GRAZING SEASON

Grazing Season

Essentials of Interaction Design

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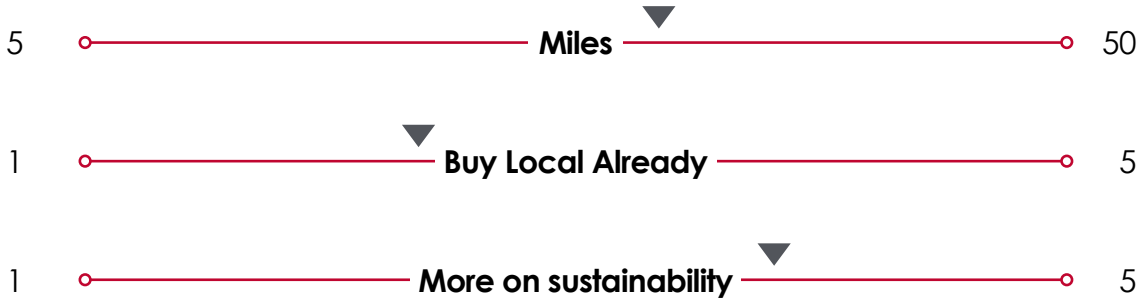
Personas – The Converts

Objective

Since Martha works as nurse she has seen the impact of cancer and autoimmune diseases on her patient's lives. As a result she has made the decision to change the way she eats in an effort to minimize her risk of ending up like her patients. After some research she believes that eating food that is produced in a sustainable manner will aid her in reducing her risks. She has been to a few farmers' markets before but wants to mainly buy locally from a sustainable farm.

Behaviors



Martha Ferguson

Age:	25 – 30
Occupation:	Nurse
Education:	BS in Nursing
Location:	Suburbs of Philadelphia

Goals

- Improve overall health
- Support the local community
- Find a farm that has reasonable prices

Needs

- A local farm within 35 miles
- A farmers' market to supplement for local farm
- Information on farm's farming practices

Personas – The Veterans

"My family and I grow a lot of the food we eat, and we try to dine at farm-to-table restaurants."

Objective

Marshall grew up on a farm and knows the importance of sustainable farming. Since his job requires him to live in the city, Marshall and his family grow some of their fruits and vegetables in a community garden. He has been buying the rest of his food that he doesn't grow at a local farmers' market. However, the farm that he bought his meat from stopped selling at the market near his home. Marshall has decided to find a farm outside of the city where he can buy his meat. By choosing a farm outside of the city, Marshall can bring the wife and kids along for a mini weekend trip. This will allow Marshall to relive his childhood and share it with his family.

Behaviors

Marshall Mills

Age:	35 – 40
Occupation:	Accountant
Education:	MBA
Location:	Philadelphia

Goals

- Teach his kids the importance of sustainable farming
- Share what it was like growing up on a farm with his family

Needs

- A new farm to buy meat from
- A farm within 50 miles of Philadelphia
- Information what products the farm sells

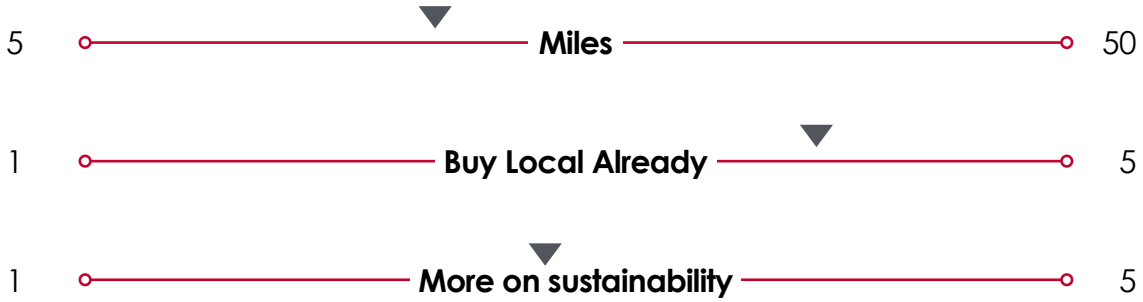
Personas – The Transplants

"I love going to a farm on a summer's day and buying the peaches!"

Objective

Katie grew up in a small town in North Carolina and had easy access to local farms. She just moved to the suburbs of Philadelphia for her new job as a social worker and wants to continue supporting her community by buying from a local farm. Since she is new to the area she is not sure where one is and the local health food store does not have the fresh peaches that she craves. Katie is against the use of GMOs and pesticides, so the practice of sustainability is very important to her.

Behaviors



Katie Mathews

Age:	30 – 35
Occupation:	Social worker
Education:	Bachelor of Liberal Arts
Location:	Suburbs of Philadelphia

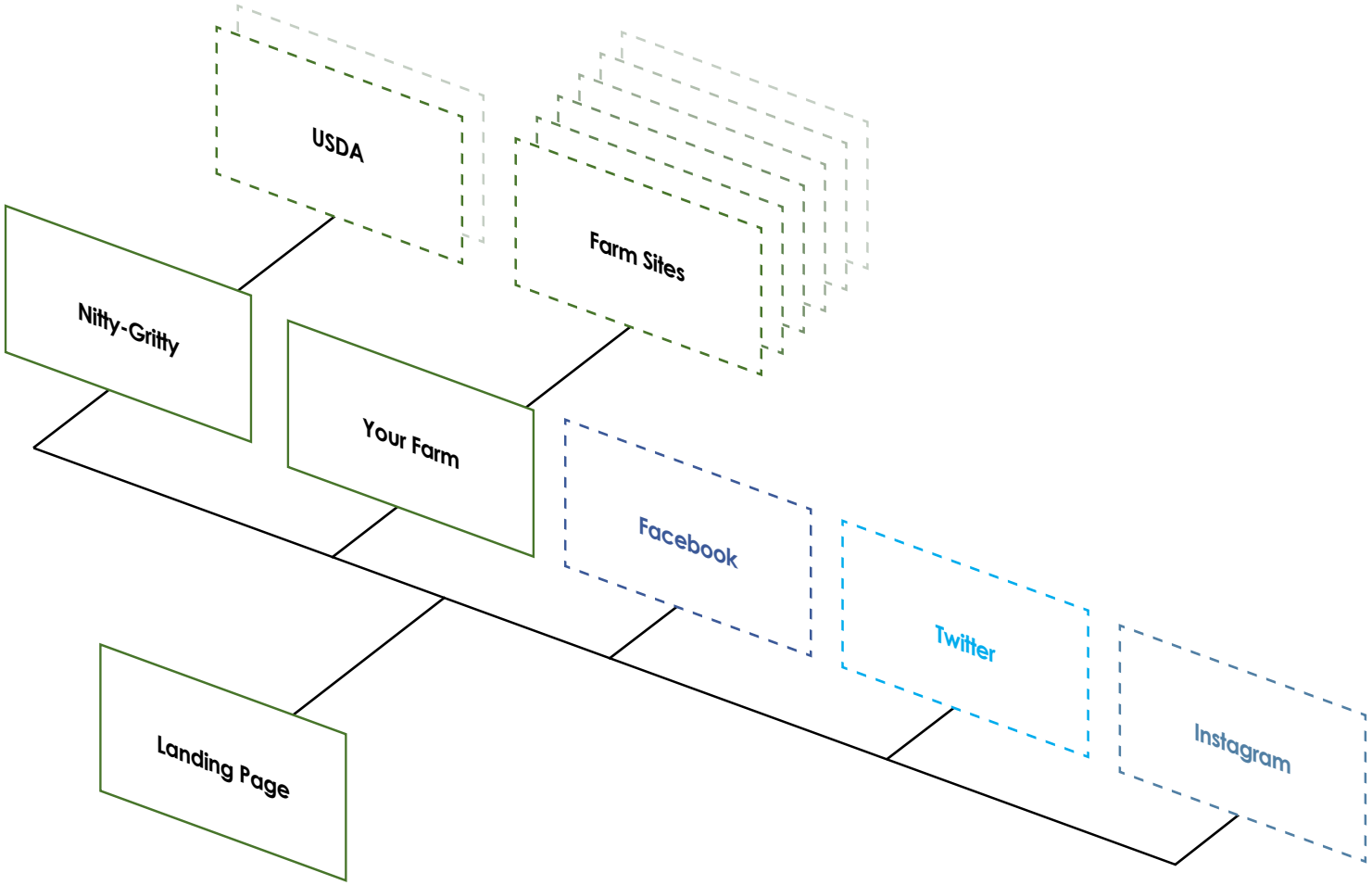
Goals

- Find a farm that is close to her
- Support her community
- No harmful pesticides
- No GMOs

Needs

- A local farm within 30 miles of her home
- Information to make sure the farm is sustainable

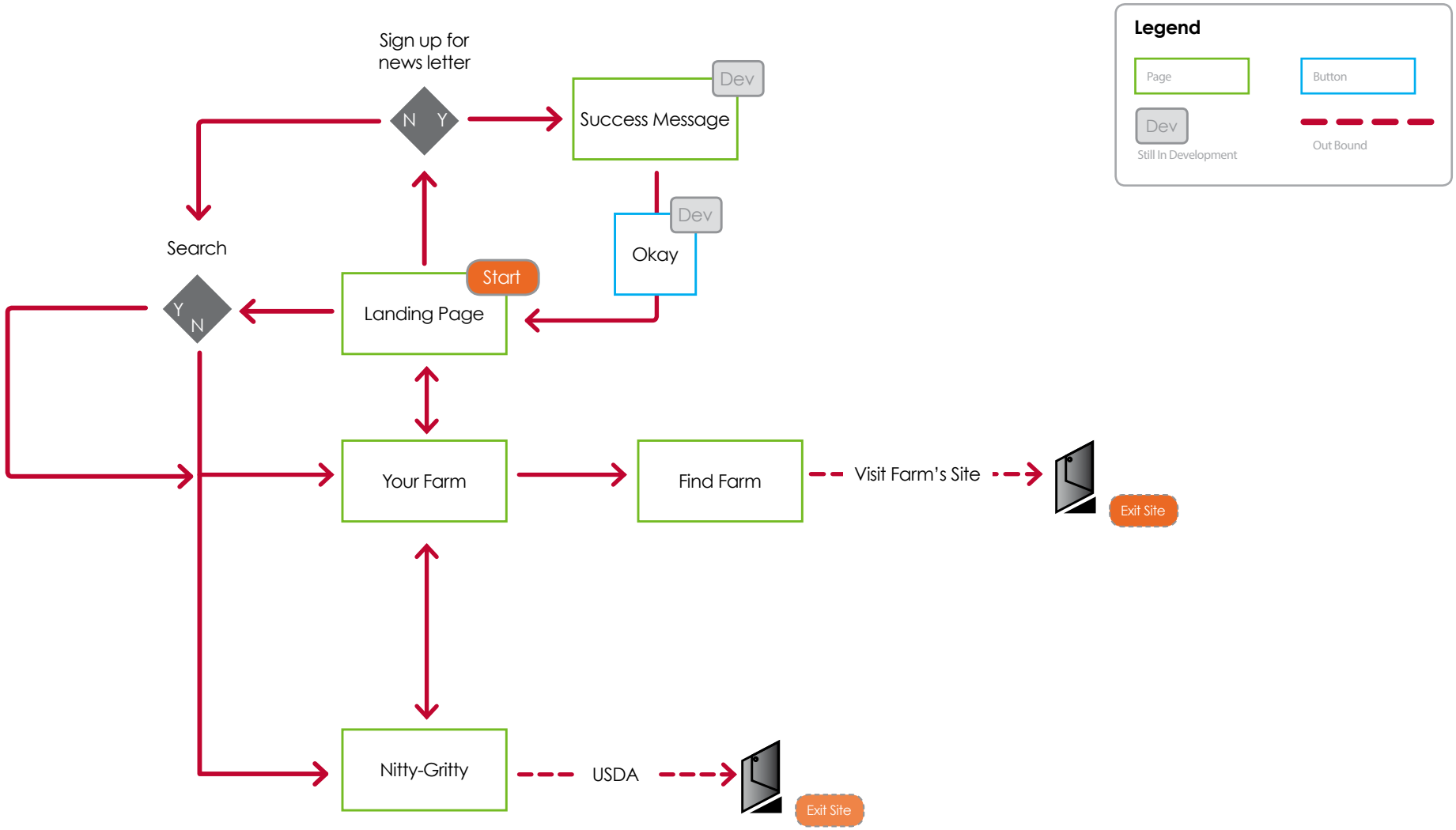
Site Map



Key

[Label] Outbound Links

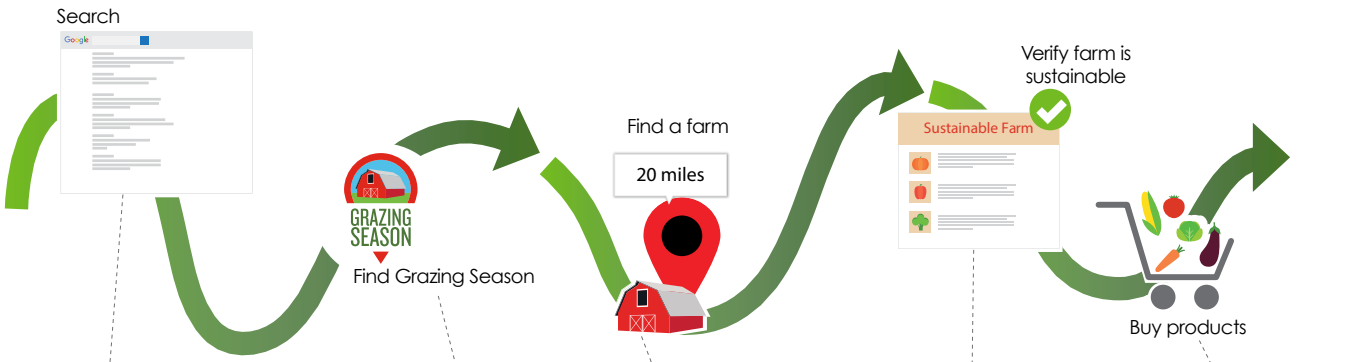
Flow Chart


Legend
Page
Button
Dev
Still In Development
Out Bound
Sign up for news letter
N
Y
Dev
Success Message
Dev
Okay
Search
Y
N
Start
Landing Page
Your Farm
Find Farm
Visit Farm's Site
Exit Site
Nitty-Gritty
USDA
Exit Site

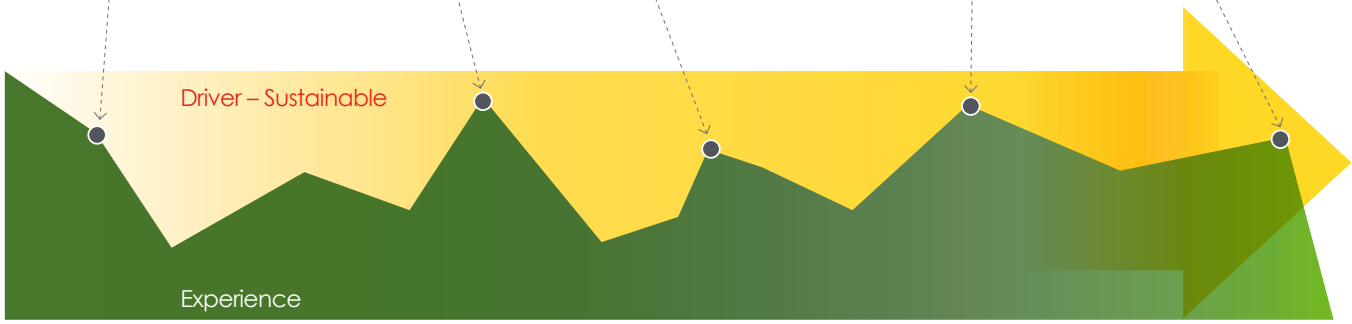
Experience Map

Lens	DISCOVERY	USE MAP	VALIDATION
Goals	Find a website that has a listing of sustainable farms	Search for farms	Verify that the farms meets the user's requirements
Doing	• Searching various web sites for information on sustainable farms in the area	• Find farms that are within the desired radius • Read provided information	• Visit farm's website • Buy food that was produced in a sustainable manner • Tell others about farm

