

The background features a light green color with stylized white clouds. On the left, there is a brown windmill with four lattice-patterned sails. At the bottom, there are silhouettes of rolling hills and several palm trees. In the top right corner, there is a small green leaf icon.

Pacific Roots

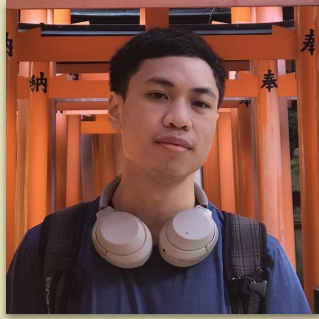
Culinary Fields | MVP Presentation



We are Culinary Fields



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Developer

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Developer





Problem Context





Lack of Asian Farmers

Less than 1% of US farming population are Asian



Challenge to find authentic produce

Local Asian farmers cannot find the right customers & vice versa





Problem Statement



How might we help college student home cooks in Seattle discover Asian produce grown in Puget Sound to support local Asian farmers and better connect with culture through food?





Research Insights



Literature Review

- About <1% Asian American Farming Population (2017)

User Research

- Word of mouth & Social Media
- Time consuming process

Competitive Analysis

- Delivery & Pick Up locations
- Restaurants, Farms Finder Map





Yangyang

About

22 years old

2nd Gen Chinese-American

3rd Year at University of Washington

Goal

Avoid wasting time searching for where to find fresh, local ingredients

Pain Point

Don't have time to visit multiple Asian markets just to check if they have all the ingredients



Sara

About

30 years old

2nd Gen Chinese-American

Farm Manager

Goal

Gauge interest for their specialty produce and increase visibility to market them

Pain Point

Marketing efforts cut into their time for prioritizing farming operations



Solution Approach & Key Features

Home Page

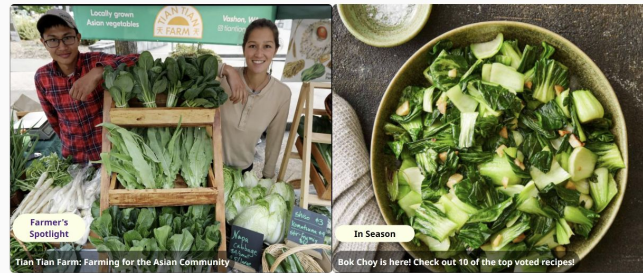
Spotlight Carousel of Farmers and Recipes

Recommendations of In Season Produces

Nearby farmers markets to get the produces

Recipe recommendations

Latest Stories from the Field



Produce



You are more than likely to find these in season produce at your local farmers market in Puget Sound below:

University District Farmer's Market

[Website](#)
5031 University Wy NE, Seattle, WA 98105

West Seattle Farmer's Market

[Website](#)
Cnr SW Alaska St &, California Ave SW, Seattle, WA 98116

Ballard Farmer's Market

[Website](#)
5345 Ballard Ave NW, Seattle, WA 98107

Capitol Hill Farmer's Market

[Website](#)
E Barbara Bailey Way, Seattle, WA 98112

Recipes



Farmer Spotlight



Pacific Roots

[Home](#) [Farm & Food Finder](#) [Recipes](#)

[← Home](#)

Story of Tian Tian Farm: Farming for the Asian Community

By **Jade Yamazaki Stewart** *Seattle Times staff reporter*

Aug. 12, 2021 at 6:00 am



Tian Tian Farm

24026 Wax Orchard Rd SW, Vashon, WA 98070



In the heart of Seattle's vibrant urban landscape, a humble Asian farmer tends to rows of vibrant green vegetables, their hands nurturing tender shoots and hearty crops that will soon find their way onto the tables of eager customers. In an illuminating article, we explore the journey of this dedicated farmer as they cultivate a thriving business rooted in tradition and community.

From the fertile soils of their urban farm to the bustling farmers' markets scattered throughout the city, this farmer's story is one of passion, perseverance, and connection. With a deep respect for the land and a commitment to sustainable farming practices, they work tirelessly to grow an array of fresh, nutrient-rich vegetables that reflect their cultural heritage.

As the seasons unfold, so too does the bounty of the farmer's labor, with each harvest bringing a new abundance of produce bursting with flavor and vitality. From crisp, leafy greens to plump, juicy tomatoes and fragrant herbs, their offerings are a testament to the rich diversity of Asian cuisine and the farmers' unwavering dedication to quality.

“ Tian Tian (天天) means “daily” in Mandarin, reminding us to take life one day at a time. Our name also reflects

Go to socials & view more about how to support them

Blog post to hear about their story and connect with farmers

Recommended Farms

Recommended Farms



Tian Tian Farm

Website

24026 Wax Orchard Rd SW, Vashon, WA 98070

Learn More



Tuk Muk Farm

Website

16215 140th Pl NE Woodinville, WA 98072

Learn More

Recommended farms with brief info cards listed for users to freely explore

Detailed Farm profile bio

Tuk Muk Farm



Tuk Muk Farm

16215 140th Pl NE Woodinville, WA 98072

Grows

Learn More



Nappa Cabbage



Bitter Melon



Bok Choy



Red Onion



Instagram



Facebook




Website


Sign Up for their CSA






Recipe Hub

 Pacific Roots Home Farm & Food Finder Recipes




Weekly Featured Dishes: Stir Fried Bittermelon


All Chinese Japanese Korean Thai Other Post




Stir Fried Bittermelon
Goya Farm (Sara) 1k+




Stir Fried Bok Choy
Wayne Wang 2k+



Better Than Takeout: Kung Pao Chicken
Kung Pao King 3k+



15-MINUTE KOREAN RICE BOWLS
Korean Rice Bowl
Son 4k+



Asian Fusion Salad
Healthy Eats 1.5k+

Weekly Featured Dishes

Search and filter for your desired recipe





Demo

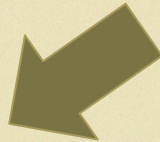
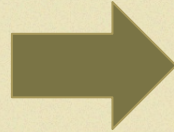
User Testing & Concept Validation

30+ Survey Responses

10 Usability Testings

Key Insights:

1. People like the idea of providing a **checklist** of ingredients for each of the recipe.
2. People like how our solution serves as a **comprehensive resource hub**.
3. **Intuitive** interaction logic.
4. **Challenging** locating specific farmer's event.



Tasks Evaluated:


- **Local Farmer Discovery:** Users searched for information about local farmers and their produce availability.
- **Recipe and Produce Sourcing:** Users selected a recipe and identified sources for the necessary ingredients.
- **Event Discovery:** Users found information on local farmers attending nearby markets on Saturdays.



Ethical Considerations



What were our values?



Any ethical concerns?

How do we address these?

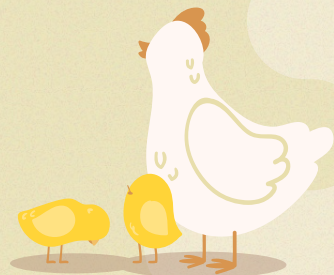


What's Ahead

Going Open Source

Proposed Features

1. Search Engine Optimization
2. Onboarding
3. Farm Map View



Thank you!



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