



BROCCOLI FOR ALL

Bringing Fresh Produce to Everyone

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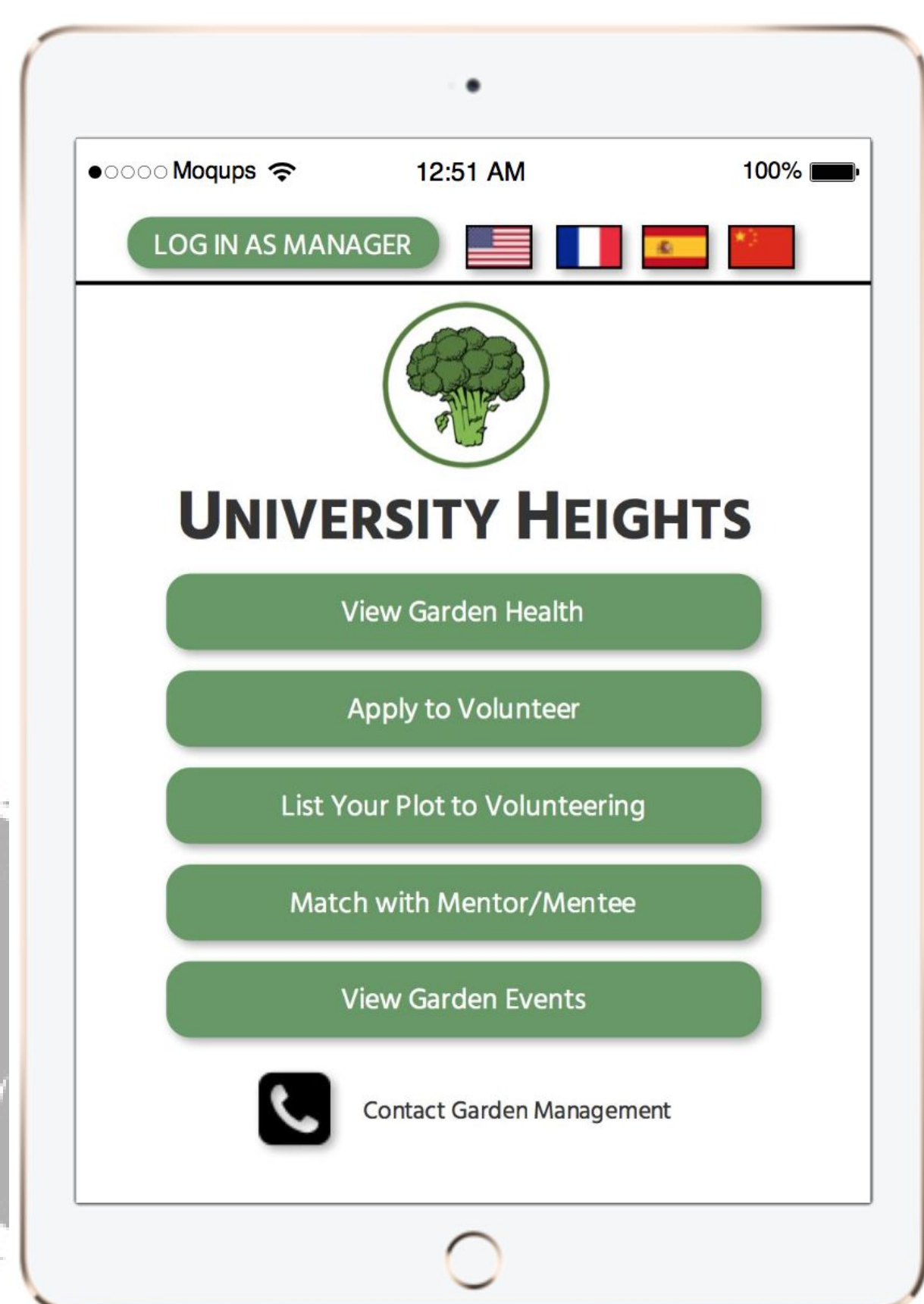
PROBLEM

Fresh produce from stores can be expensive and far away. Gardening offers a potential solution, but many people do not have access to land for cultivation.