Touchpoints



Experience Timeline



Competitive Analysis – Eat Wild

Site

Eat Wild

http://www.eatwild.com/products/pennsylvania.html

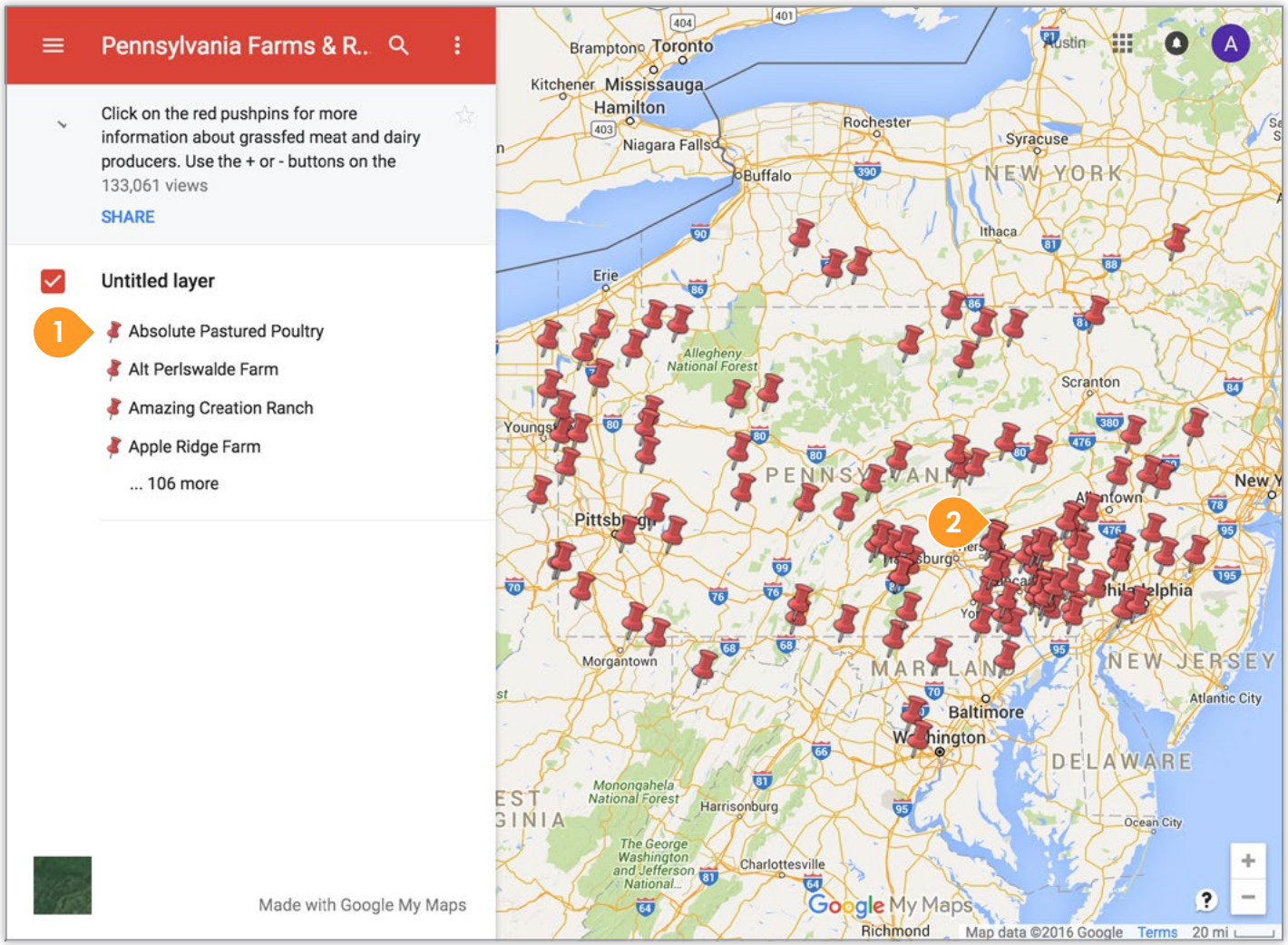
Description

Eat Wild provides information to promote the benefits of choosing meat, eggs, and dairy products from 100% grass-fed animals or other non-ruminant animals fed their natural diets. Along with providing user's information on farms that meet these standards.

Notes

1. After selecting a state a new page loads displaying a map of farms and returns a listing of the farms
2. Provides a link to Google Map page were users can find a farm
3. Returns the list of farms in the selected state in alphabetical order

Competitive Analysis – Eat Wild



Site

Eat Wild – Google Map page

Notes

1. List of all farms in and surrounding the state
2. User has the option to click a pin which brings up the selected farms information on the left hand side of the page.

Competitive Analysis – Eat Wild

What works

- Detailed list of all farms in selected state

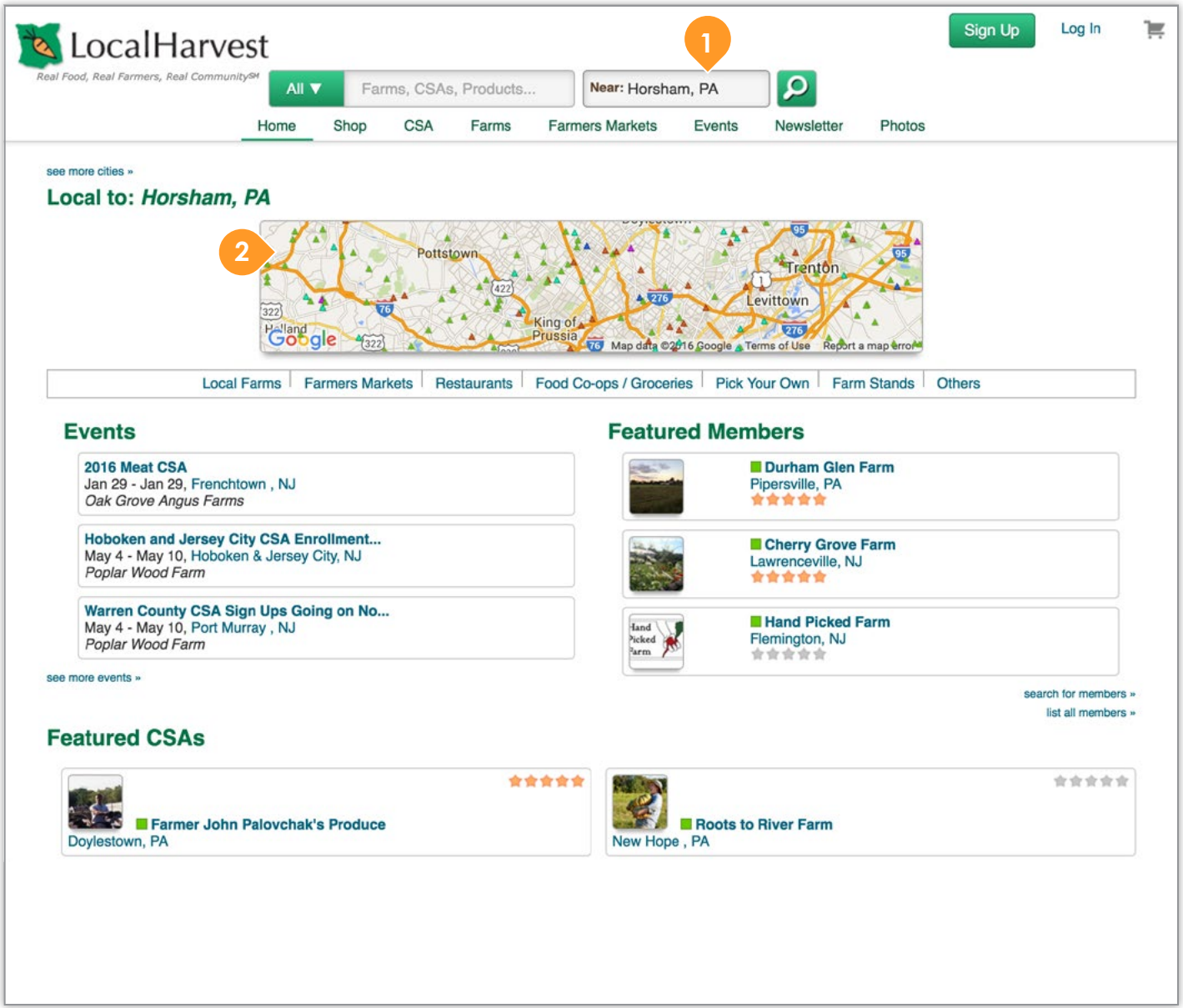
What doesn't work

- Map is to small
- There is no search for farms by city or zip code
- User has to go to a new page to find farms in their area

Take-aways

- Focus page on map of farms
- Reduce the farm information to only the essentials
- Consolidate map page and farm listings for better experience

Competitive Analysis – LocalHarvest



Site

LocalHarvest
http://www.localharvest.org

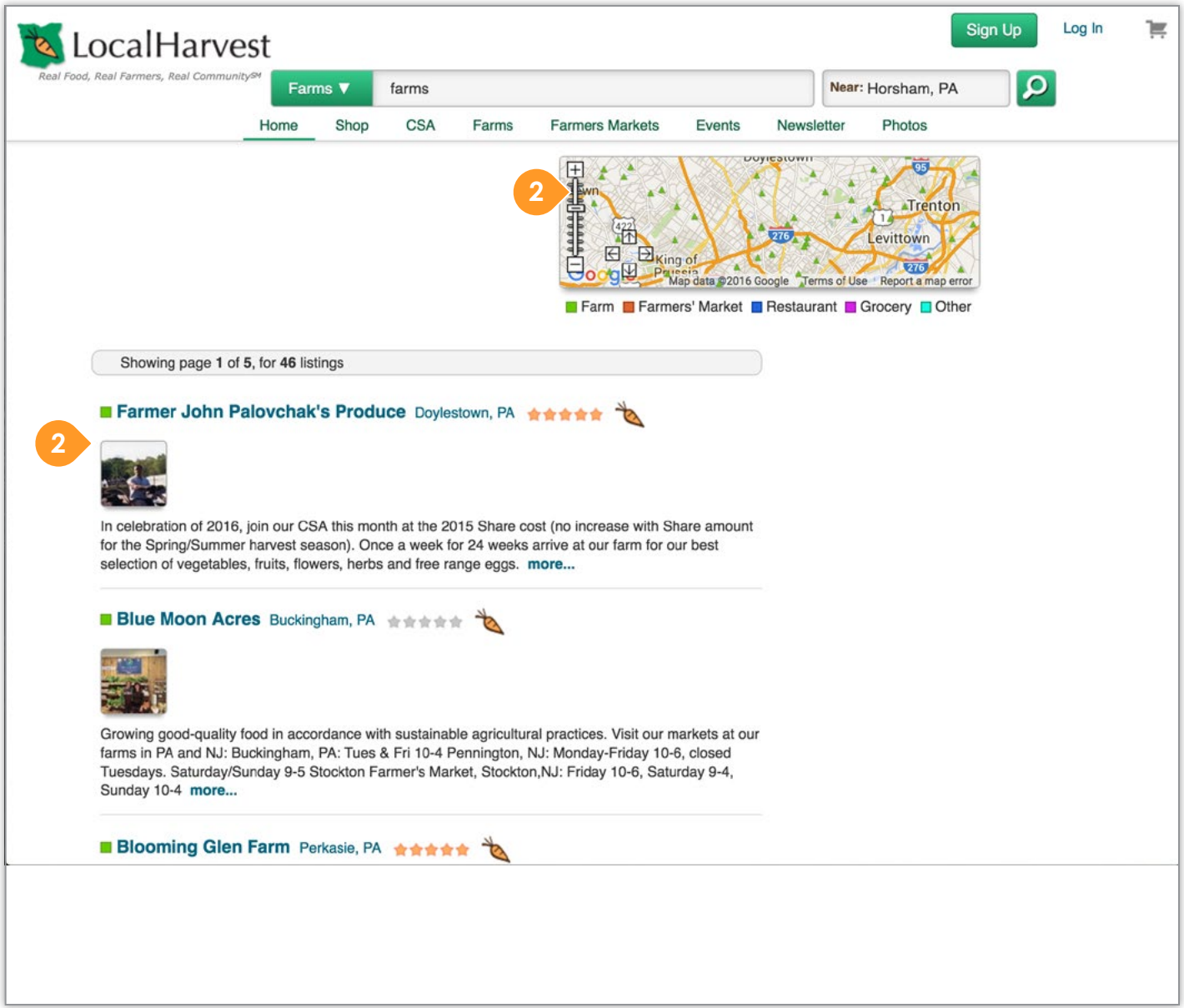
Description

Connects people looking for good food with the farmers who produce it.

