☐ ORGIANIC
- ☐ SANDHILL

LAND SUMMARY REQUEST

IMAGE / LAND SUMMARY

1. NAME*

2. CONTACT NO*

3. EMAIL*

4. EXPLAIN HOW YOU WOULD USE THIS LAND *

5. HOW WOULD YOU DISTRIBUTE THE PRODUCE *

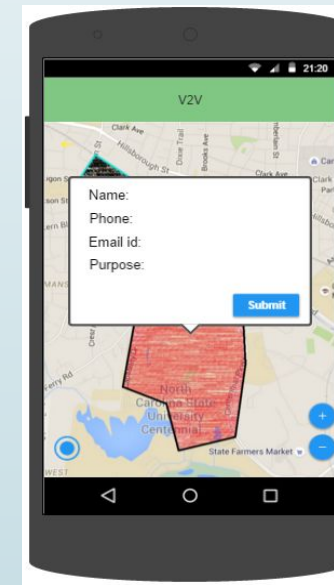
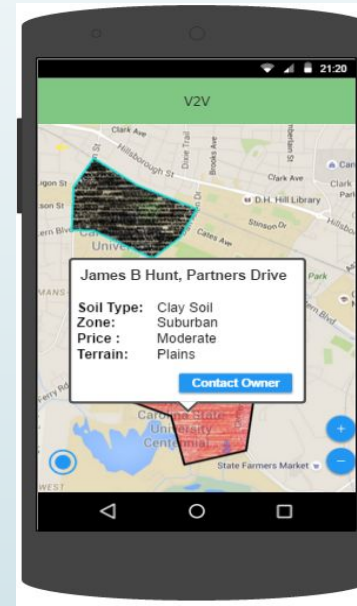
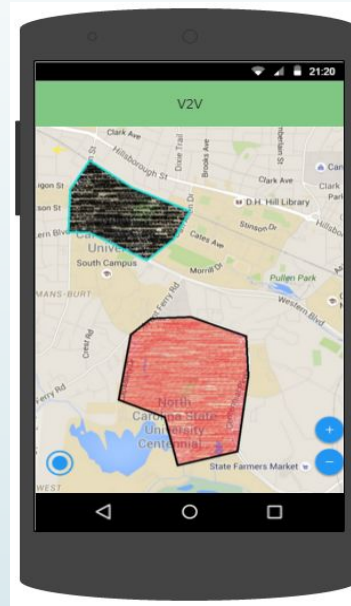
SELL TO COMMUNITY ▾
SELL TO FARMER MARK
DON'T KNOW

6. DO YOU HAVE * EXPERIENCE

7. SIGN CONTRACT*

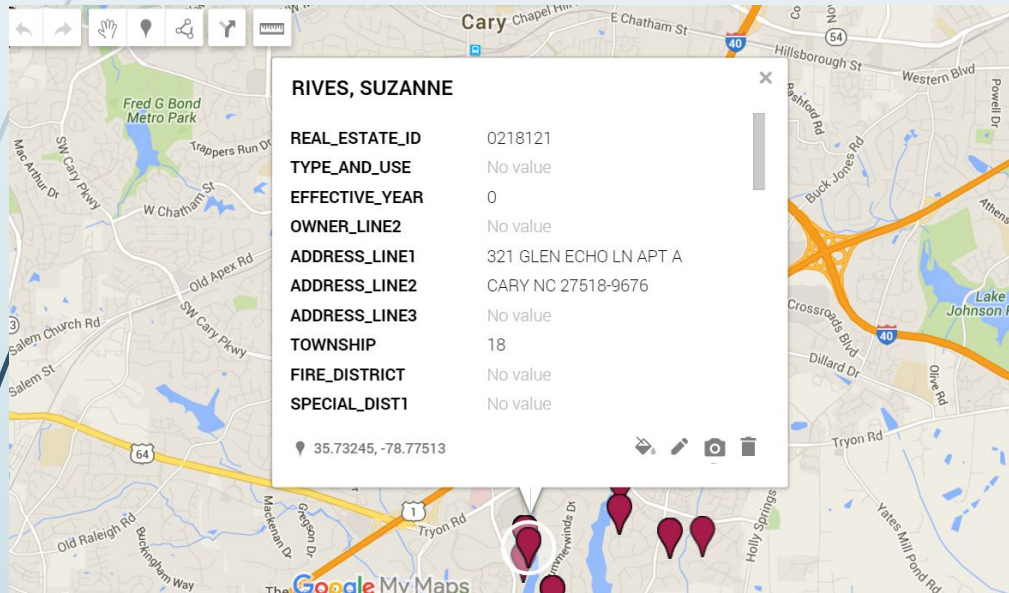
REVIEW YOUR LETTER

To be a little more clear..