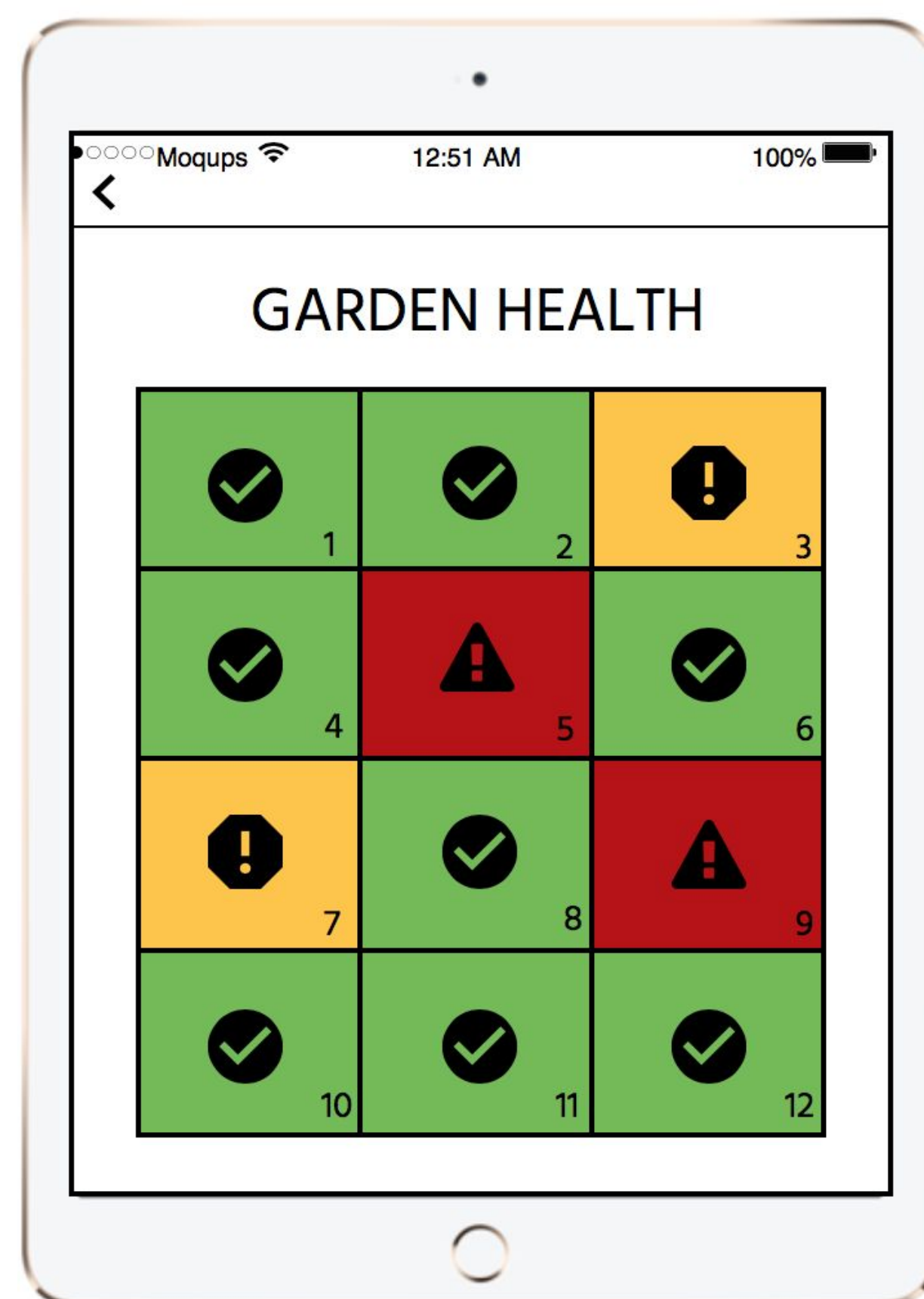
VALUE PROPOSITION

A tablet interface situated at the community garden sites to improve garden maintenance and increase participation by members of the local community.

