



AirFarm

Agri-urbanism is a proposition founded on a re-imagined relationship between agricultural productivity and urban activity.

In China, there is a huge amount of wasted farmland because of farmers don't know where to find distribute channel. In the mean time, however, citizens complain that their can't buy their favourite vegetable in supermarkets. So we design this APP to solve these problems, and to rehabilitate the environment in the same time.

This APP is an attempt to joint agri-urbanism with technology.

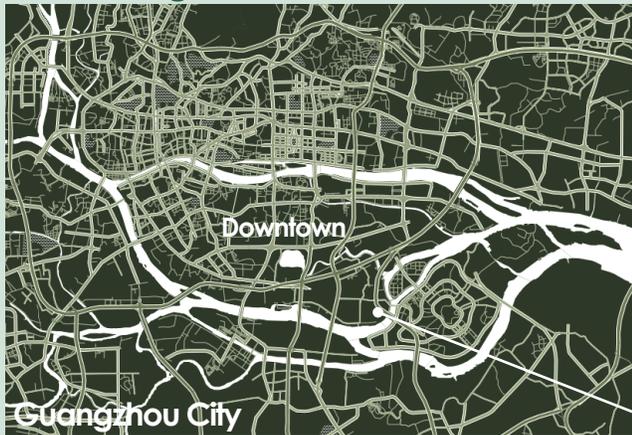


Duration: 1Month
Project Type: APP Design/ Landscape Design
Teamwork
My role: Reseacher, User experience Designer,
Landscape Designer
Collaborator: Ma Chi
2016

Research.

Context Introduction

In the villages.



We don't know where to sell our vegetable, so we have to idle our land.

In China, there is a special kind of village, urban village. Urban village is a unique kind of morphology of urbanization, whose history dates back to ancient time. As the economy develops and the city continues to grow bigger and bigger, these villages begin to be surrounded by skyscrapers. It has the forms of both cities and villages.

It is such a complex area, which is never in a frame of city planning. Indeed, the village grows in a much more natural way, according to the position of rivers and mountains. We can still capture some clues of ancient lifestyle, such as square wells, ancestral halls and farmlands.

During our research, we notice that almost all the farmlands scattered in the village are abandoned, causing some problems. However, these farmlands show great potential to reshape the village, bolstering its economy and beautify its environment.

Xiaozhou Village

Problem: The wasted Farmland

There are lots of abandoned farmland in the village. These farmland gradually become an environment threat.

Worsen living condition of villagers:

- Farmlands become home of mice, causing severe rat damaging.
- Farmlands become habitats of mosquitoes, bringing dengue fever.

Negative tourism effect:

- Farmlands become a negative environment factor, keeping tourist in a distance.



In the downtown.

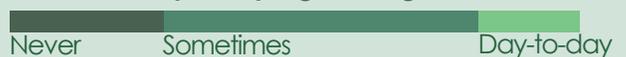
Are you satisfied with vegetables you can buy now?



Where do you buy your vegetables?



How often do you buy organic vegetables?



Why don't you like vegetables in supermarkets?



Where do supermarkets stock vegetables?



*Survey among 42 people working in the CBD of Guangzhou.

We conducted a survey in the downtown trying to discover potential solution or direction. From the original questionnaire we draw the diagrams to show our result.

All the interviewees are divided into two groups. The first group's age is from 20 to 35. The second group's age is from 36 to 55.



I can't find delicious vegetables in the downtown!

Persona.

Customers.



Mrs. Xu
CFO of a top 500
company
@Guangzhou
Age 47

Frustration:

- I can only buy vegetables from supermarkets, but there are only a few kinds there, I can't buy what I want though I have enough money!
- Vegetables sold in supermarkets taste vapid and stale. I really miss organic vegetables my grandmother planted when I was young and live in the countryside.



Ms. Li
Teller of a bank
@Guangzhou
Age 25

Frustration:

- The vegetables sold in supermarkets are so expensive! I'm just a new staff with a low salary, I want to buy organic vegetables with a lower price.
- It's so inconvenient to buy vegetables from supermarkets, because they are far from my home and too large.

Key Requirements.

Diversity

Organic
&
Fresh

Bargain
Price

Home-delivery

Villagers.



