Digital Innovation Small-Scale Sustainable Agriculture

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Special Thanks



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Design Space

The goal of this project was to come up with a ***provotype*** that explores appropriate and sensitive uses of technology for the target farmers as well as foster curiosity, reflection, and debate.

Gibside Community Farm

What is a Provotype?

Provocative Prototype : To provoke and engage people to imagine possible futures

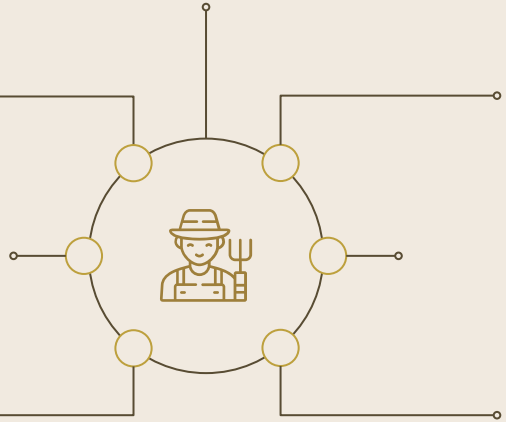
Themes

Identified from existing interview transcripts

Tech skepticism

Community involvement and its issues

Underlying values behind the farm and the farmer



Classism in farming

Emotional attachment to farming as a concept

Organizational control on farms

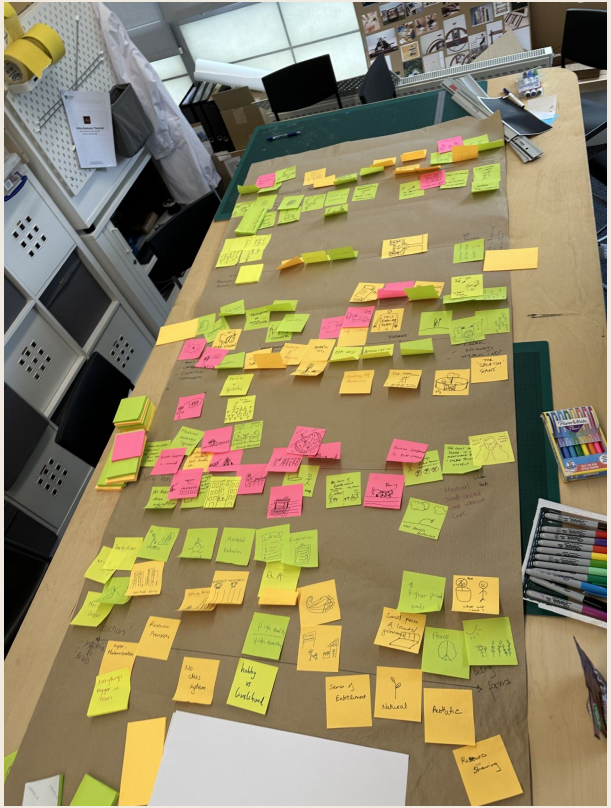
Sense of worth attached to amount of work

"Everything must have a purpose."

