Exploratory Research
In order to get to know the farm community we conducted ethnographic studies … by participating in volunteering days at the farm … and semi-structured interviews with several of the farm staff and the farm manager.

Key Findings
The farm is understaffed and strained with financial resources. As a primary component of funding applications feedback of community members is a vital need for the farm. It also allows the farm to know if their programming is suitable for the needs of the diverse community.

Design Requirements
► Accessible to all ages and abilities
► Coherent with experience of the farm: low tech & supporting exploration and discovery of farm
► Accommodate individual and collaborative interaction

Concept Evaluation
We conducted a focus group with staff members of Spitalfields farm, reiterated our design and subsequently conducted usability studies, using think aloud and a wizard-of-oz prototype. We then conducted a thematic analysis to identify pain-points of the design across all usability studies.

"I have my peace there and with this compass I have my own story and I can get away from the noisy environment around me"

"I don't trust myself to be directed just with the arrow"

Solution
Visitors pick up the compass upon arriving at the farm.

Upon arriving at the station visitors can listen to a fun fact about the area of the farm and answer a question in return.

To answer a question the visitor rotates the compass so that the tip of the needle points towards the answer and presses the compass to submit.

The data is transmitted wirelessly to a database, summarised automatically and can be viewed by the farm staff at their convenience.

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