Mr. Zhao
Villager of Xiaozhou
Village
@Guangzhou
Age 55

Frustration:

- I don't have ways to sell vegetables, so I have to idle my farmland, which is too small to supply for the supermarkets.
- Some APP are too complicated for me, I want them to be simpler.

Distribution
Channels

Simplification
of
App

Villages.



Xiaozhou Village
An urban village
@Guangzhou

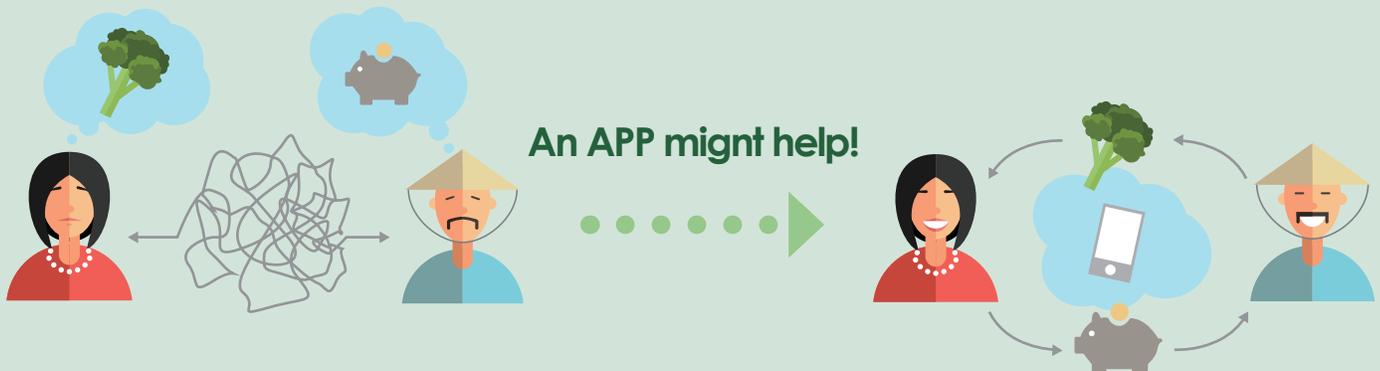
Frustration:

- The farmlands are wasted now, how to make use of them?
- I was once a beautiful historic village. How can I attract tourists in the future?

Attract Tourists

Rehabitate
Environment

Is there a potential solution?



Targets.

App Main Function

- Offering vegetables
- Organizing activities, such as vegetable picking up and harvest volunteering

For Village

- Make use of land, clear harmful animals and insects
- Serve as a landscape attraction, improve the environment quality
- Support tourism development
- Renovate the village

For Villagers

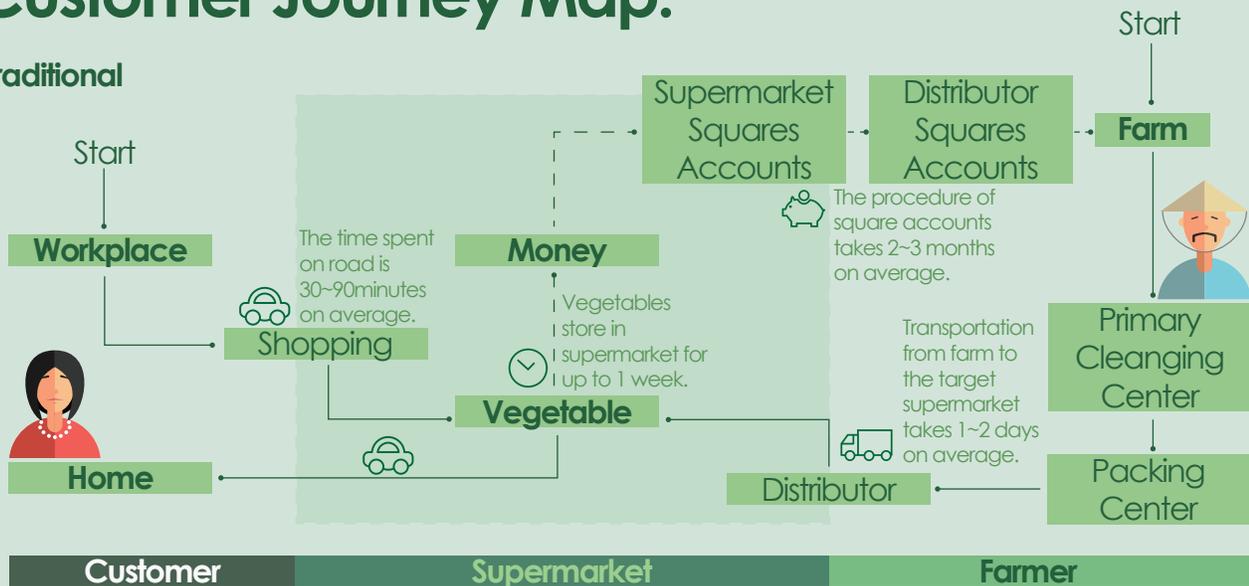
- Bring more profit (through selling products and organizing activities)
- Improving living conditions