Notes

1. Allows users to search by city
2. Displays map with icons of the surrounding farms, CSAs, farmer's markets etc

Competitive Analysis – LocalHarvest



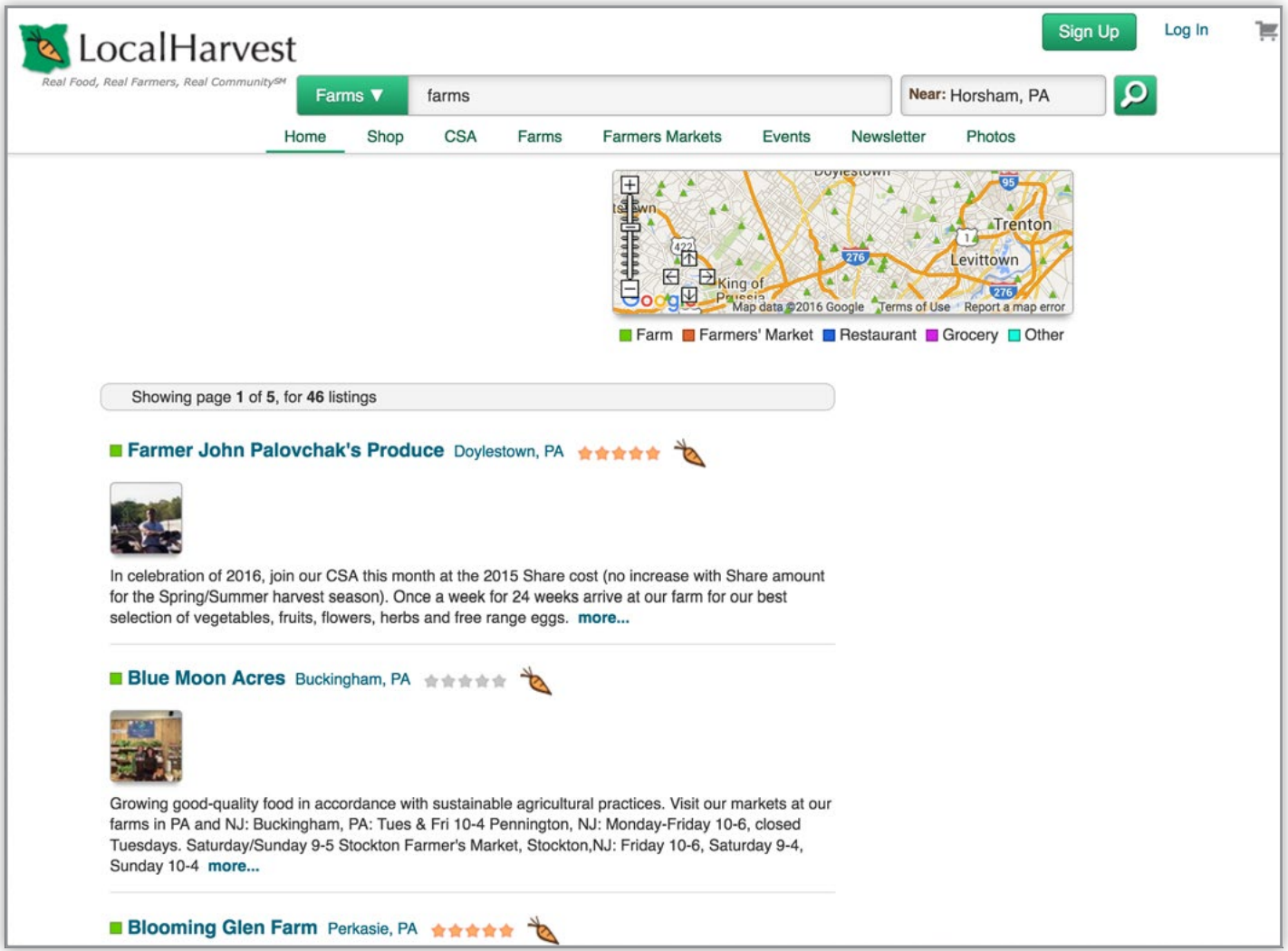
Site

LocalHarvest – search results page

Notes

1. Map displays results near the user's search input
2. Returns a list of farms, farmer's markets etc

Competitive Analysis – LocalHarvest



What works

- The ability to search by city or zip code
- Detailed list of all farms in selected state
- Image of the farms

What doesn't work

- Map is to small
- Icons on map are hard to make out

Take-aways

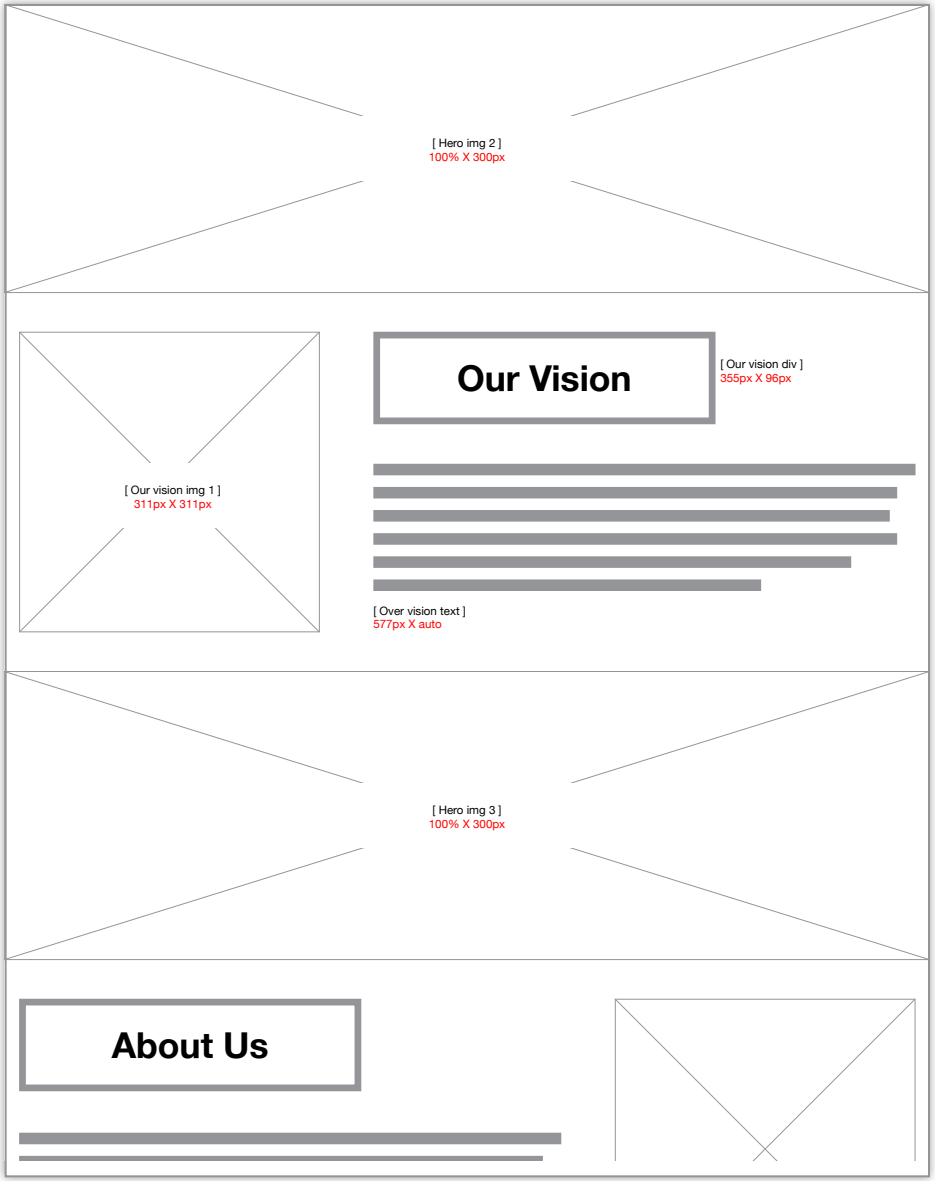
- Map needs to be focal point
- Images of farms is more aesthetically appealing
- Centralize farm information

Wireframes – Desktop

Landing Page

- When users arrive to Grazing Season's landing page they can search for local sustainable farms by cities
- The user has the option to scroll down the page to read more about Grazing Season

Wireframes – Desktop



Landing Page Cont.

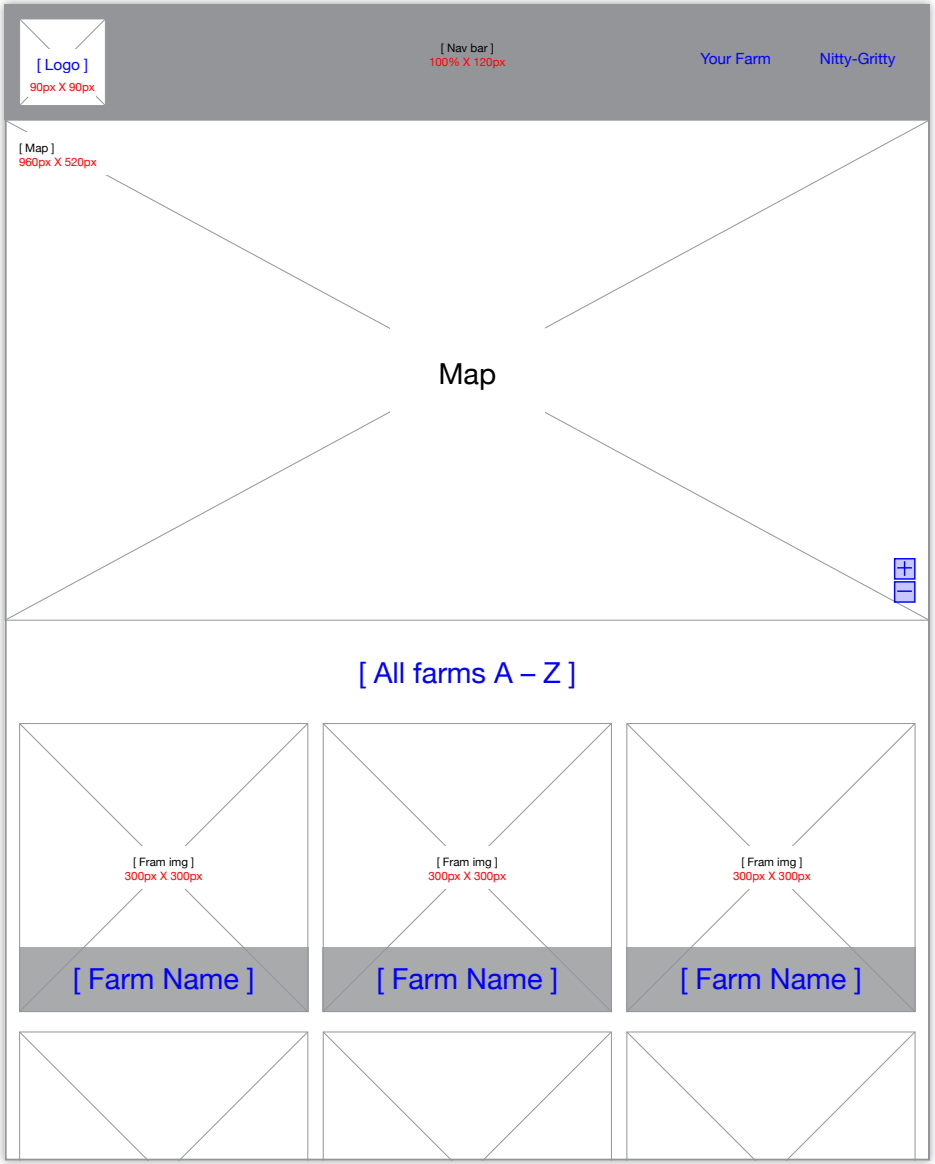
- As the user scrolls they can read Grazing Season's mission statement and the about us

Wireframes – Desktop

Landing Page Cont.

- At the bottom of the page the user has the option to search for a local sustainable farm or sign up for Grazing Season's newsletter.
- If the user subscribes a success message is displayed — see page 31 for interaction

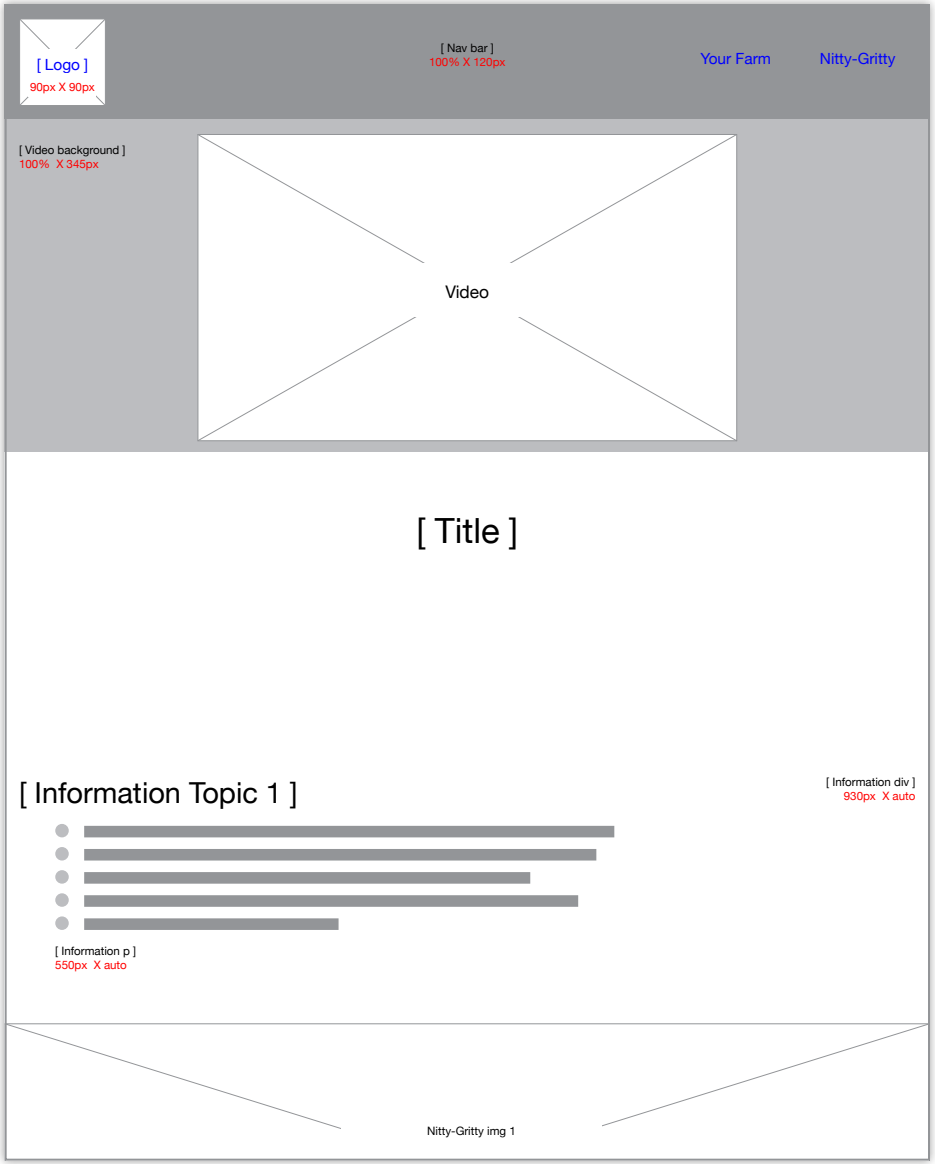
Wireframes – Desktop



Your Farm Page

- When the users arrive to the Your Farm page the user is greeted with a map displaying all of the farms surrounding the selected city the user searched
- The farms are displayed in alphabetical order with an image of the farm
- The user has the option to narrow down the farm list, for that interaction see page 32
- The user can scroll down the page to see all of the farms

Wireframes – Desktop



Nitty-Gritty

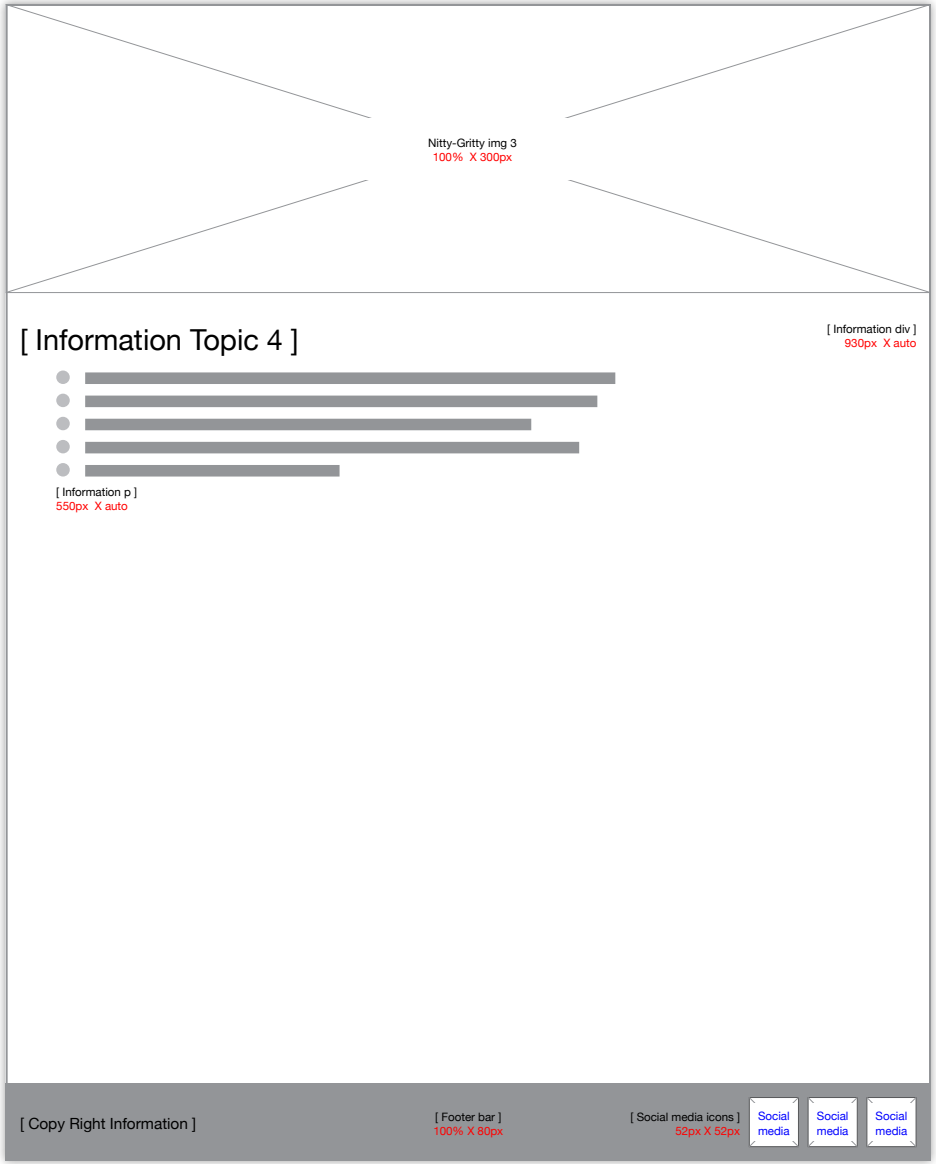
- When the users comes to the Nitty-Gritty page they can watch a video on sustainable farming vs. industrial farming
- The user can scroll to read more information on sustainable farming and similar movements and practices

Wireframes – Desktop

- The user can continue to read and scroll down for more information

Nitty-Gritty Cont.

