GardenTown [Draft, not final]

Food & Agriculture, Environmental

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CONCEPT

Open green garden, sustainable, innovative, inclusive, and formative.

3 MAIN FEATURES

- Community Garden: berry picking, beekeeping, worm farming
- Solar Power Center, Compost center, and Rainwater harvesting system
- Kids, Teen, and Adults workshops

KEY BENEFITS

- Sense of belonging in a community
- Eco-friendly impact on the environment
- Education in several fields of sustainability (i.e. waste free - food lunches, and sustainable fashion)

PROBLEM STATEMENT

'Have you ever wanted to belong to an engaging community including workshops and garden activities, having a daily real connection with nature in the suburban areas, and escaping from the work routine?'

COMPOSITE CHARACTER PROFILE

Fred is a 50 years old busy parent who has experience with community gardens but is inexperienced concerning the education of his children. So, he wants to educate them by signing up them in youth programs (kids workshops and garden activities). Fred is also a great supporter of these types of local businesses and wants to talk to experienced people who can help him take care of his children. After the death of his wife, he struggled with the challenges of being a single parent. Before she passed, Fred always relied on his wife to cook, buy groceries and manage family outings.

POV STATEMENT

Busy, single parents need a way to connect with others socially and spend quality time with their kids because they want to educate them, bring interesting like-minded people into their lives, and spend time with their kids most effectively as a shared experience.

PROTOTYPING & TESTING INSIGHTS/RESULTS STATEMENT

The prototyping and testing insights/results statement reports a general interest towards the idea of a garden community, and about how the different parts of the garden are connected. Regarding the items to be improved, the users shared ideas about providing positions for volunteering, including picnic table areas and using solar panels, water collection, and rainwater irrigation systems. Additionally, they suggested providing parking areas for adults, a security check-in for regulating the entrance to the garden, and to think about including a community center and workshops (in the center), a greenhouse (in the corner), picnic areas (expanding them in the garden), shaded areas, and a shaded playground (for when temperatures are very high).

SUSTAINABILITY STATEMENT

Our sustainable initiatives promote local food production in the agricultural market; encourage healthy food, healthy lifestyle, and awareness of health; provide effective sustainable facilities using renewable energy and resources; and promote sustainable behaviors through educational workshops.

OUR DESIGN THINKING PROCESS

Considering the options for creating sustainable open spaces, we as The Great Gardeners Team, came up with the idea of a garden community. Through the interviews and considering different attitudes and opinions, we concluded that there was a general need to create a real connection with nature and educate adults, teens, and children about the sustainable positive effects of belonging to a garden community.