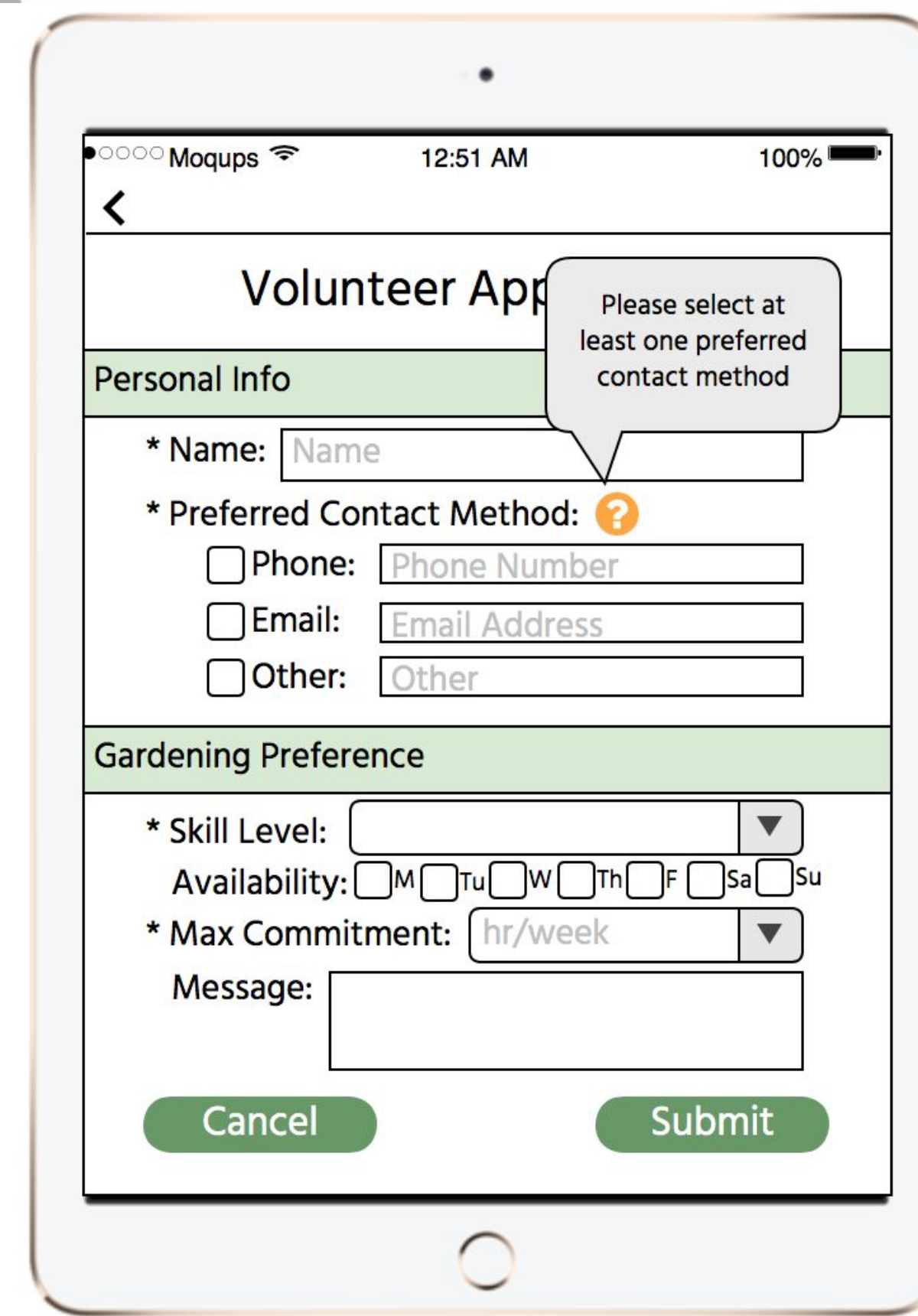
KEY FUNCTIONALITY