For Consumers

- diverse fresh vegetables
- Family activities
- Personal service

Customer Journey Map.

Traditional



AirFarm



- Move in reality
- - - - Online process

In order to better understand the traditional way in which the vegetables and fruits are traded, we draw this journey map.

From the map, we can learn that the supermarket is a traditional platform offering service to farmers and customers. However, due to the technology development, new potential in this process can be discovered and exploited.

Citizens can get straight to farmers. Even though farmers are rejected by the supermarket because of their limited farming size, they can have direct connection with their consumers, selling their products.

At the same time, customers can meet their own needs more conveniently and bring more profits to the farmers. This makes sense in today's highly diversified society.

User Experience Design Principle.



For Customers:

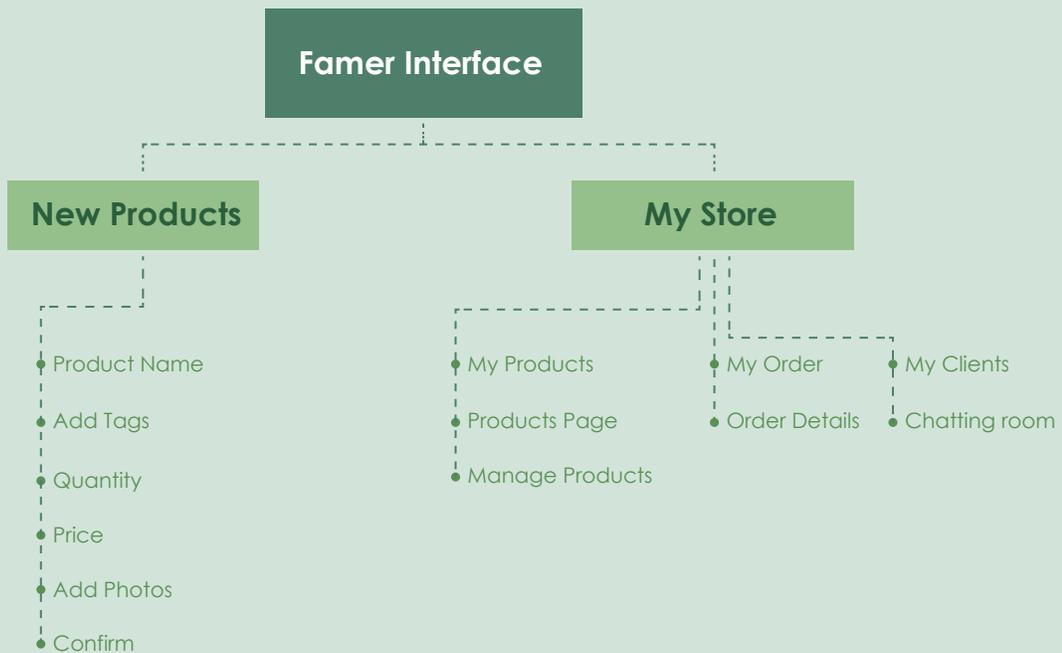
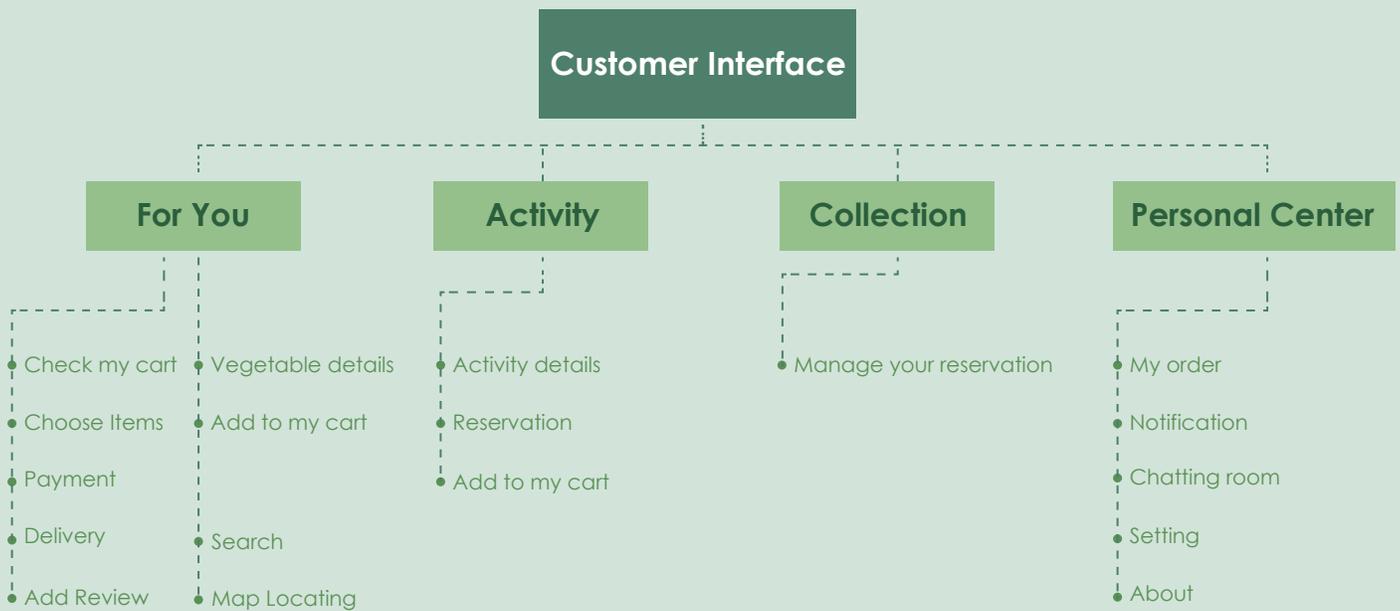
- Convenient management
- Interface friendly
- Arouse curiosity
- Make me excited