Wireframes – Desktop

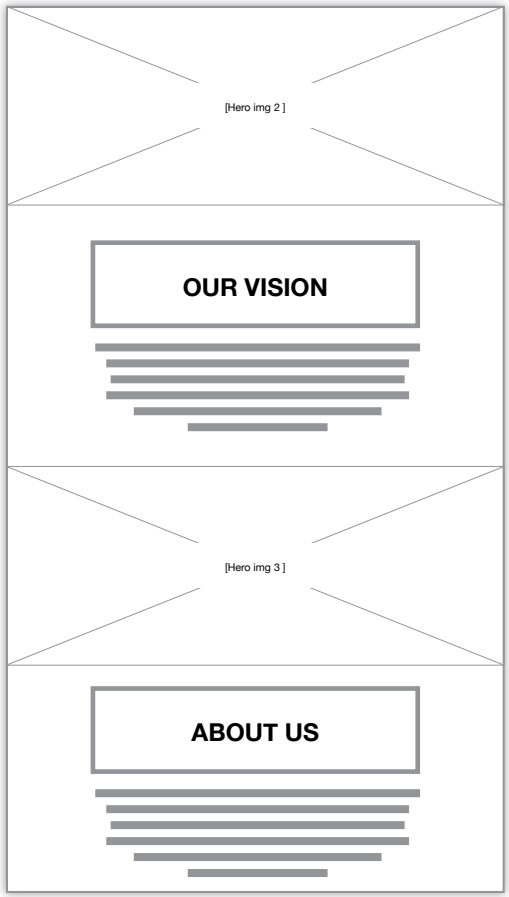


Nitty-Gritty Cont.

- From here the user can either share Grazing Season on social media or scroll back to the top of the page and use the links to other pages of the site

Wireframes – Mobile

Landing Page

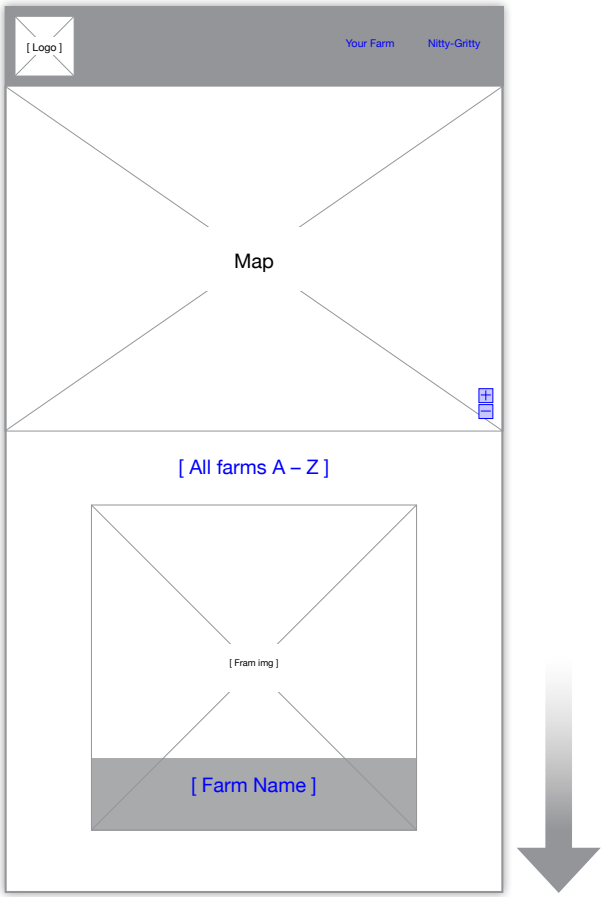


Landing Page Cont.

Landing Page Cont.

- Much like the Landing page for desktop the mobile version has many of the same features
- To achieve the layout changes Bootstrap's framework will be used
- For CSS Specs go to page 33

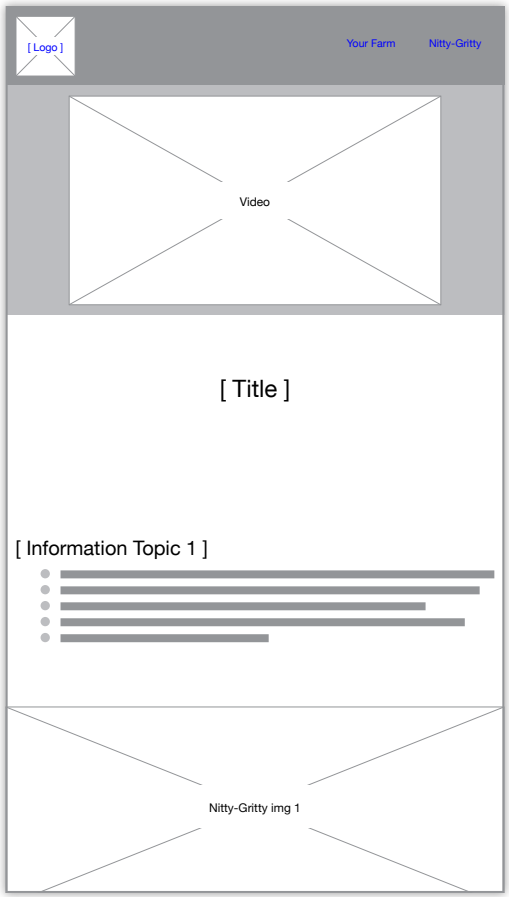
Wireframes – Mobile



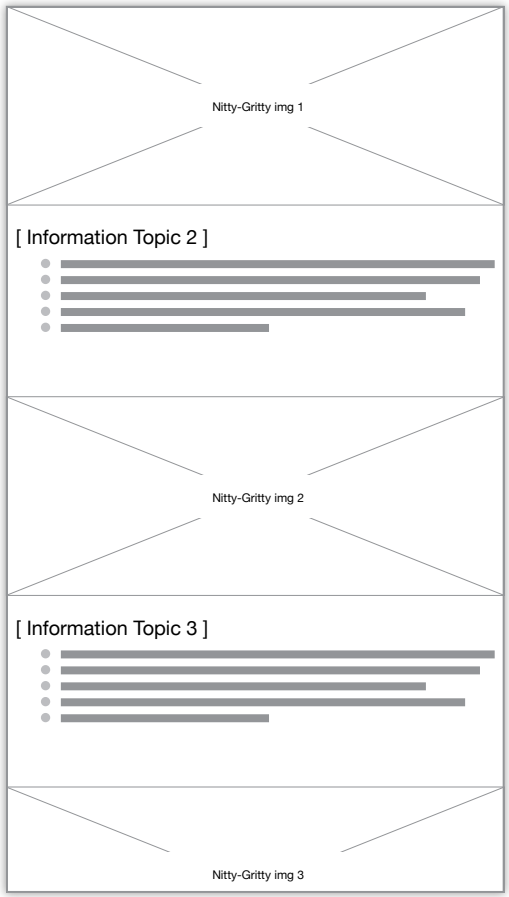
Your Farm Page

- For the mobile view the grid of the farms collapses to a single column
- The user can scroll down to see all the farms

Wireframes – Mobile



Nitty-Gritty Page

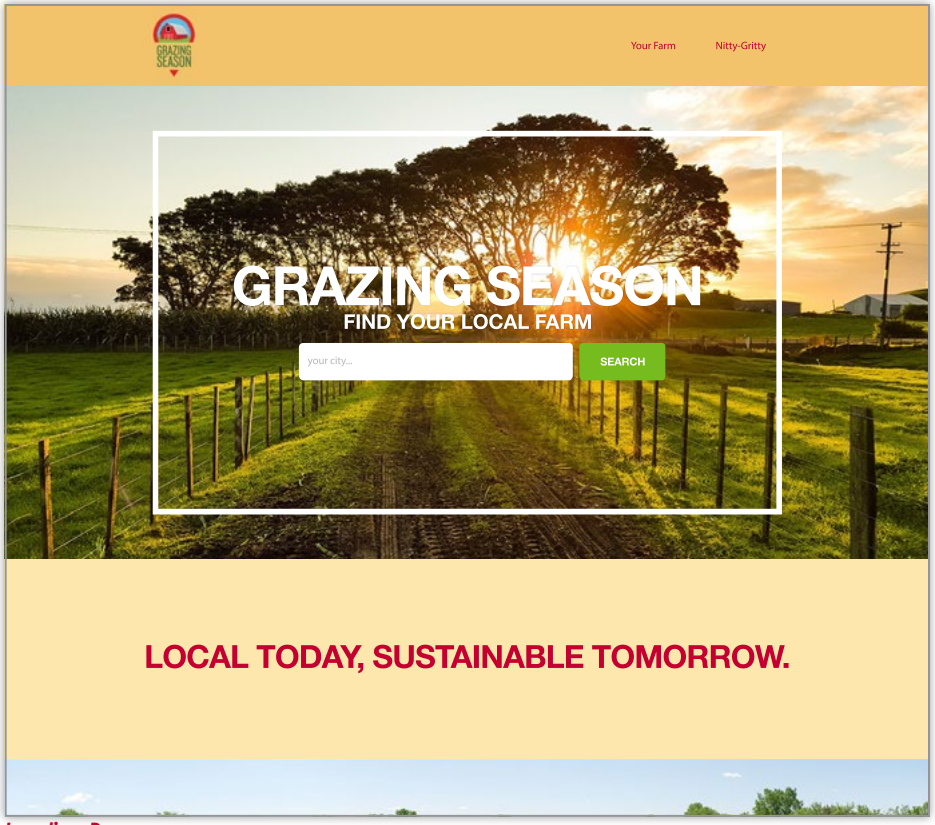


Nitty-Gritty Page Cont.

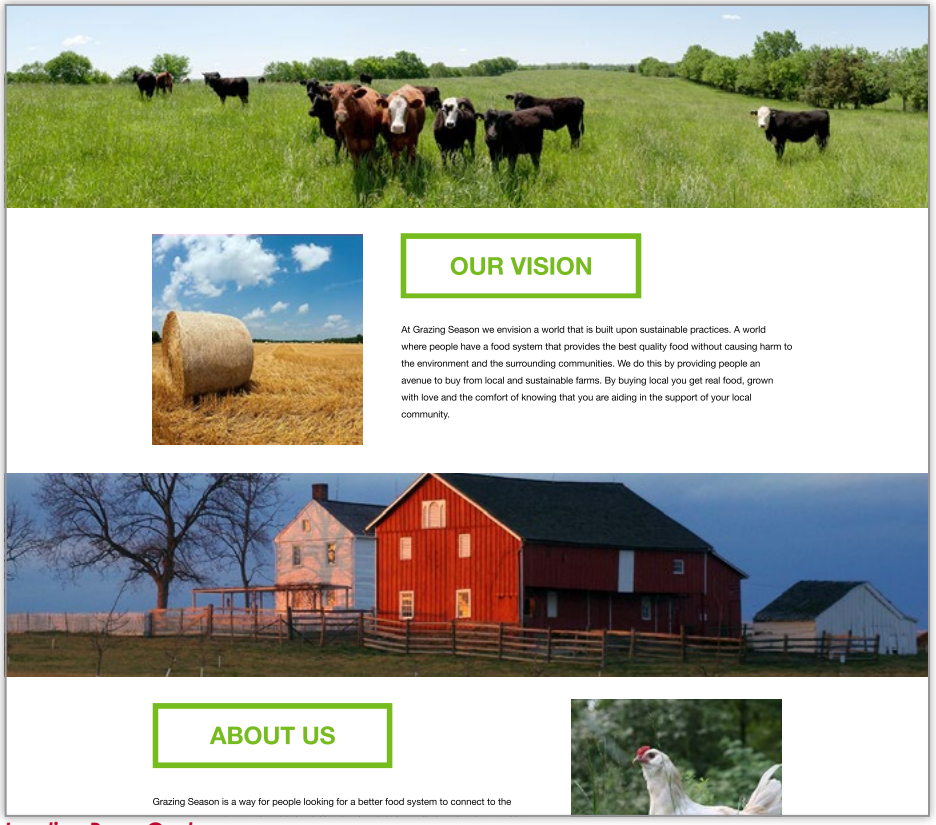
Nitty-Gritty Page Cont.