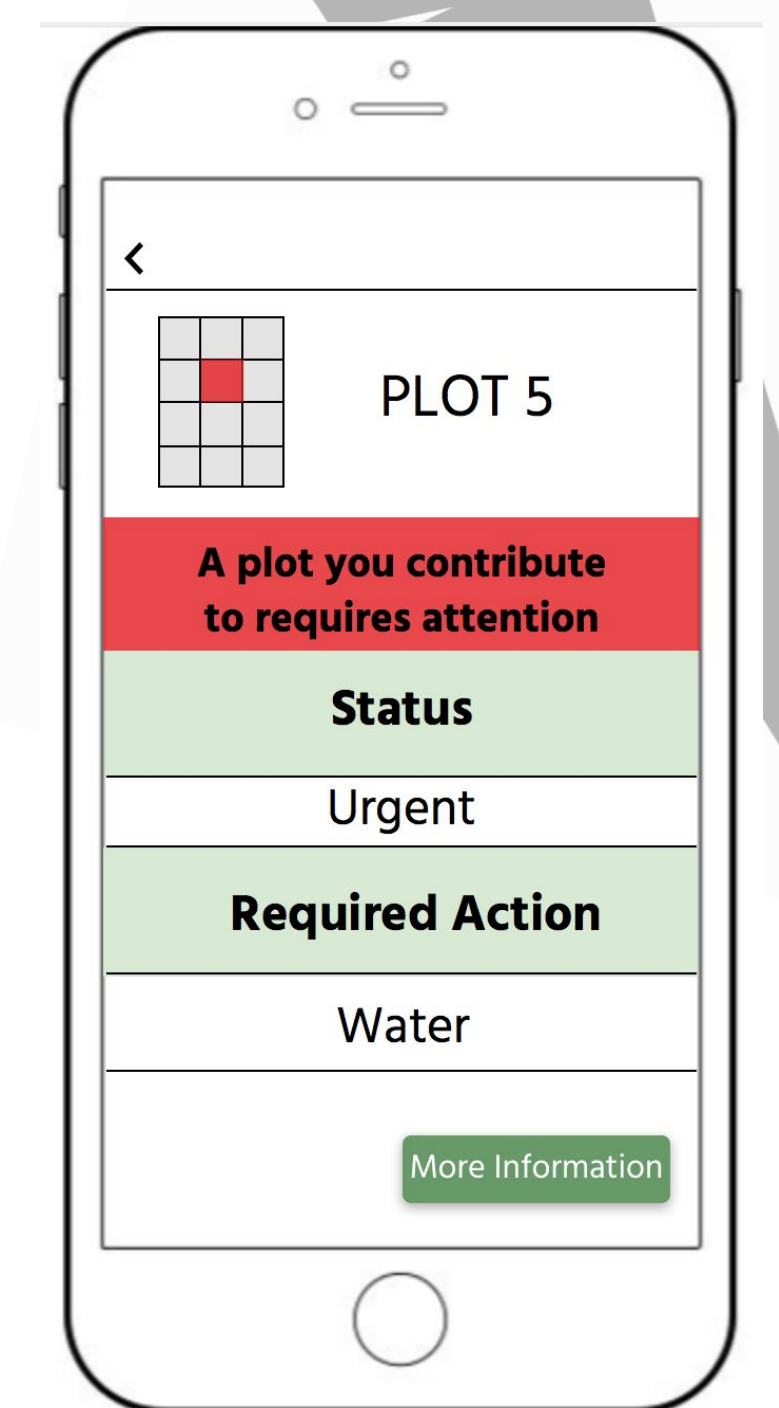
Get acquainted with your neighborhood garden