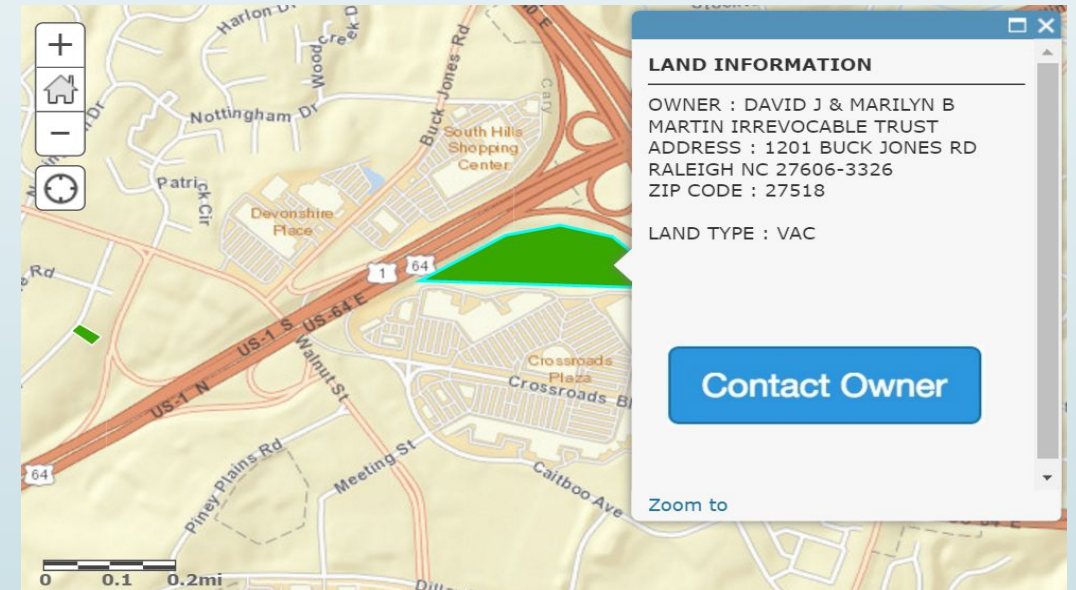


Time to implement

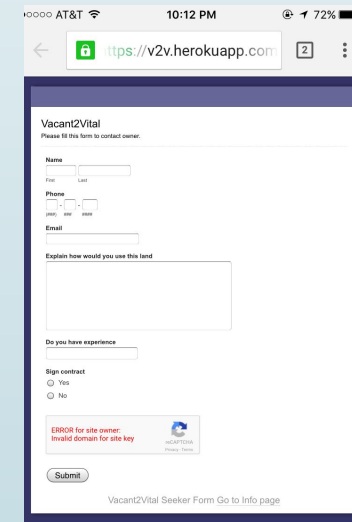
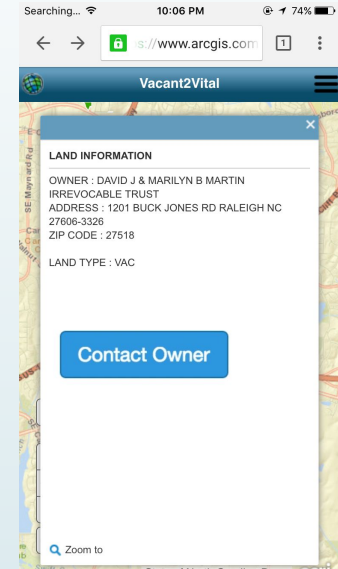
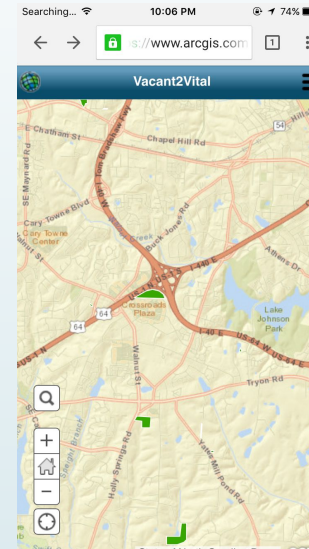
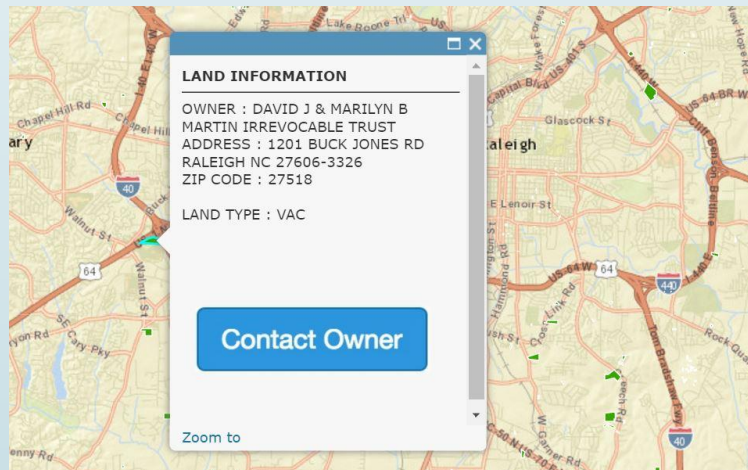
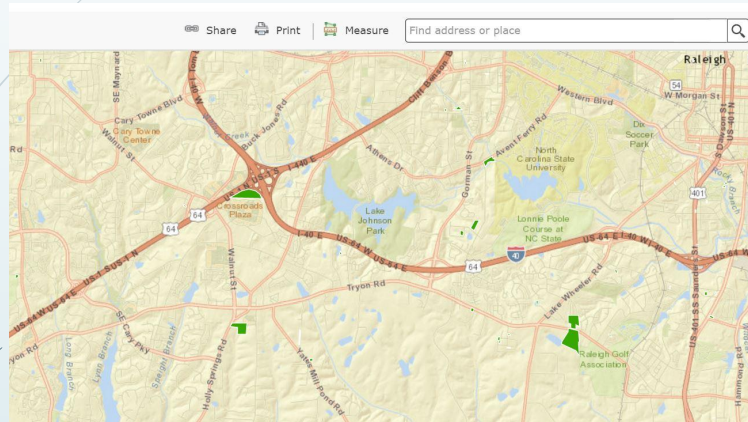
Google