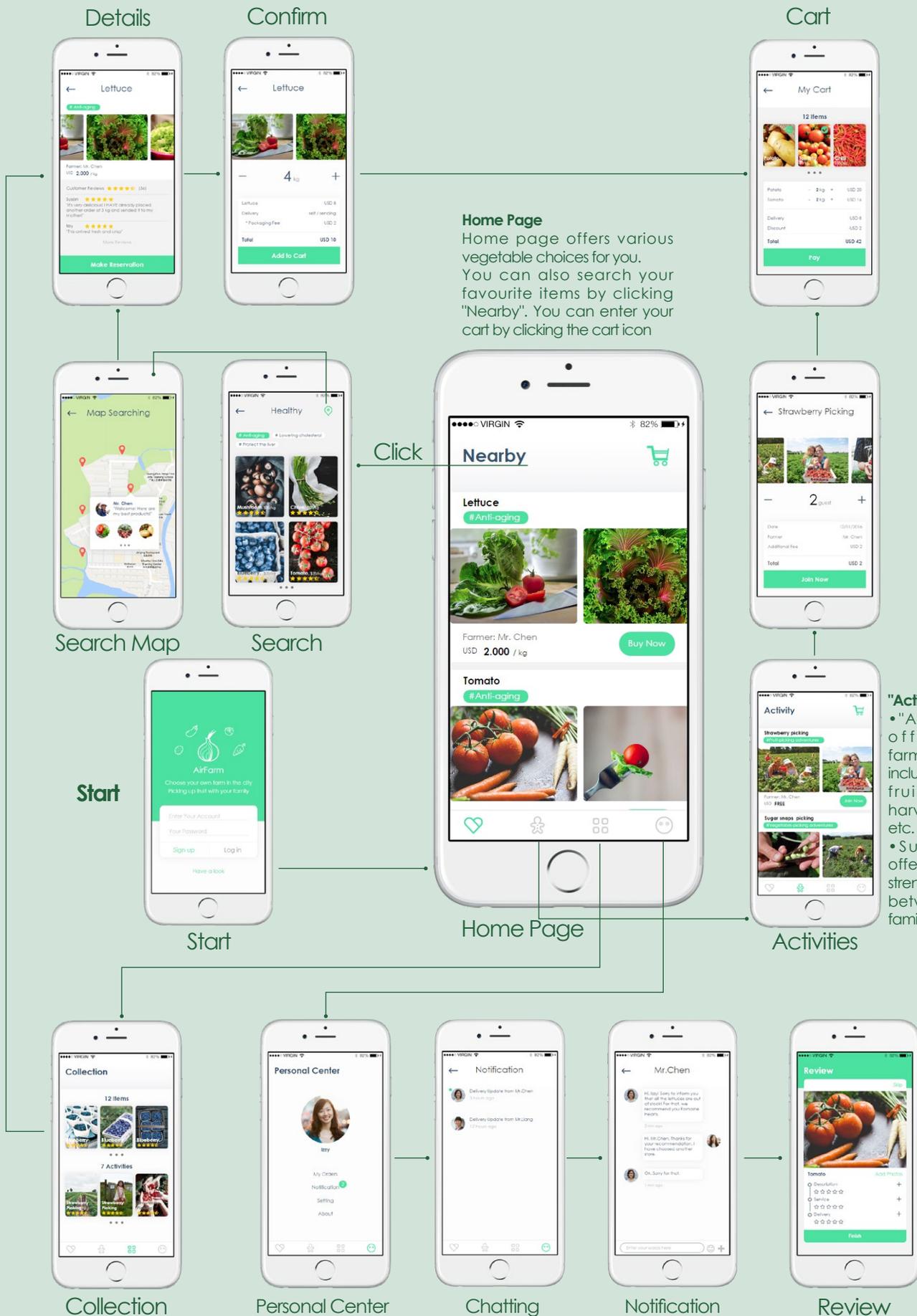
For Villagers:

- Convenient management
- Consider for the old

Site Map.



Customer Interface.



Details

Confirm

Cart

Home Page
Home page offers various vegetable choices for you. You can also search your favourite items by clicking "Nearby". You can enter your cart by clicking the cart icon

Search Map

Search

Start

Start

Home Page

Activities

Collection

Personal Center

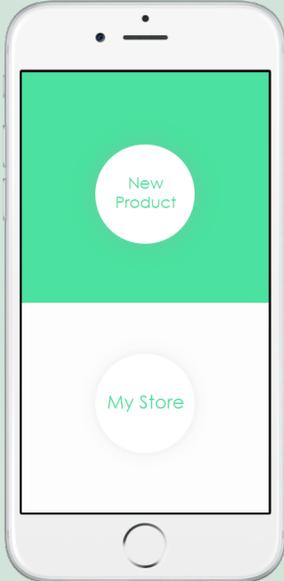
Chatting

Notification

Review

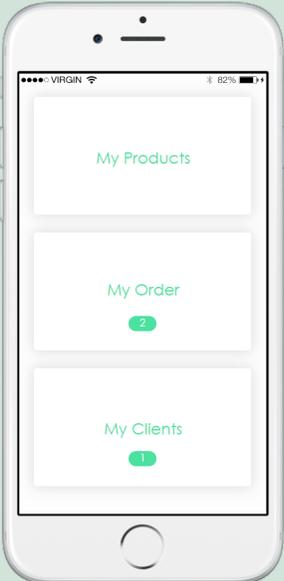
Farmer Interface.

Start



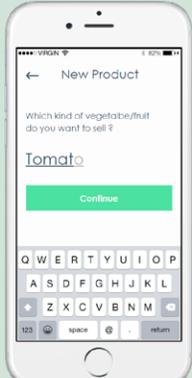
Homepage

"New Product"
In order to simplify the process, the design of adding new product strictly follows a linear flow. Every page only serves one function, so users can never get confused.