View the health of the garden as a whole

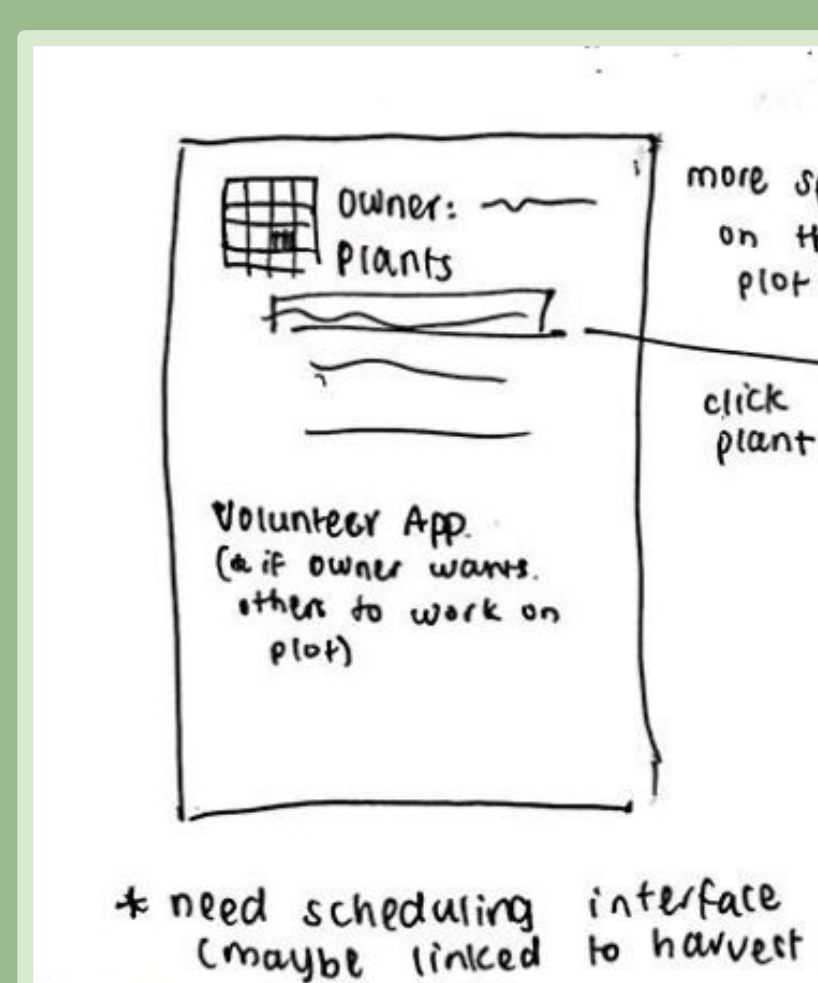
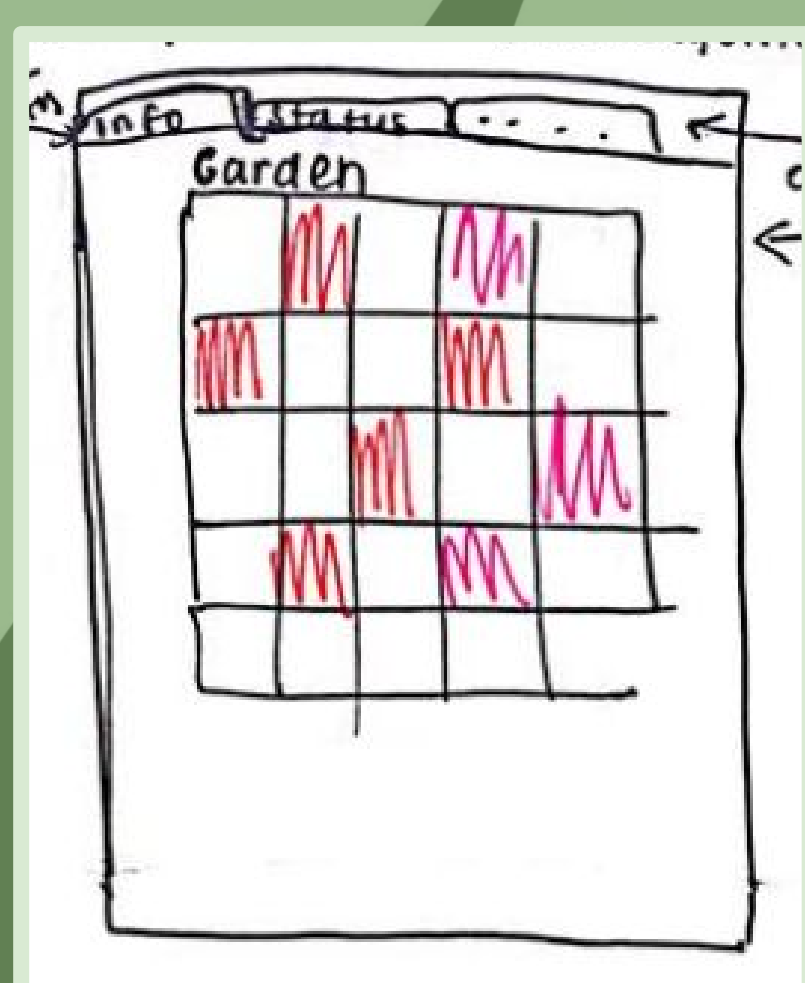


