

Mother Earth Gardens:

Understanding the Consumer

MBA 7350: Customer Insights and Strategy

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Agenda



Client Profile

mother  earth  gardens

Industry: Gardening

Location: 2 - Northfellow &
Northeast (Minneapolis)

Client Needs:

- Wants to expand the customer base by targeting a new audience of community gardeners.
- Appeal to community gardeners by understanding their needs and preferences.



Research Methods

Research Scope:

Understanding Community Gardeners

Method:

Conduct interviews with community gardeners and observe their behaviors.

Questions Asked:

1. What influenced your decision to choose community gardening as your desired type of gardening?
2. How does your participation in this community make you feel, and what sense of fulfillment does it bring you?
3. What are the main challenges and hurdles you have encountered during your gardening journey?



Locations:

1. Summit Hill Community Gardens
2. Eleanor Graham Community Gardens

Observations

Affinity Map

*Sense of Community

Sharing with others

People share things

I gave away some zucchini to a lady who got summer squash

Ability to donate produce to food shelters

I gave some soil to a lady

Growing extra stuff to share with the community

Support from others

I can always ask questions

There are all sorts of people around

I enjoy talking to others about gardening

Ability to learn from others in the community

Making new Friendships

I made many acquaintances

My garden neighbor became my friend now

It is nice to connect with people

It's nice to meet people you wouldn't have otherwise

You see the same people

Reunited with my high school english teacher and now we're friends who garden together

"My garden neighbor became my friend now"

"It has made it easier for me to meet new people who share the same interests as me in adulthood"

"Feels like a family"

"It's nice to meet people you wouldn't have otherwise"

"Reunited with my high school english teacher and now we're friends who garden together"

"Ability to meet people with the same interests"

Observational Statement



Community gardeners seem to
want to join community gardens
as a way to **connect** with others

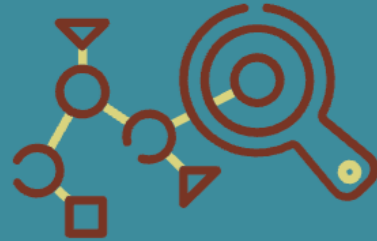
Insights

What is the emotional connection community gardeners feel towards gardening?

FRIENDSHIP & CONNECTION

"It has made it easier for me to meet new people who share the same interests as me in adulthood"

Insight Statement



Community gardening provides gardeners with an avenue to overcome the challenges of making friends as they age, making it easier for them to form new relationships

Value Proposition



*By visiting Mother Earth Gardens,
community gardeners will experience the
warmth of genuine connections, fostering a
sense of belonging and support that extends
beyond gardening...*



Our Solutions Will



bring

entertainment,
fun, & laughter



be

genuine,
warm, &
inclusive



provide

growth &
collaboration

Recommendations

Strategies

1

Cultivate a sense of community **by** organizing social events such as potluck dinners, garden parties, family trivia night, and movie nights

2

Promote Collaboration and Support **by** creating opportunities for gardeners to collaborate on gardening projects, park clean-ups, and buddy systems to facilitate connections between new and experienced gardeners

THANK YOU