

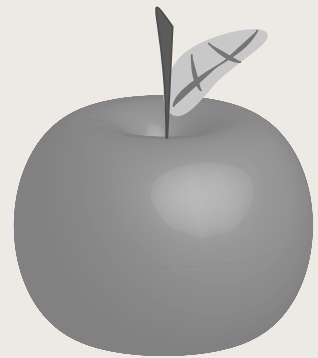
Digging Deeper:

A Dirt to Table Recipe Adventure

A PERSONA AND STAKEHOLDER INTERACTION POSTER

"I just want to inspire children."

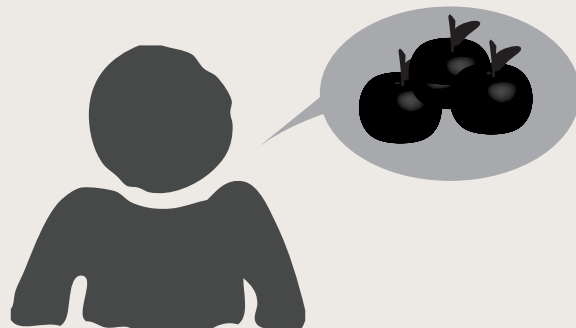
Educator
Ellie



teaching
others



sharing
of ideas



informed about
farm food

"I love it when I'm told the positive impact of good food."

Philanthropist
Phil



healthy
living



giving to
others



sustainable
living



People in urban areas see ads and their curiosity is sparked. They visit the Digging Deeper website to learn more about the event. Ellie is excited that she was able to engage with adults and get them thinking about food.

The pay-what-you-want event allows groups of any financial situation to participate stress-free. Phil is happy that he can help support people in need but also bring in money to keep the program going. He likes that the online payments reduce stigma.



Recipe cards have features to engage kids and adults and allow for adventure. Ellie likes that she can reach children as well as adults (normally hard to engage with) - by targeting kids and allowing them to participate on the farm.

Participants learn from farmers. These experiences help people understand where their food comes from. Ellie enjoys teaching and is happy that people are gaining useful skills and perspective. Phil is happy that they get to bring food home.



1

registers for event

2

goes to farm

3

picks ingredients on list

4



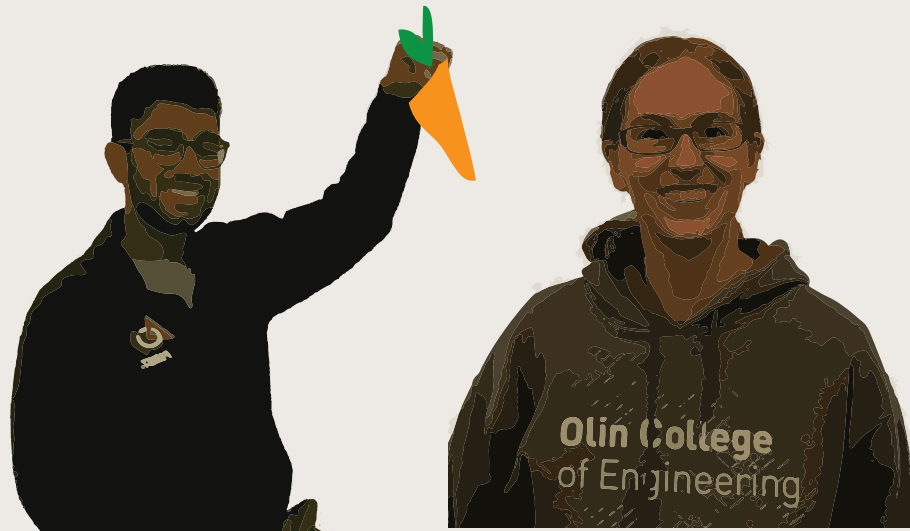
Fun, engaging recipes get people excited about engaging with their food at home. Ellie is excited that people are taking the learning home with them. Phil is excited that people have one less meal to worry about getting to their families.

Participants log the vegetables they picked onto the website and earn 'badges'. They feel good for the recognition of learning a new skill. Ellie thinks that positive reinforcement is a great way to encourage people to keep learning a new skill.



After the event, participants tell their friends about the awesome experience at the farm. Other people also get involved. Ellie and Phil are excited to reach a wider group and bring more people to the farm.

Over time, there is large scale social change towards more thought about and greater respect for food. Ellie is happy that people and children are better informed. Phil is ecstatic that people no longer feel that farm fresh food is out of reach.



5

eats meal, logs into app

6

life continues

7

social change!

8