Apply to volunteer on another individual's plot

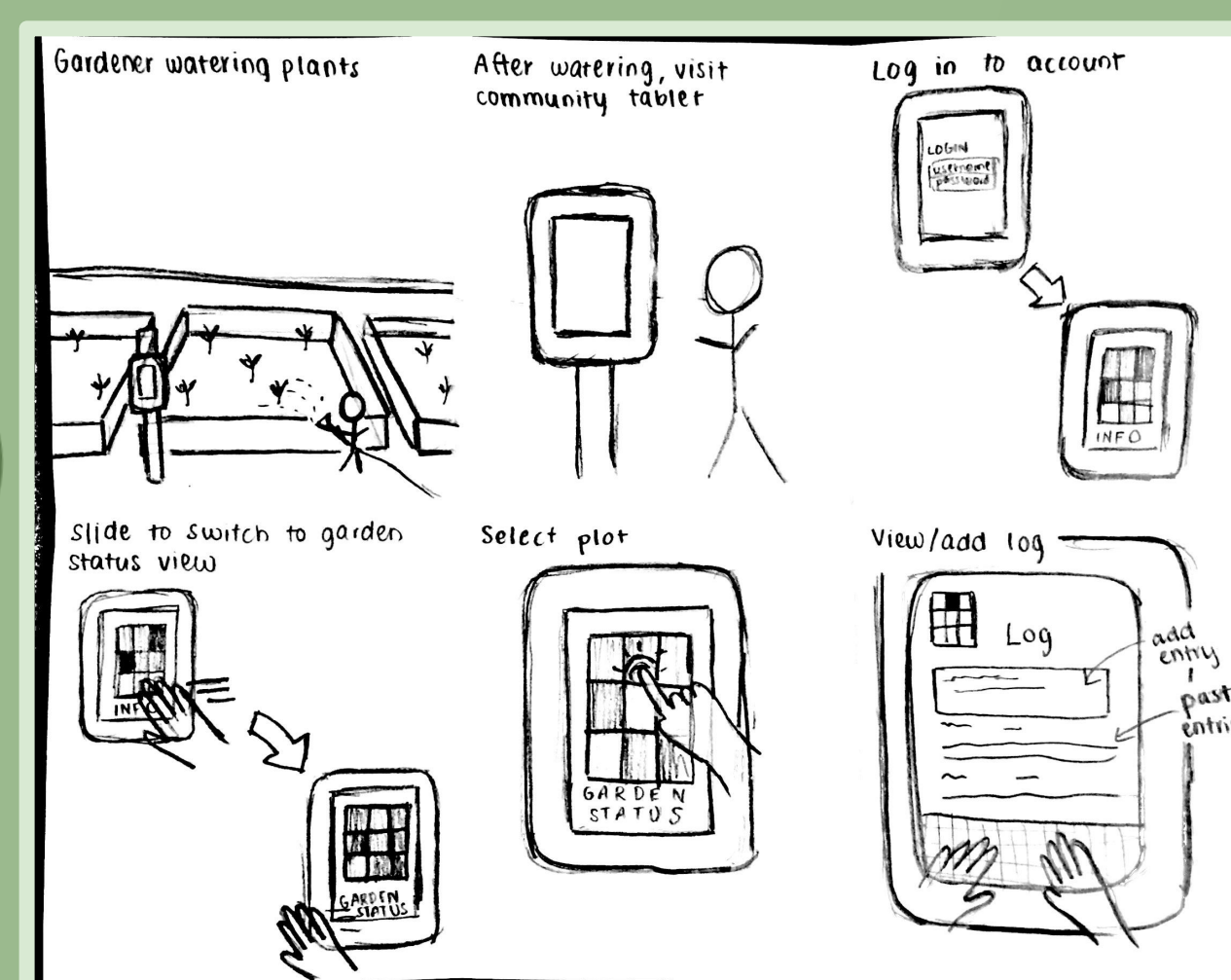


Receive notifications in companion mobile app