ArcGIS



Mobile or Web. How about both?



Now the owner knows..

Vacant To Vital

*~ Connecting land owners
with activators*

We seek to change this by
connecting those in need of
temporary access to land
with those who have unused
land.

We have a land seeker
interested in your vacant
land and wants to do
something productive with it.

~ Do good, Make good

THE BIG HOUSE
1201 S MAIN ST
ANN ARBOR, MI 48104

POSTAGE
INDICIA

DAVID J
1201 BUCK JONES RD
RALEIGH, NC 27606

Vacant2Vital

Hi, I am mark hey and I saw your vacant land on V2V and was interested in doing something productive with it.

How I want to use your land: Hi, I would like to work on your vacant land for agricultural purposes. My idea is abababab abababab..

Experience in field: <1 year

Willingness to sign contract: Yes.

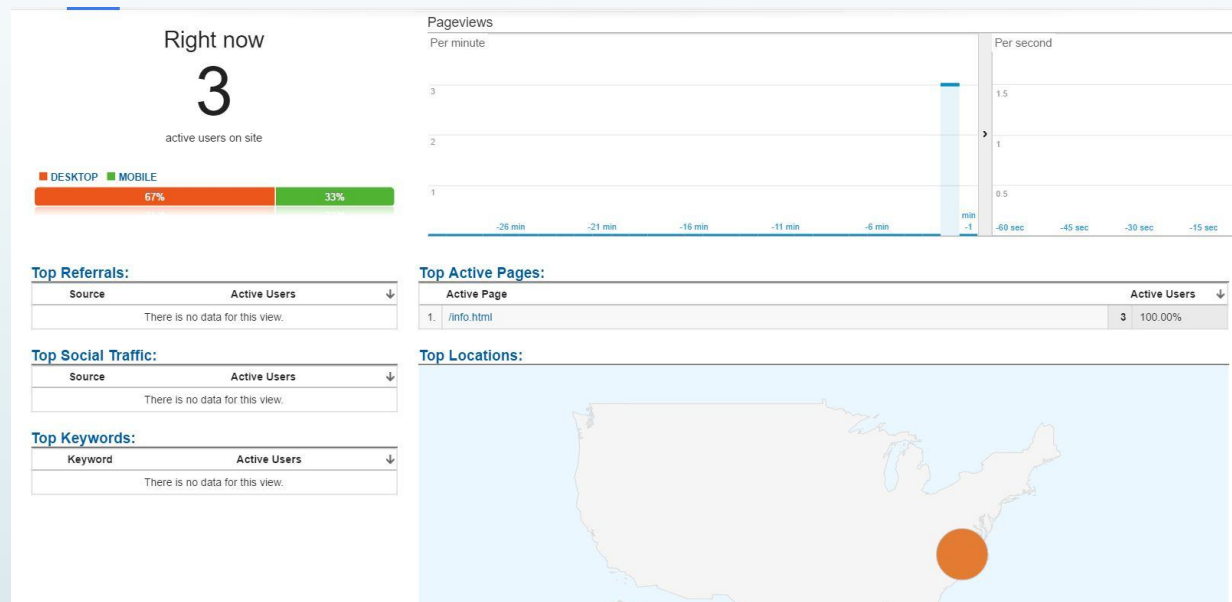
To get to know more, open <https://v2v.herokuapp.com/info.html>

My email: abcd@gmail.com

My phone: 111-111-1111



Are you reading the postcard?



Browser ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	2 % of Total: 100.00% (2)	100.00% Avg for View: 100.00% (0.00%)	2 % of Total: 100.00% (2)
1. Chrome	1 (50.00%)	100.00%	1 (50.00%)
2. Safari	1 (50.00%)	100.00%	1 (50.00%)

Device Category ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	2 % of Total: 100.00% (2)	100.00% Avg for View: 100.00% (0.00%)	2 % of Total: 100.00% (2)
1. desktop	1 (50.00%)	100.00%	1 (50.00%)
2. mobile	1 (50.00%)	100.00%	1 (50.00%)

The road ahead





Demo

and

Discussion