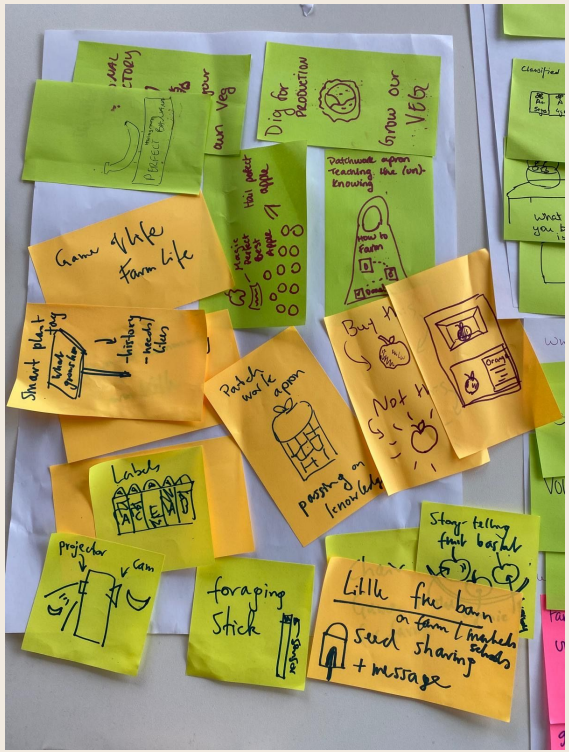
Design Thinking

- After analyzing our data, we chose a visual approach to brainstorming

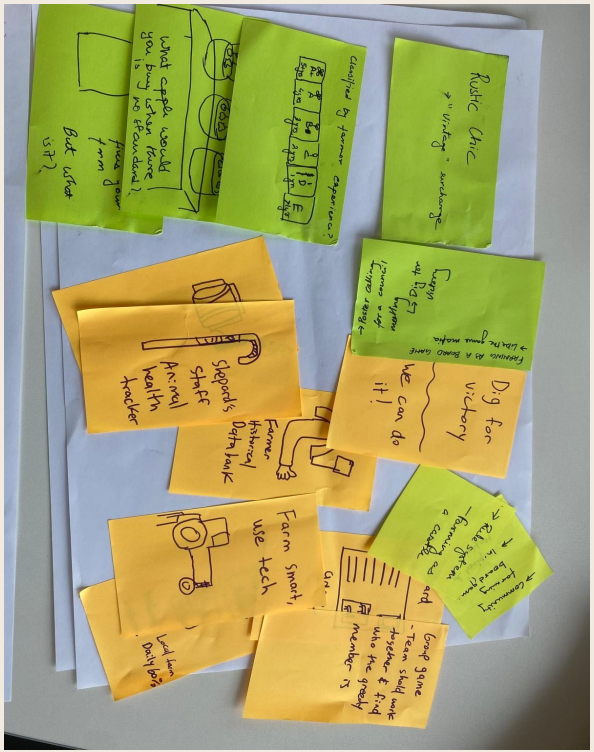
- **Design Fiction Scales**
  - Multiple Scales based on themes
  - Pictures and short phrases used to convey ideas based on themes
  - Once fleshed, pick an axis that closely aligns with your theme



More Brainstorming



Concept Sketches



More Written/Drawn Concepts

Introducing

Landlog Apron

Landlog Apron

What does it do?

The apron acts as a live representation of the farm, having an embroidered map of the same. The embroidery is done with reactive threads - threads that change color and texture depending on the environmental changes of the location they are *associated* with.



Landlog Apron



How does it work?

A farmer can associate each reactive thread to a location on their farm and then embroider said location onto the apron. To do this, an *'associator'* is installed on the field. Once connected, the threads will depict the current state of the associated location.

If a location lacks water, the thread turns dull brown and feels rough, mimicking dry earth. High temperatures cause the thread to turn red and feel warm to the touch.

Landlog Apron









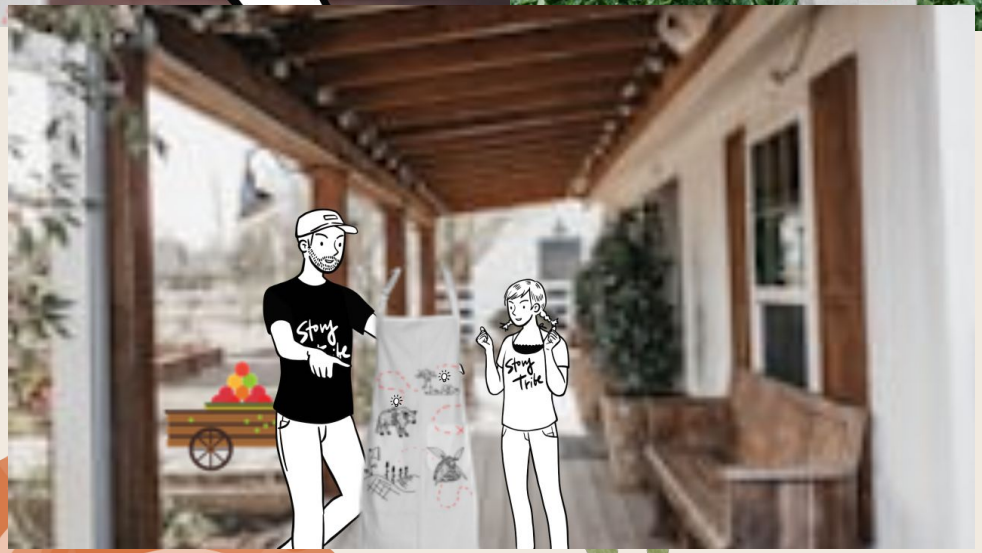












Landlog Apron

Why Landlog?

Landlog is multifunctional - it can help track the state of a farm in real time. The reactive nature of the apron will allow farmers have a new level of connection with their land, and it acts as a heartfelt heirloom for the successors of a farm!



What are we provoking?

With this design, we are asking farmers to reflect about their:

- Relationship with technology
- Relationship with their farm as an artifact of history
- Emotional connection with their farm and farming practices

Our goal is for the design fiction story in combination with the physical provotype to stir up interesting conversations between farmers and our sponsors



Next Steps

- Creating a full scale provotype to be brought to farms
- World building more intricately to allow a more immersive experience
- Collecting feedback and analyzing data to get an in depth understanding of farmers, their practices and philosophies



Thank you!
Questions?