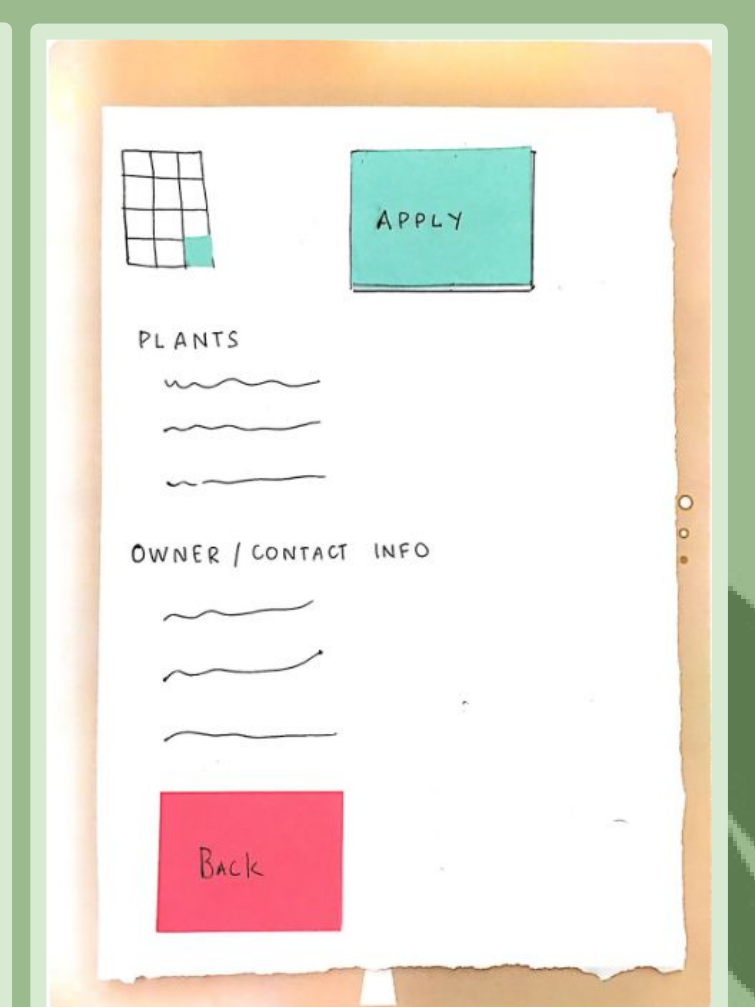
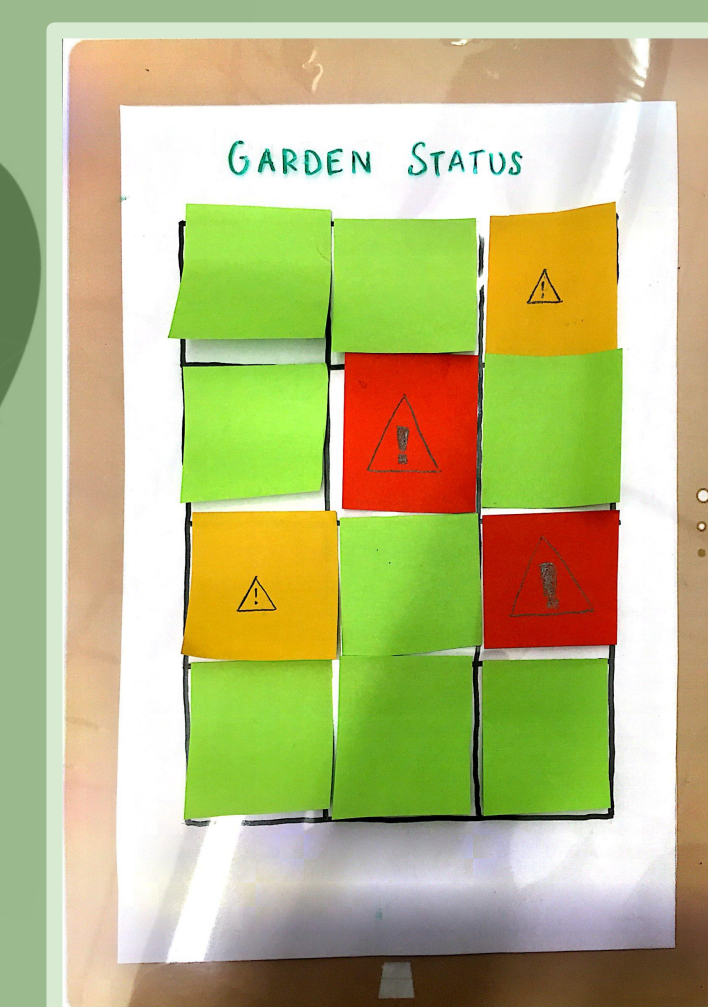
DESIGN PROCESS AND ITERATION



Design sketches



Storyboards



Paper prototype