- The Nitty-Gritty page has the same features on a mobile view as it does on a desktop view

Design Comps – Desktop

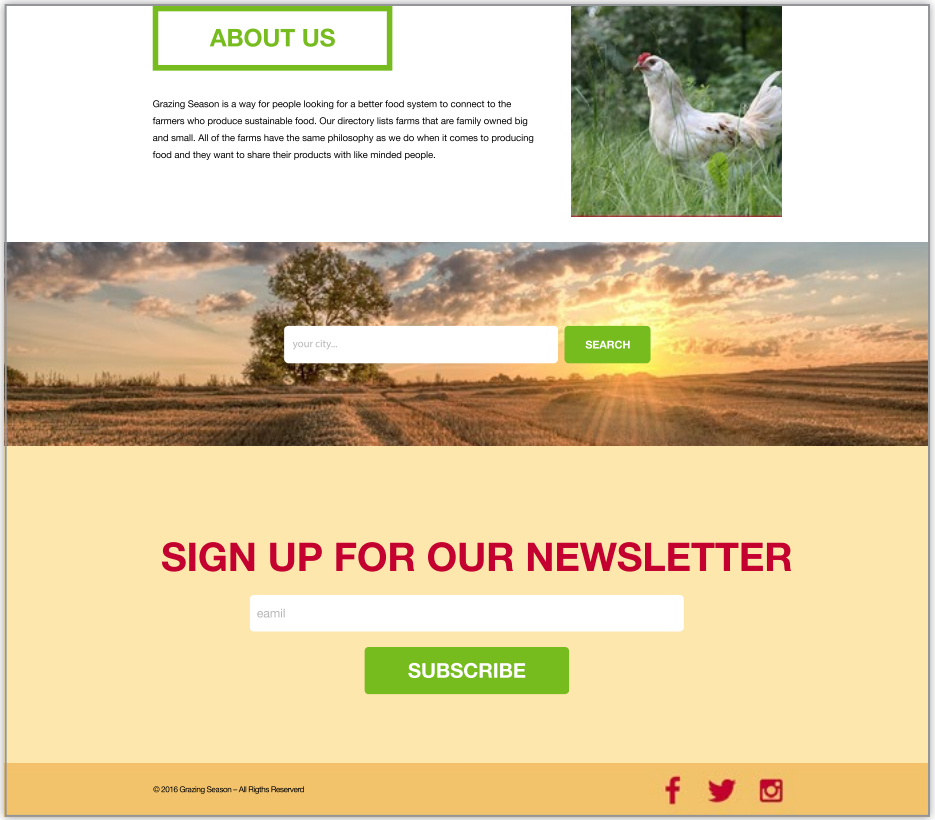


Landing Page



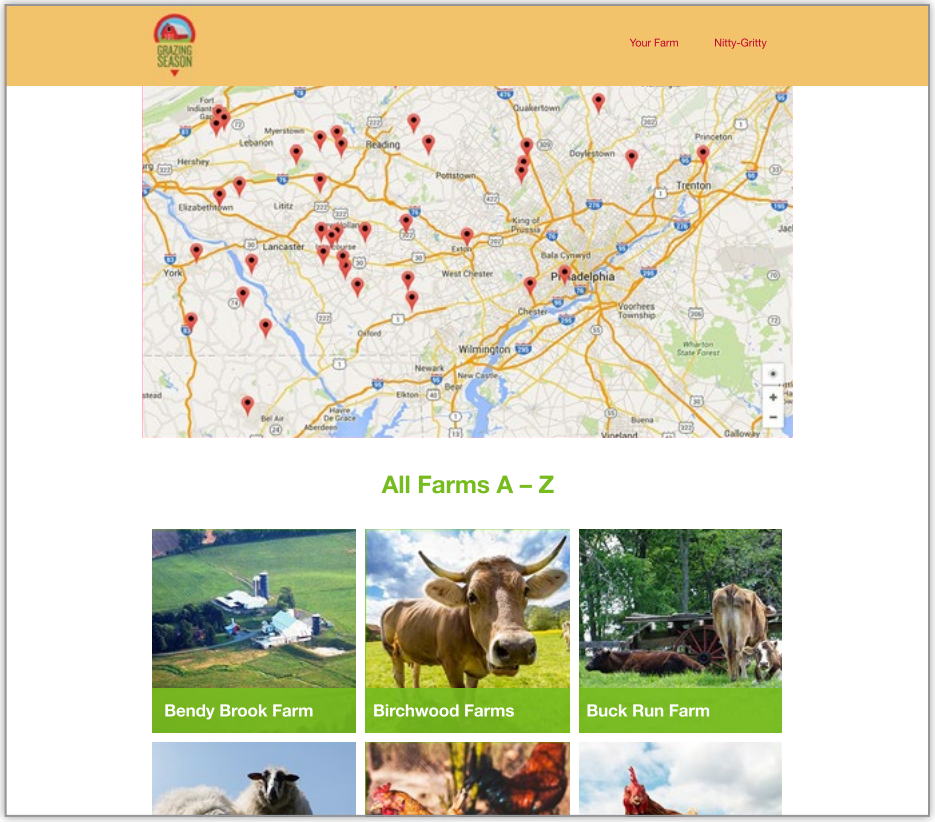
Landing Page Cont.

Design Comps – Desktop



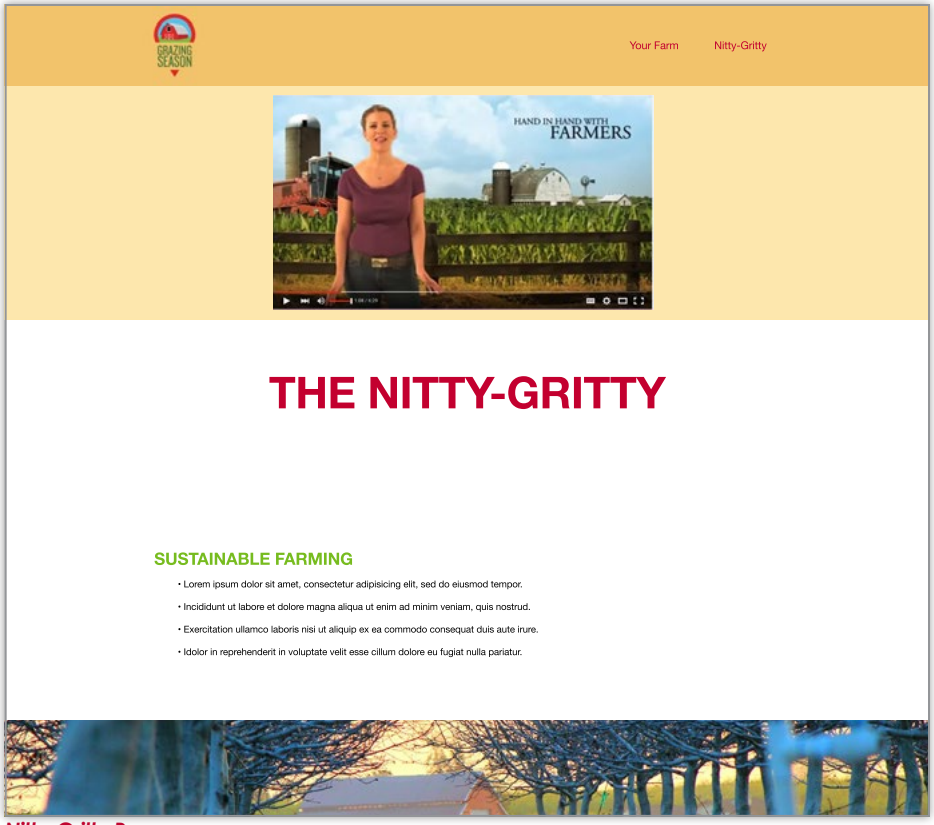
Landing Page Cont.

Design Comps – Desktop

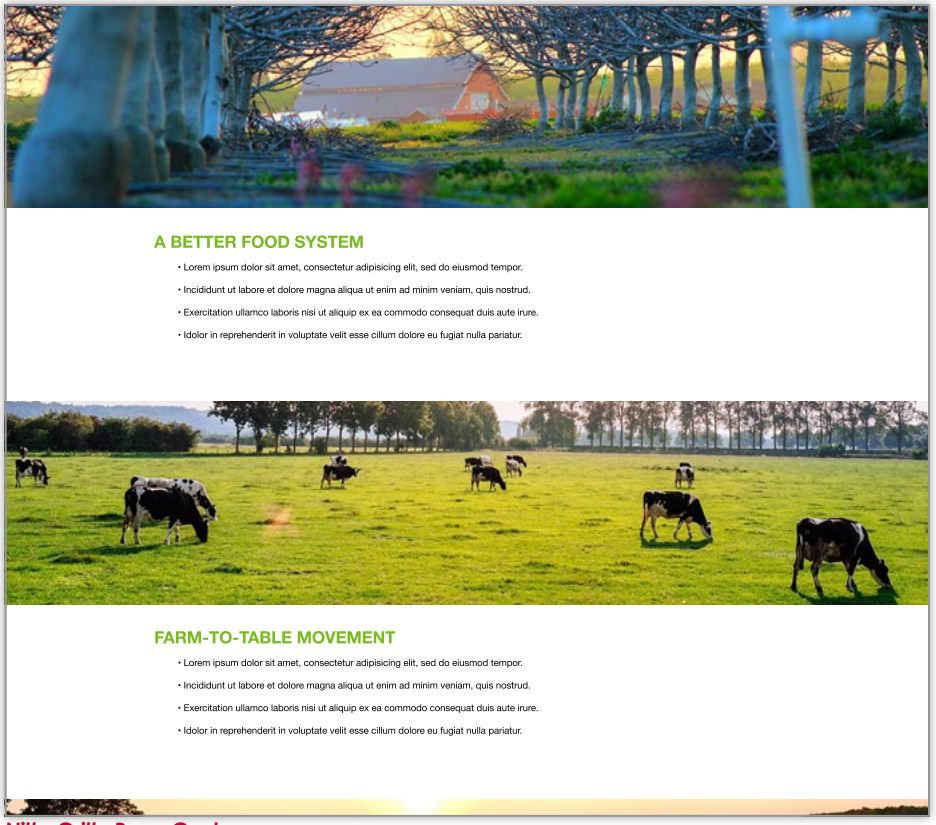


Your Farm Page

Design Comps – Desktop

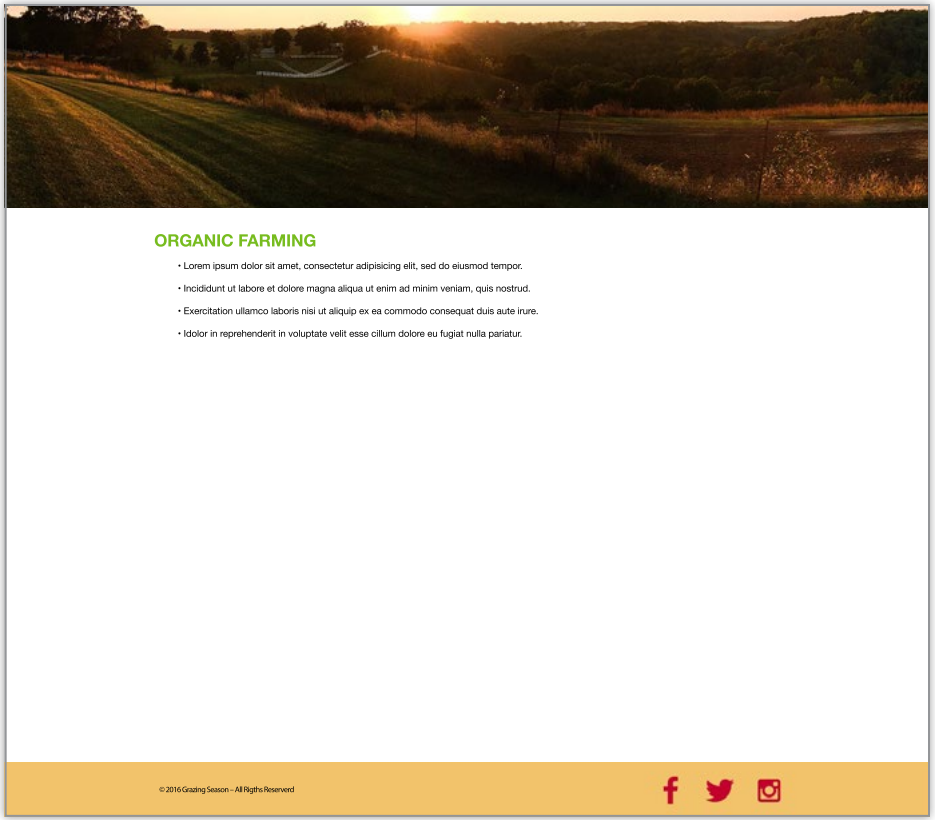


Nitty-Gritty Page



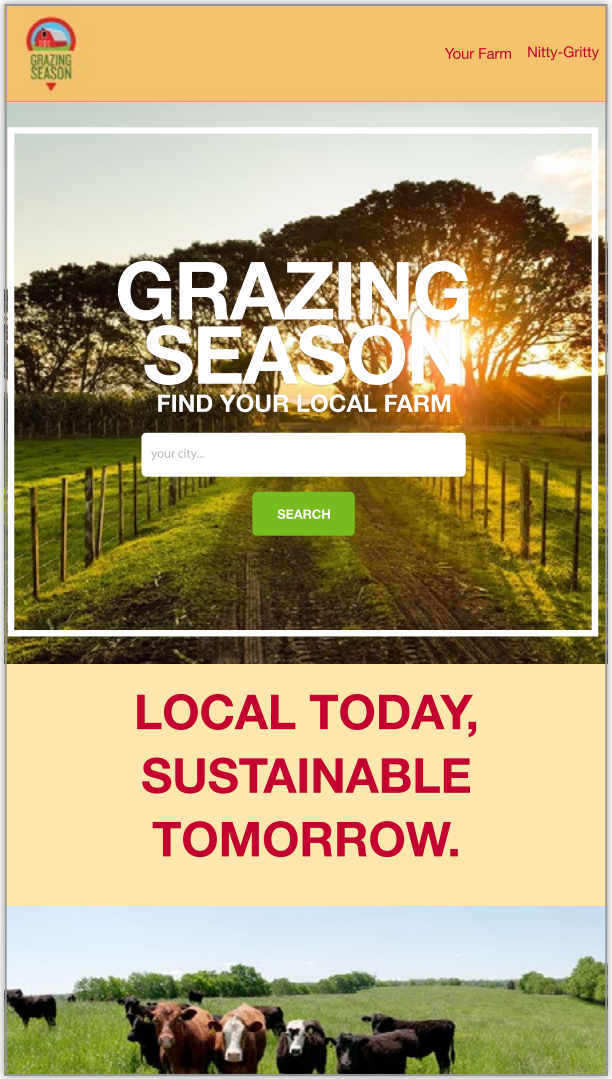
Nitty-Gritty Page Cont.

Design Comps – Desktop

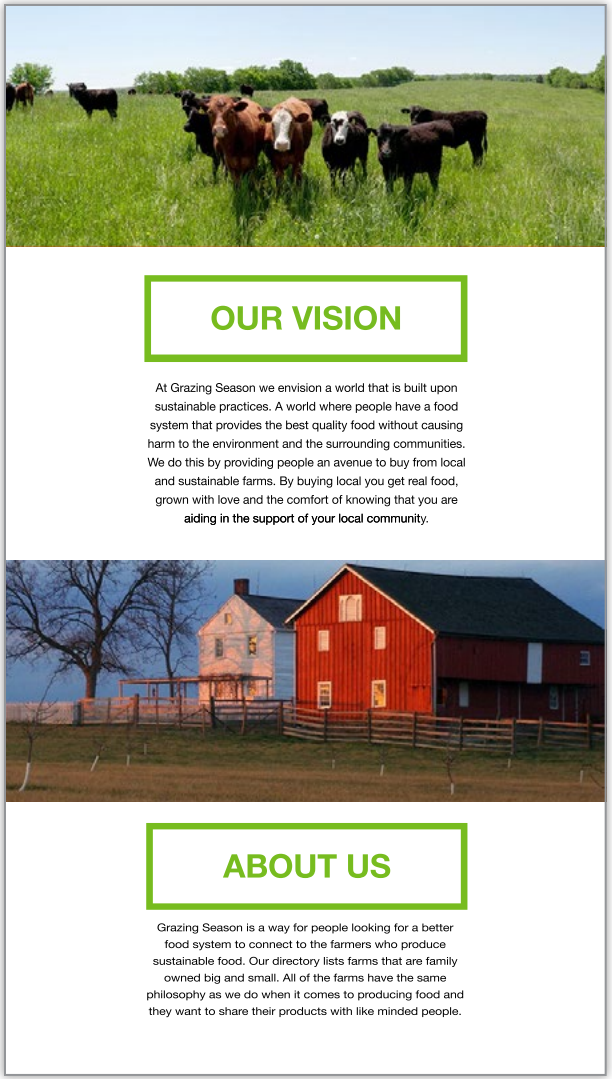


Nitty-Gritty Page Cont.