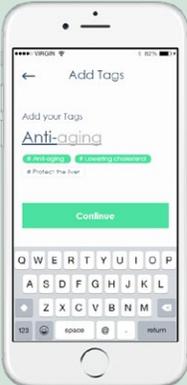


My Store

"My Store"
Manage all your products, orders and contact with clients



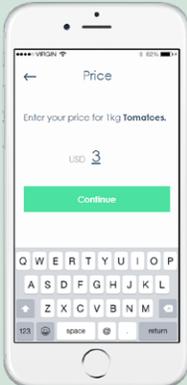
Enter Product



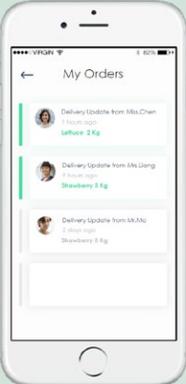
Add Product Tags



Add Quantity



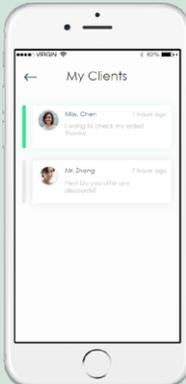
Price



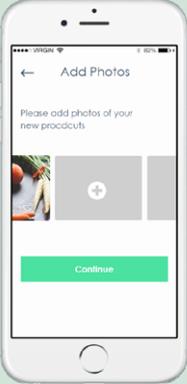
My Orders



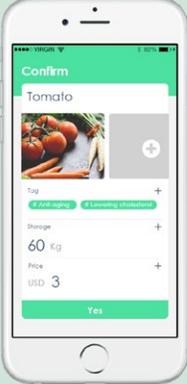
My Product



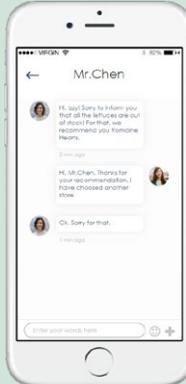
My Client



Add Photos



Confirm



Creative AirFarm.

We hope, this app, AirFarm, can promote the renovation of the farmlands in the village. Wasting land begin to be occupied with fresh vegetables, creating a beautiful image of the village. This app bring more citizens to the village, bringing vitality and boosting economy development.

After earning enough money from AirFarm APP, farmers are able to upgraded their traditional farm to the new creative farm which is a complex of self-pick farm and botanical garden.

Here is our designed landscape mode sample for Xiaozhou Village.



Site Xiaozhou Village
Acreage 4000 m²



Greenhouse-Pick Fruits



Entrance-Botany Exhibition



Farm-Pick Vegetables

Pick your vegetables in AirFarm.

With the increasing public concern about health, people pay more attention on organic vegetables. Therefore, self-pick farm become popular in China.

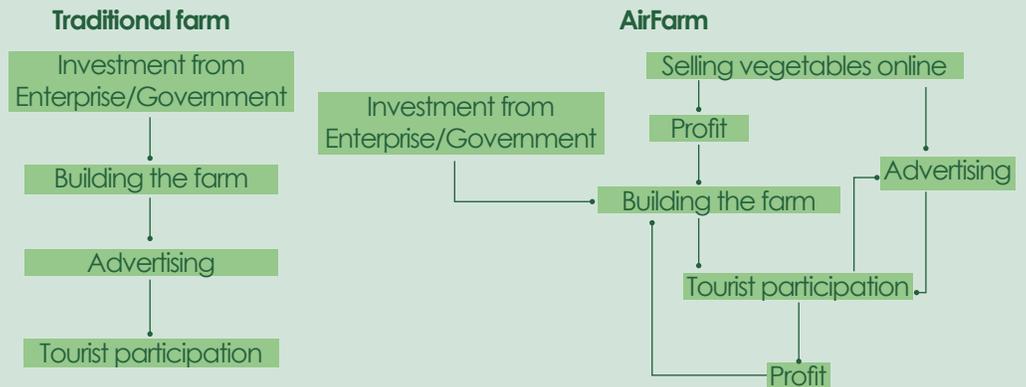
Moreover, many families regard the farm as a new type of resort. They enjoy their vacation in the self-pick farm.



Differences between traditional farm and AirFarm.

Traditional farms rely too much on investment, and the development is a linear process.

AirFarm improves the process. Farmers can earn money and propagandize the farm on the APP at the sametime, so it improves the efficiency.



AirFarm on the Ground.