

REQUIREMENTS CHART



<i><u>Stakeholder</u></i>	<i><u>Need</u></i>	<i><u>Requirement</u></i>	<i><u>Metric</u></i>	<i><u>Target Range</u></i>	<i><u>Rationale</u></i>
Educator Ellie	Teaching young children about the importance of good food and about farming.	Allow children to participate and engage with farmers to learn about farming and good food.	More young children engaged during events.	5-10 new users under 18 years old each month.	Children are the next generation and the best way to introduce a mass philosophical or cultural shift.
	Being able to educate adults; a group they don't regularly get to interact with when educating.	Ads and experience should be exciting enough to attract and engage adults.	More adults engaged during events.	5-10 new users over 18 years old each month.	Adults have power over their own and their children's' lifestyles but are not engaged often by Ellie.
Philanthropist Phil	Giving back to the community.	Another avenue for farmers' philanthropy. Remove financial barrier of entry.	More disadvantaged people are engaged.	Half of users each month do not pay for the experience.	Farmers can increase local impact by removing financial barriers to this experience.
	Having people respect good food and the act of farming.	Focus on sharing farmers' values for good food and farming through physical experience and using fresh food in a meal.	Increased respect and knowledge about farming and fresh food.	At least 5 people say they now have higher respect for farming in an exit survey.	Learning about good food is beneficial for people, and it would do them right to have a modicum of respect for the people who provide the good food.
Low-Income Consumers	Being able to affordably engage with farms.	Remove money as a barrier of entry.	More low-income users attend the event.	Half of the users each month do not pay for the experience.	This removes the barrier/bottleneck of money so they too can reap the benefits – which is important when reaching formerly unengaged people.
	Not having a negative stigma associated with their economic disadvantage.	Payment is done online so nobody else knows about each other's economic status	Nobody finds out about each other's economic status.	No required transactions occur at the farm.	Promote social inclusivity by preventing uncomfortable interactions related to money.
Urban Consumers	Access to the farm fresh food.	Increase advertising exposure for farms in urban areas so people increase awareness.	More people from urban areas are engaged at the farm.	A third of users travel 5+ miles to the farm.	A large demographic whose biggest barrier to entry is awareness as to their proximity to the farm.
Average Adults	Being able to make informed choices about their life and health.	Give adults the tools and experience to understand their food and make informed decisions.	Farmers see an increase in profits from food bought from their farm shares.	Farm profits double after one year of the program being in place.	They should be able to gain the important takeaways from this experience and be armed with the tools/knowledge to make their own judgement calls about their life and food.
Local Children	Having entertaining, engaging, and educational activities.	This adventure is not a daycare; it must teach useful skills and important knowledge while being entertaining.	Young children are excited to learn.	At least 3 children said they both learned and had fun in the exit survey.	Children are excitable and need to be consistently engaged for long-lasting effects
	Safety.	Safeguards to prevent harm to people or the farm without hindering the adventurous experience.	No one nor the farm is harmed throughout the event.	Users aren't accompanied at all times, no damage is done to people or property.	It is important to balance autonomy and adventure with guidance and instruction for an engaging experience.