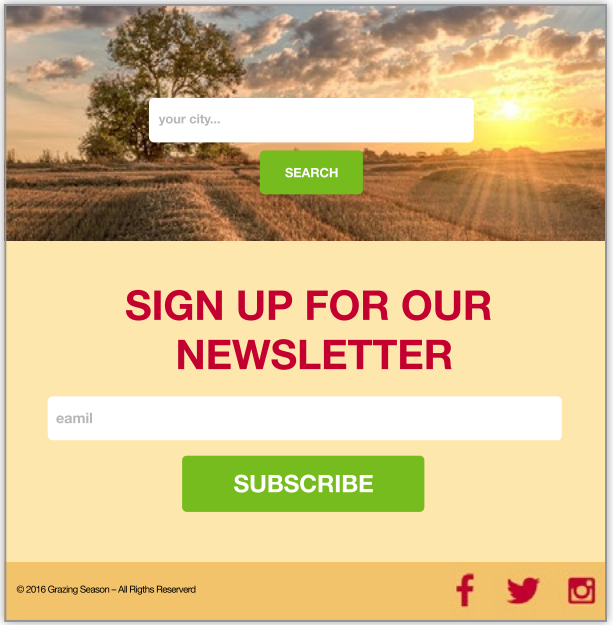
Design Comps – Mobile



Landing Page

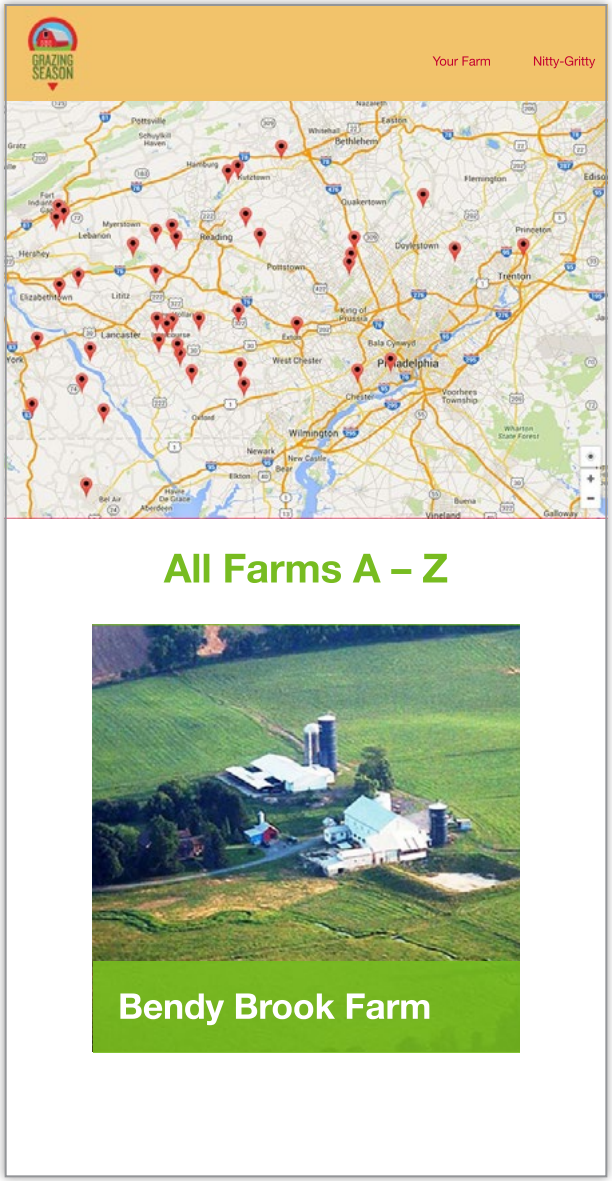


Landing Page Cont.



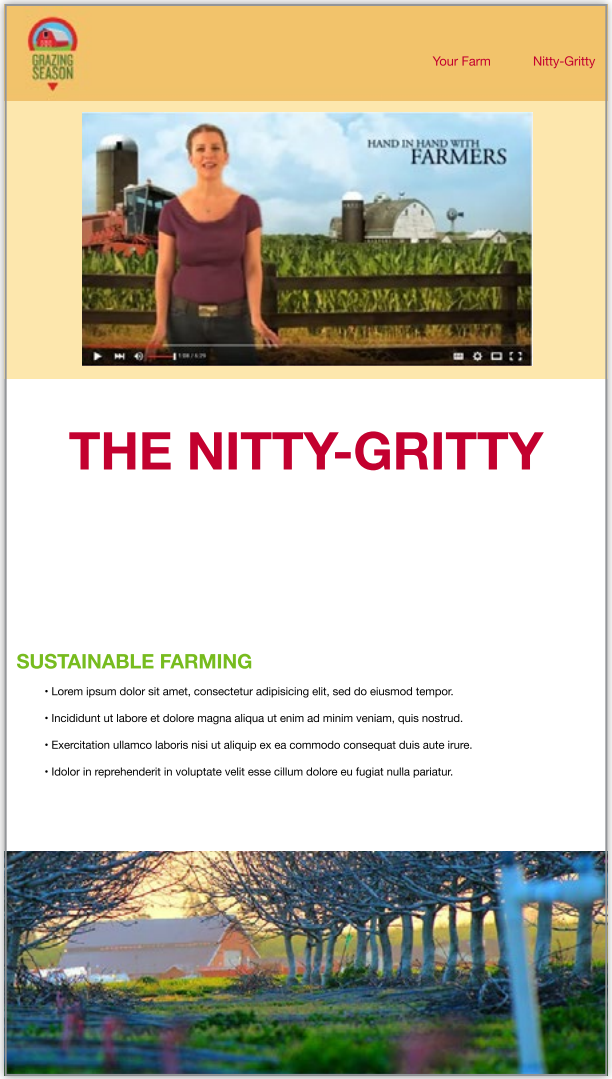
Landing Page Cont.

Design Comps – Mobile



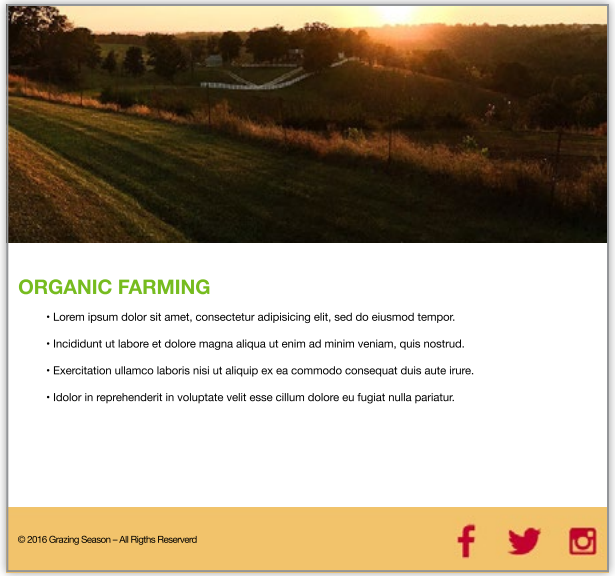
Your Farm Page

Design Comps – Mobile



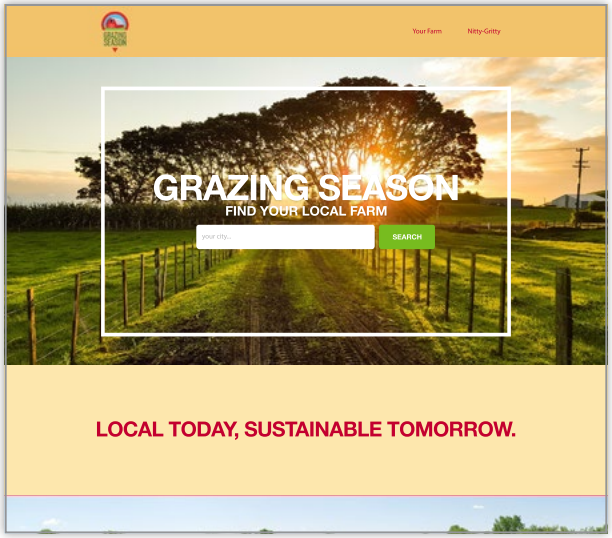
Nitty-Gritty Page

Nitty-Gritty Page Cont.



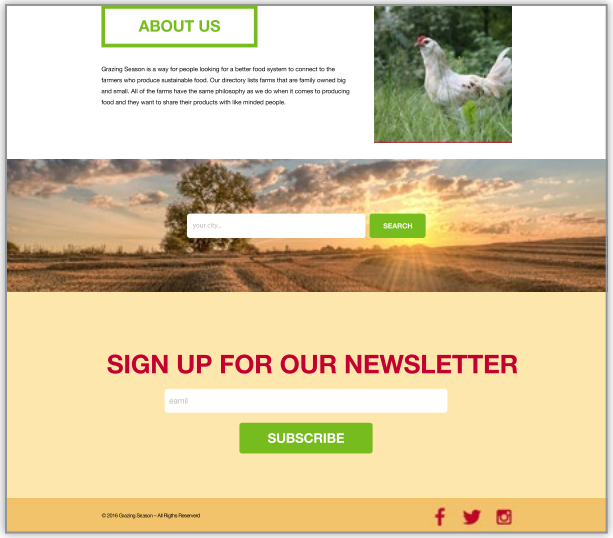
Nitty-Gritty Page Cont.

Interactions



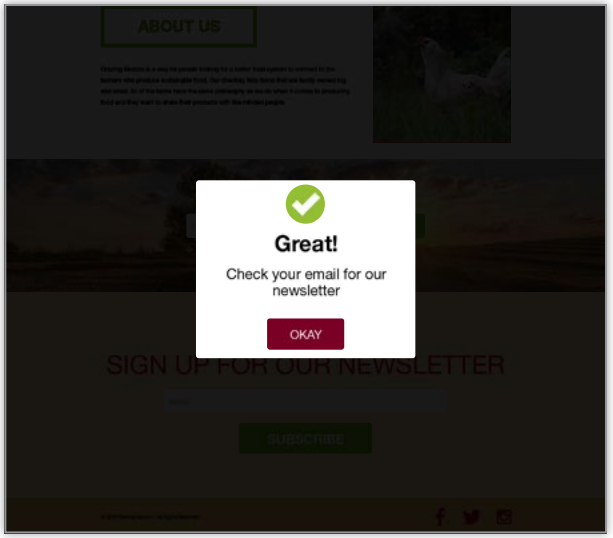
1. User arrives at Grazing Season

- From here the user can search for farms by city which takes the user to the Your Farm page.
- The user can scroll down the page for more content.



2. User scrolls down the page

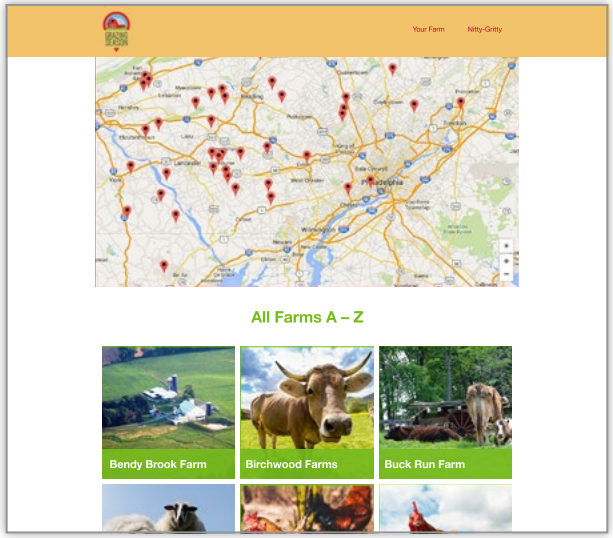
- The user can search for farms by city.
- The user can sign up for Grazing Seasons newsletter



2. User subscribes to Grazing Season's newsletter

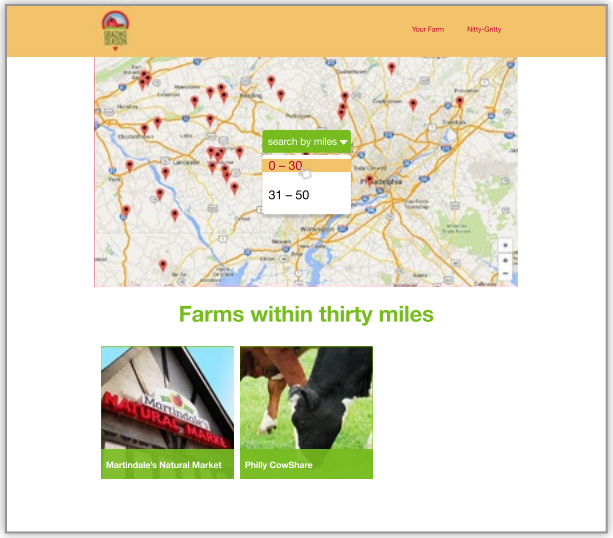
- When the user hits subscribe a success message pops up showing the user that they have successfully subscribed to the newsletter.

Interactions



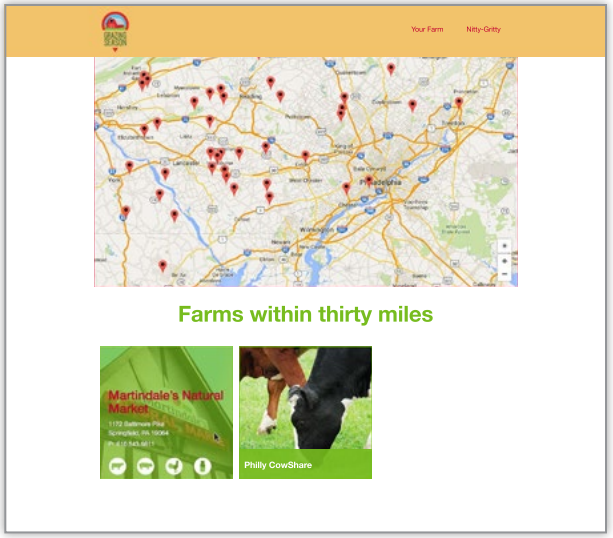
1. When the user lands on Your Farm page

- All of the farms are displayed in alphabetical order.
- The user can scroll through all of the farms or refine the search.



2. User refines the search

- When the user moves the mouse into the map a drop box fades in allowing the user to refine the search to farms within thirty miles or within fifty miles.
- When the user clicks on a mile radius it returns a limited results list
- The <h1> changes to reflect the mile radius.



3. User hovers over farm image

- When the user moves the mouse out of the map the drop box fades out
- Once the user hovers over the image of the farm a transparent box slides up revealing the name of the farm, the farm's address, the farm's phone number and icons showing what the farm sell.
- The user can click on the farm's name sending the user outbound to the farm's actual site.
- When the user moves out of the image the box slides back down to its original position.

CSS Specs – Overview

- The front-end framework used for development is Bootstrap 3.
- This allows for a fast mobile first approach development.
- Bootstrap uses certain HTML elements and CSS properties that require the use of the HTML5 doctype.

```
<!DOCTYPE html>
    <html lang="en">
        ...
    </html>
```

All pages are designed on a 12 column grid system with a 30px gutter, 15px left and 15px right.

- For rapid development use the predefined class for each screen size.
- Phones (< 768px)
  - col-xs-
  - <img class="col-xs-12"...>
- Tablets (≥ 768px)
  - col-sm-
- Medium Desktops (≥ 992px)
  - col-md-
- Large Desktops (≥ 1200px)
  - col-lg-
- In the example we use the class for extra small devices and give it a column span of 12. Therefore the image will span 12 columns.
- An element can span 1 to 12 columns.
- In order to create the columns the element **must** be in a div with the class "row".

```
<div class="row">
    <img class="col-xs-12" id="hero-img-1" src="img/home-hero-img-1-4x.jpg"
    alt="Image one">
</div>
```

During development it is best to start with the small device column class. Small grids expand to larger screens easier than larger grids into small screens.

- For Bootstrap's documentation on their grid system go to getbootstrap.com/css/#grid
- The use of Bootstrap's Typography, Form, Button, and Helper classes should be considered when developing the website.
- The documentation for these classes can be found on:
  - getbootstrap.com/css/#type
  - getbootstrap.com/css/#forms
  - getbootstrap.com/css/#buttons
  - getbootstrap.com/css/#helper-classes
- Bootstraps's CSS styles can be overridden by adding a unique class name or id name to the element and then styling that element in the project's main CSS style sheet.

CSS Specs

Grazing Season White

RBG: 225 / 225 / 225

HEX: #ffffff

Grazing Season Black

RBG: 0 / 0 / 0

HEX: #000000

Grazing Season Red

RBG: 195 / 0 / 47

HEX: #c3002f

Grazing Season Green

RBG: 119 / 188 / 31

HEX: #77bc1f

Grazing Season Yellow

RBG: 242 / 195 / 107

HEX: #f2c36b

Grazing Season Light Yellow

RBG: 253 / 231 / 173

HEX: #fde7ad

CSS Specs

CSS 12 Column grid

12 column grid

30px gutter

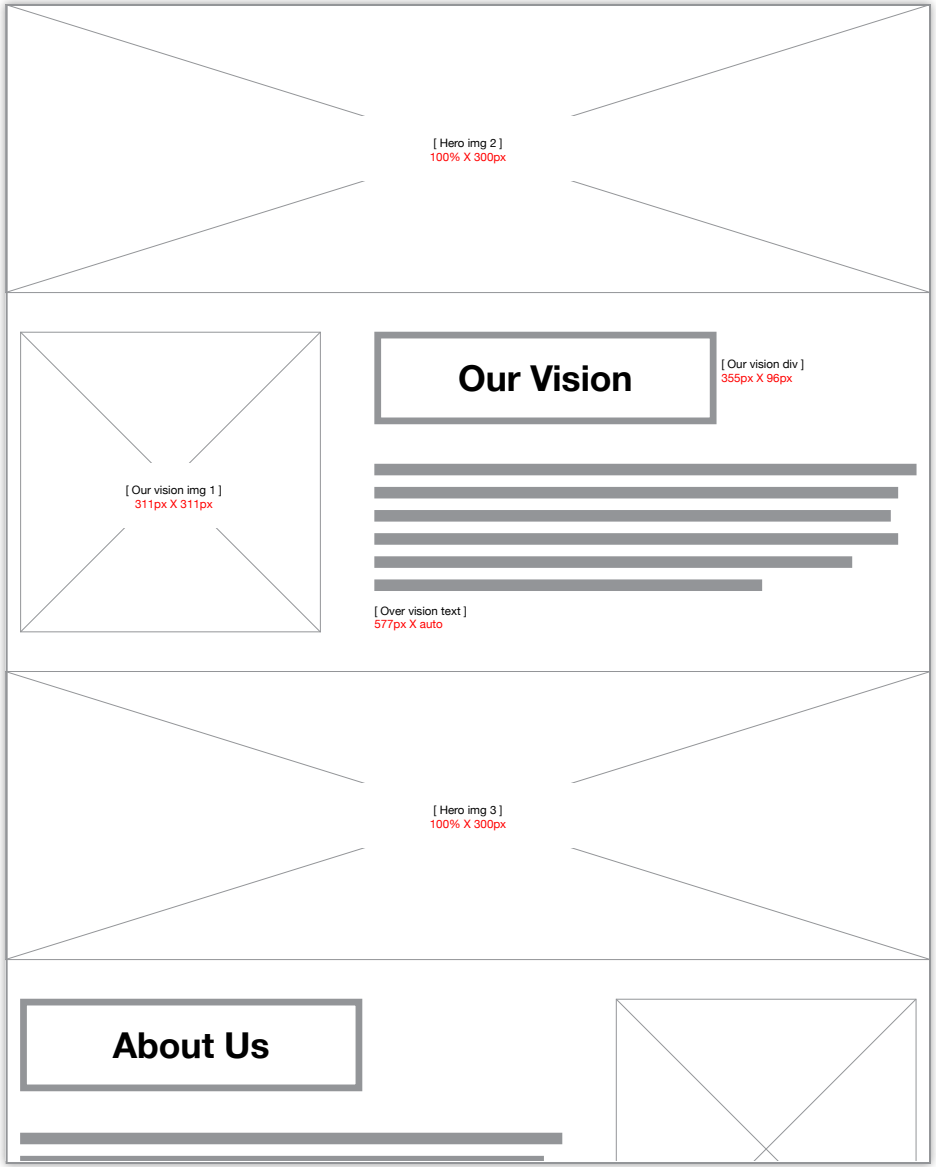
- Starting with the extra small column class will allow the page to easily expand into larger screens.
- However, depending on the view port size and certain break points other column classes might need to be added.

CSS Specs

Landing Page

ID	Name	Width	Height	Color
1	Nav bar	100%	120px	• Grazing Season Yellow
2	Logo	90px	90px	–
3	Links	235px	75px	• Grazing Season Red
4	Home-hero-img-1	100%	700px	–
5	Call to action	930px	567px	• Grazing Season White
5a	Text	–	–	• Grazing Season White
6	Search input	404px	55px	• Grazing Season White
7	Search btn	128px	55px	• Grazing Season Green
7a	Text	–	–	• Grazing Season White
8	Tag line	100%	300px	• Grazing Season Light Yellow
8a	Text	–	–	• Grazing Season Red

CSS Specs



Landing Page Cont.

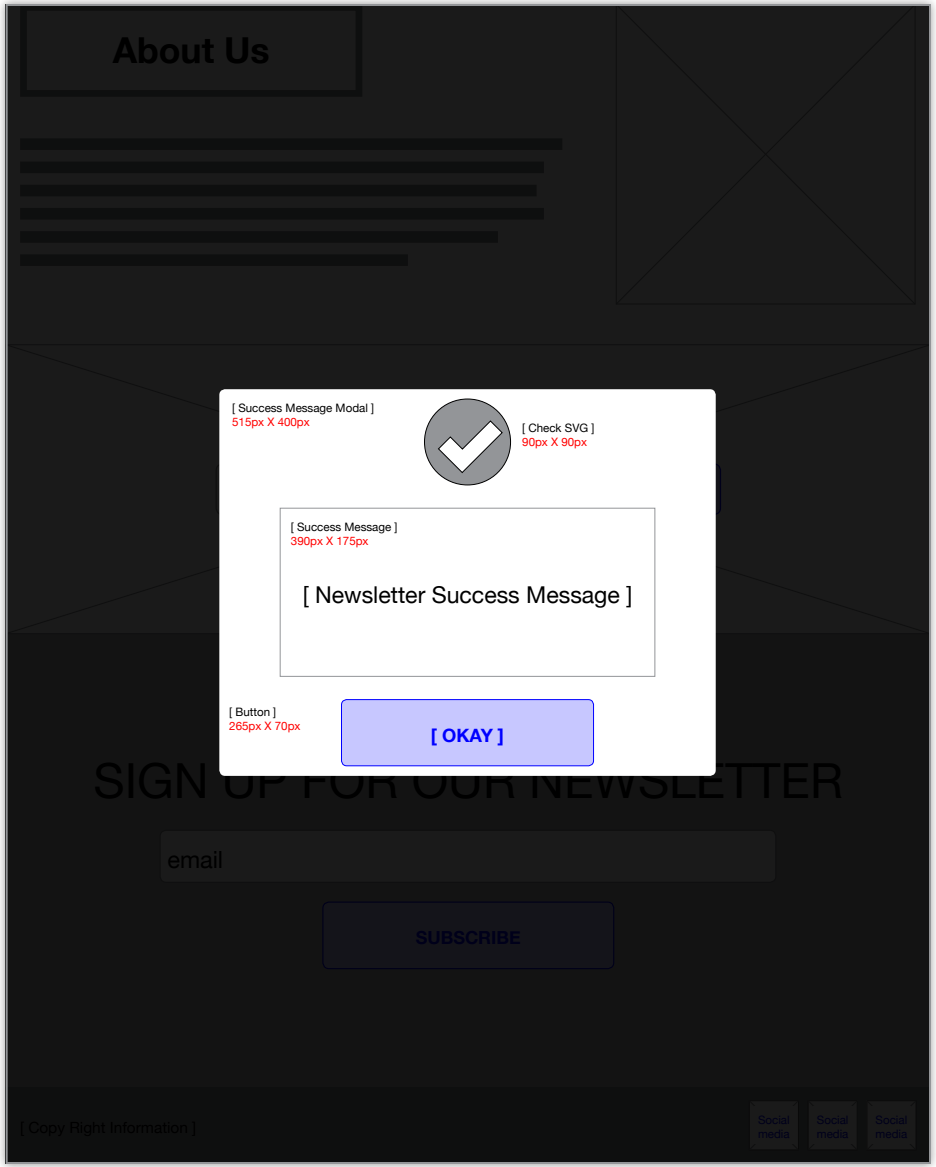
ID	Name	Width	Height	Color
9	Home-hero-img-2	100%	300px	–
10	Home-our-vision-img	311px	311px	–
11	Our vision	355px	96px	• Grazing Season Green
11a	Text	–	–	• Grazing Season Black
12	Home-hero-img-3	100%	300px	–

CSS Specs

Landing Page Cont.

ID	Name	Width	Height	Color
14	About us	355px	96px	• Grazing Season Green
14a	Text	–	–	• Grazing Season Black
15	Home-about-us-img	311px	311px	–
17	Home-hero-img-4	100%	700px	–
18	Search input	404px	55px	• Grazing Season White
19	Search btn	128px	55px	• Grazing Season Green
19a	Text	–	–	• Grazing Season White
20	Sign up	100%	600px	• Grazing Season Light Yellow
20a	Text	–	–	• Grazing Season Red
21	Email input	640px	55px	• Grazing Season White
22	Subscribe btn	302px	70px	• Grazing Season Green
22a	Text	–	–	• Grazing Season White
23	Footer	100%	80px	• Grazing Season Yellow
24	Copy right	auto	auto	• Grazing Season Black
25	Social media	52px	52px	–

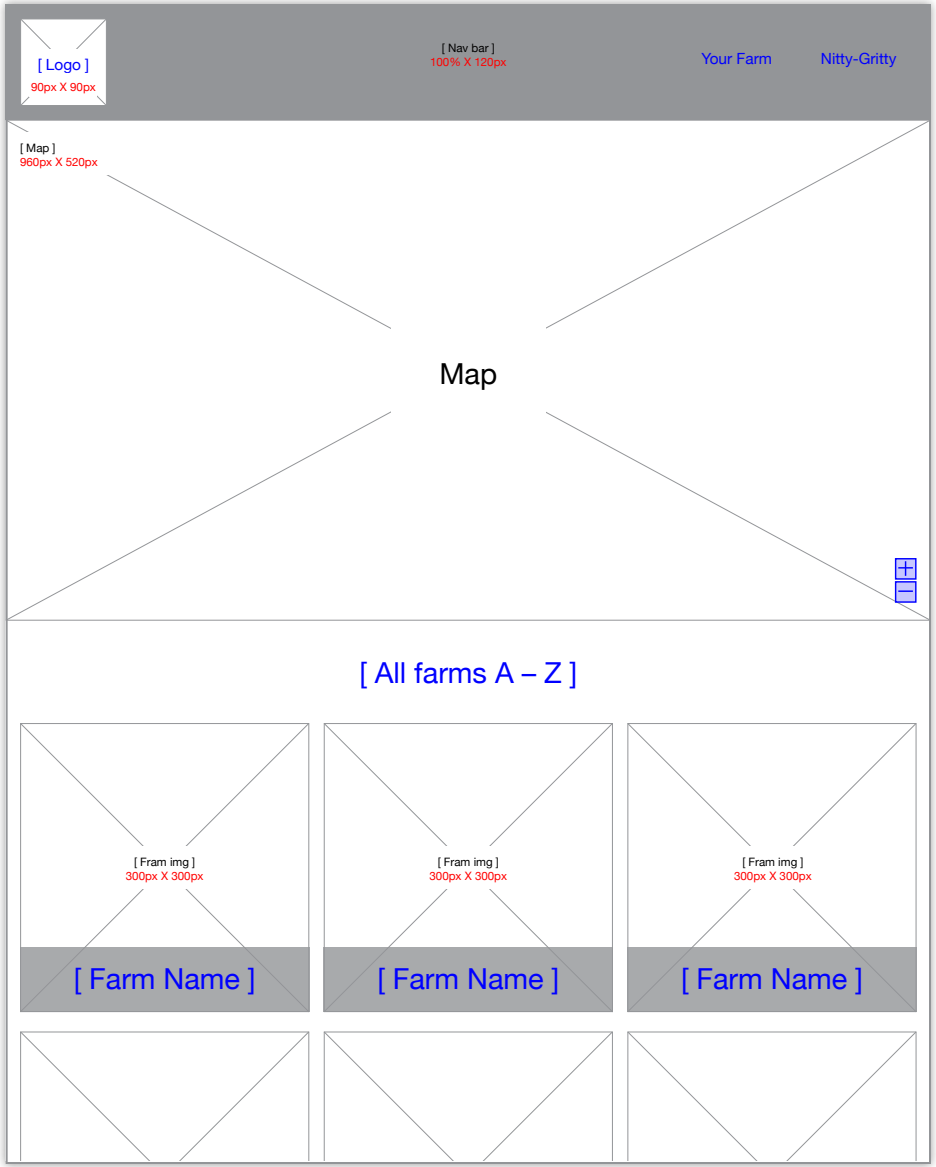
CSS Specs



Landing Page Success Message

ID	Name	Width	Height	Color
1	Modal	515px	400px	• Grazing Season White
2	Check SVG	90px	90px	–
3	Message	390px	175px	• Grazing Season Black
4	Button	265px	70px	• Grazing Season Red
4a	Text	–	–	• Grazing Season White

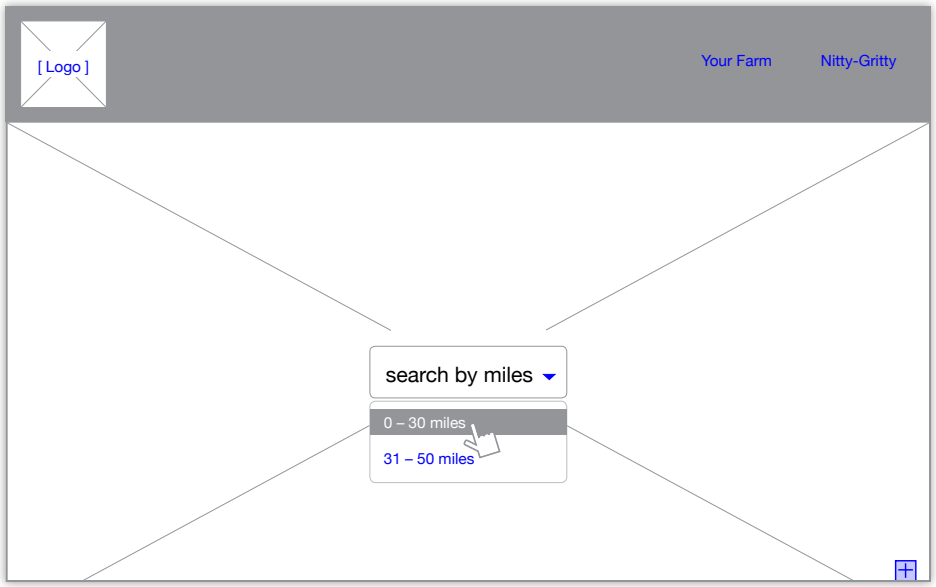
CSS Specs



Your Farm

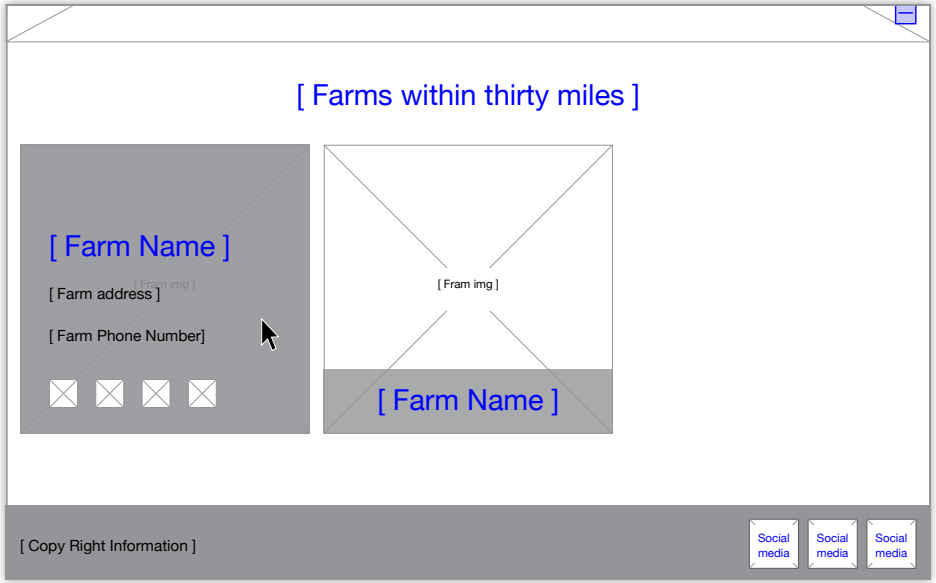
ID	Name	Width	Height	Color
1	Map	960px	520px	–
2	Title <h1>	auto	auto	• Grazing Season Green
3	Farm image	300px	300px	–
3a	Green Bar	–	–	• Grazing Season Green
3b	Text	300px	–	• Grazing Season White

CSS Specs



Your Farm Drop Down

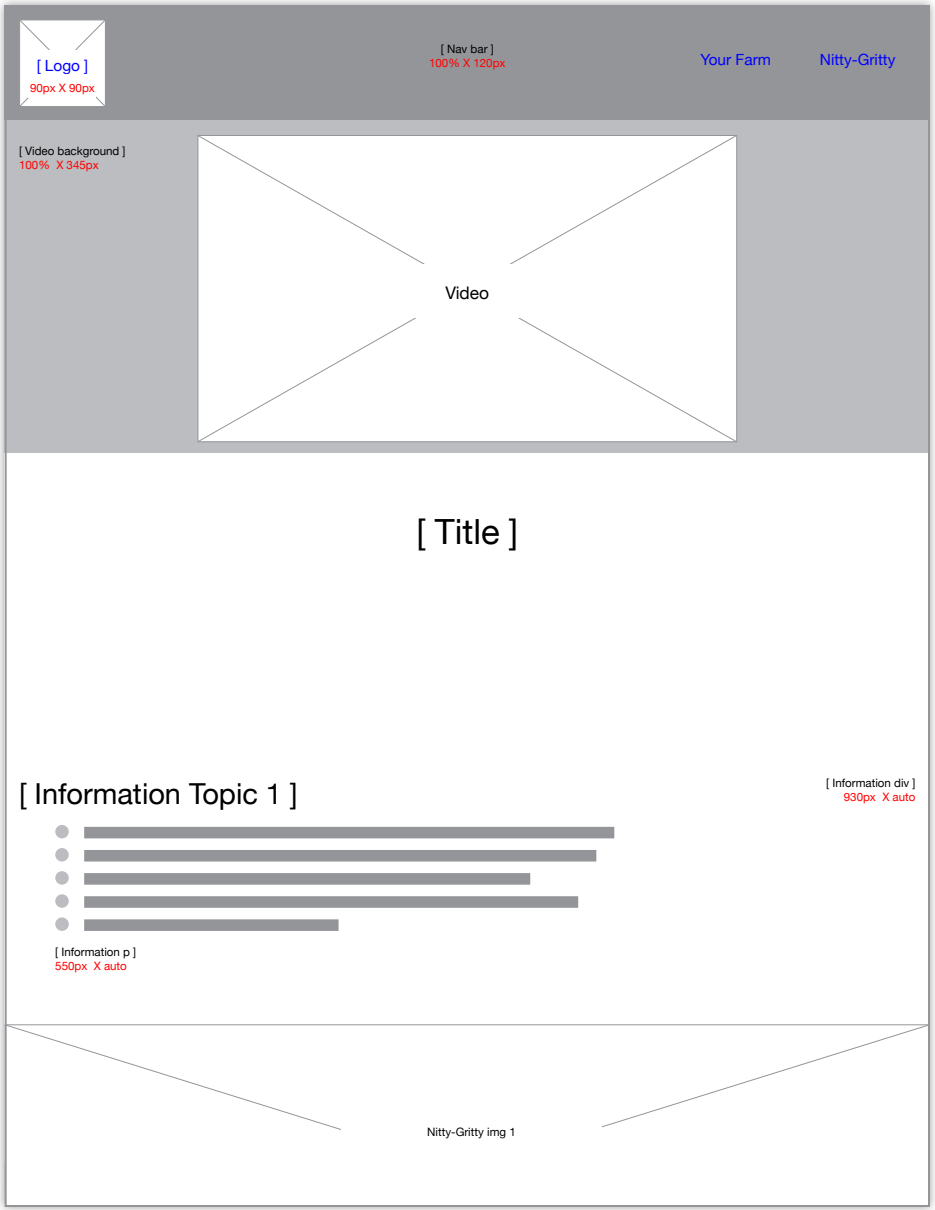
ID	Name	Width	Height	Color
1	Button	176px	auto	• Grazing Season Green
1a	Menu	–	–	• Grazing Season White
1b	Text	–	–	• Grazing Season Black
2	Hover Text	–	–	• Grazing Season Red
2a	Hover Bar	–	–	• Grazing Season Yellow



Your Farm Image Hover

ID	Name	Width	Height	Color
1	Mask	300px	300px	• Grazing Season Green
1a	Address	–	–	• Grazing Season White
1b	Phone Number	–	–	• Grazing Season White

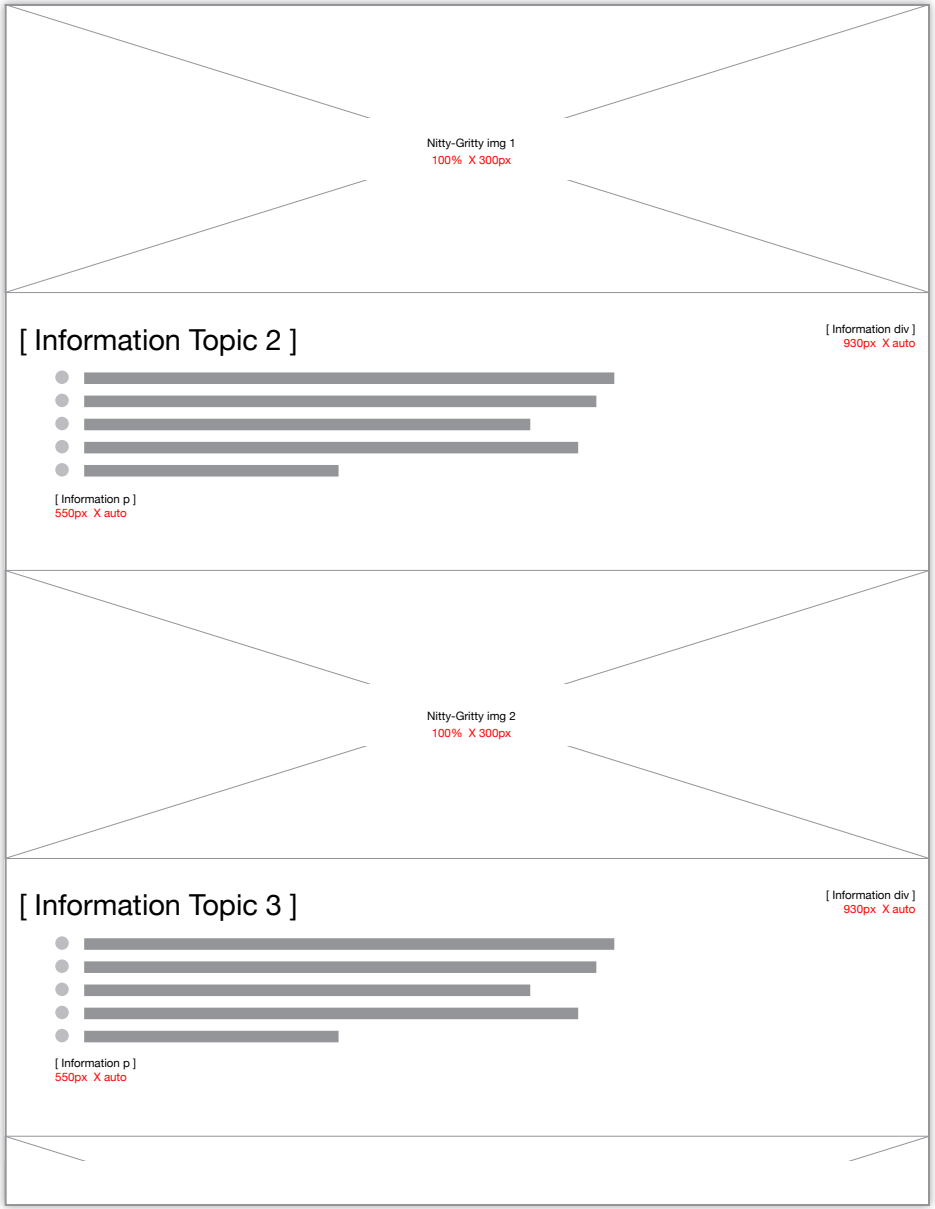
CSS Specs



Nitty-Gritty Page

ID	Name	Width	Height	Color
1	Video background	100%	345px	• Grazing Season Light Yellow
2	Video	560px	318px	–
3	Title	–	–	• Grazing Season Red
4	Information	930px	auto	–
4a	Text	–	–	• Grazing Season Green
5	Information Text	550px	auto	• Grazing Season Black

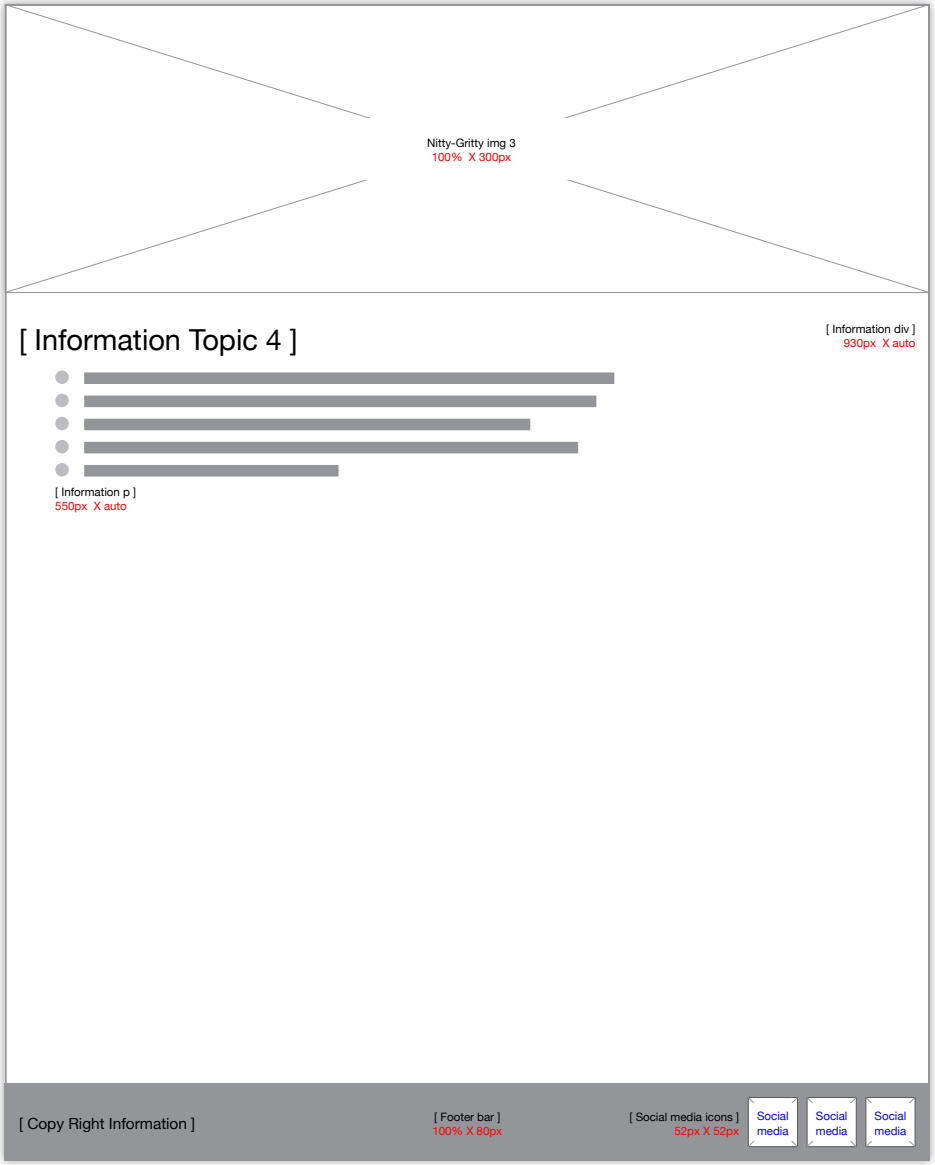
CSS Specs – Measurements



Nitty-Gritty Page Cont.

ID	Name	Width	Height	Color
6	Nitty-gritty-hero-img-1	100%	300px	–
7	Information	930px	auto	–
7a	Text	–	–	• Grazing Season Green
8	Information text	550px	auto	• Grazing Season Black
9	Nitty-gritty-hero-img-2	100%	300px	–
10	Information	930px	auto	–
10a	Text	–	–	• Grazing Season Green
11	Information text	550px	auto	• Grazing Season Black

CSS Specs – Measurements



Nitty-Gritty Page Cont.

ID	Name	Width	Height	Color
12	Nitty-gritty-hero-img-3	100%	300px	–
13	Information	930px	auto	–
13a	Text	–	–	• Grazing Season Green
14	Information	930px	auto	–
14a	Text	–	–	• Grazing Season Green