UrbanGown

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Abstract

Growing up in a home with a large bacon avocado tree right in our backyard made my family more connected with the food we ate, where it came from than we realized. Having fresh avocado became something we wouldn't consume on demand but waited for seasonally. We were eating as local as you could get before it was cool. Eventually relocating to a new home with a pear tree, it actually was a serious burden to deal with. We could never pick the fruit or give it away fast enough. We had easily filled the compost cans with a couple hundred pounds of wasted produce that season.

With the most recent reports of the current state of our planet our projections of greenhouse gases and carbon emissions are looking grim. This daunting task needs to be addressed by every individual to take the time and consider where they stand and how their lifestyle impacts these numbers. Even what they eat and choose to buy has an impact. Simply putting more local produce and consuming less meat can have a significant effect on your personal carbon footprint.

When consumers don't consider where their food comes from they forget the extra carbon emissions that get tacked onto that product or imported produce. The type of ride that cargo received will also vary the carbon impact. 100 mile truck ride vs. a 1,000 mile train ride can have equal greenhouse emissions when it come to efficiency. Most "local" items come from about a 100 mile radius.

UrbanGrown is an app of community foragers, urban micro farmers, and residents with bountiful trees. Nothing is more local than our own backyard. UrbanGrown hopes to help carbon reduction by putting more vegetation on our communities plates to reduce greenhouse emissions from animal products, and processed foods. Our app hopes to reduce food waste in the community and provide free or affordable produce options.

The Problem

The issue at hand is the daunting task of getting more individuals to take bigger leaps and bounds towards reducing their carbon footprint. With a goal of zero waste and reversing current climate changes the task needs to be fed to the general public in ways they can understand and not overwell. New users, or people new to the cause, need a simple place to start making manageable changes in the right direction. Any change in the right direction can make a difference.

Current Apps on the market to help with climate change are often tool general like shopping guides, facts/tips, or listings. Other apps like Oroeco are detail oriented and require daily or monthly input of driving distance, natural gas usage, electric usage down to the kilowatt, miles flown for the year. This kind of detail oriented work is a good way for a user to understand their impact on of their carbon contribution to the world and can be shared and compared with other members.

UrbanGrown wants to help climate change by providing a platform for sharing food and giving access foods that potentially go to waste. Eating locally grown foods has a lesser impact that their imported counterparts. UrbanGrown’s goal is to get more produce in the average person's diet and less meat, animal products, and processed foods.

Animal products are the largest culprits in regards to greenhouse emissions in food production. UrbanGrown is an app that gives users access to free local produce growing your local area. Food always tastes better when it's free. We hope that giving access to free vegetation and produce will encourage users who may often gravitate towards the processed spectrum of foods because of cost or convenience.

Who Is This For?

We will generally have two spectrums of users who will likely use our app. The first being a producer/donor of produce and the second being a consumer/forager. Our market of users are located in the Bay Area, home of world changing innovation.

The Bay Area is a leader in social and environmental pioneering as the City of San Francisco started it's Zero Waste policy back in 2010 in the hopes of reaching zero waste by 2020. With the city leading by example more consumers is the area are aware of waste reduction. The dumpster diver students in Berkley and the composting home owner in Pleasanton are applauded by their fellow community members.

Persona A
We will call her: Mary
Gender: Female
Age: 40-50 years old
Education: College Graduate SFSU
Lives: San Leandro
Works Location: San Francisco or remotely from home
Transportation: BART Commuter who owns an older Subaru
Job Title: Sr. Analyst
Salary: 70,000+
Status: married
Children: college age
Hobbies: enjoys gardening, active community volunteer, avid recycler, artist
Social Media: facebook, instagram, linkedin
Phone: Iphone 7

Persona B
We will call her: Harlie
Gender: Queer
Age: 25-35 years old
Education: BA Language Santa Cruz, currently going to nursing school online
Lives: Alameda
Works Location: remotely from home
Transportation: BART Commuter who owns a Hyundai
Job Title: Technical Support and Dispatcher
Salary: 40,000+
Status: Single
Children: none
Hobbies: active community volunteer, avid recycler, artist, runner, hiker
Social Media: facebook, instagram, linkedin, tumblr, reddit, pinterest
Phone: Android Galaxy 7

Scenarios for the Average User

Persona A- Mary hears about UrbanGrown through Facebook feed. From the article she likes the idea of sharing with her community and reducing waste. She is an avid gardener with and orange tree out back that is in season, and her tomato plant has been growing like a weed and produces more than she can cook. She downloads to app and signs up using her Facebook login.

She takes a look at who else is posting nearby and is amazed to see how many of the neighborhood fruit trees have already been identified on the app's map. She now makes her first posting for her ripe tomatoes and oranges that are ready to eat. Upon completing the post she is prompt with a question: "Would you like to track your carbon impact?" she selects maybe later and closes the app.

Persona B- Harlie is out walking her dog at a park in Alameda. She sits on a bench scrolling through her Instagram feed. Harlie see's that a friend posted a picture of box or fresh tomatoes #fresh#local**#UrbanGrownApp.** Harlie clicks the UrbanGrown hashtag and follows it to other postings and eventually the UrbanGrown official IG page. Intrigued by the prospects of free produce she downloads the app.
Upon launching the app she sees a few trees in the park listed as public free space. She clicks on one of the trees launching its information window. Current status of this tree is "in season/fruiting". Sure enough there on on the tree in that corner of the park she found a few ripe apples and takes two for the trip home. On the app she updates the status of the tree: location is **current**, fruit is **available**, and that she took **two apples** from it.

While walking home she bumps her head on some guavas overhanging into the sidewalk. She opens her UrbanGrwon app and notices that the tree isn't listed. She creates a location for the tree listing it as on private property but leaves a not about how alot is over hanging on public space. She is then prompted if she'd like to track her carbon impact, she opts for maybe later and fills out her caloric intake from today's fruit findings.

The App and Features

This app is run on Android and Apple devices. Starting the App, create an account or login in with Instagram or Facebook. Create a username and allow app to access your location. Home screen will always be the map of current location, unless changed to DM, Feed, or set Profile as home landing page. On the maps screen they will be a search

window for looking up locations, types of produce, and other postings in your area. Hamburger Icon will contain condensed navigations for Posts, Feed, Map, My Footprint, My Profile, Messages, and Settings.

Settings will have allow you to edit you home landing page preference, access, notifications, privacy and permissions. With permission you can allow synchronizing data from other apps such as Health, MapMyrun, or Other Calorie Capturing.

My Footprint uses an algorithm for various types of foods consumed and their carbon costs. In synchrony with additional information found on various calorie counting apps to better evaluate your true net carbon on a daily, weekly, or even annual basis.

The maps will use your gps location for populating you search. The maps will also have marked/identified produce in your area. This information is fueled by users and open shared spreadsheets and databases featured in sites such as fallingfruit.org. The information user updated and verified from the app as well. Create postings for for produce or report produce growing near you.

Permission for Camera use, and Photo library may be required if the user wishes to add images to posts and a profile picture/avatar.

The direct message feature can be shut on or off depending with a user cares to be contacted or now. DM is useful for getting in contact with another user without sharing emails or phone numbers.

Just like Amazon we like to know what the vender's rating is and like Uber we will rate consumer. Users will receive ratings for posts and pick ups. Poorly rated user arent reliable or shouldn't be trusted.

Value For Our Users

The value found in this app by it's the targeted users is potential for positive changes in the environment. We can fill the spaces that other services do not or can not offer. Regardless of your diet choices may it be vegan, vegetarian, or omnivore; we cater to all in the hopes of reducing waste and providing access to green meal and snack options for the community.

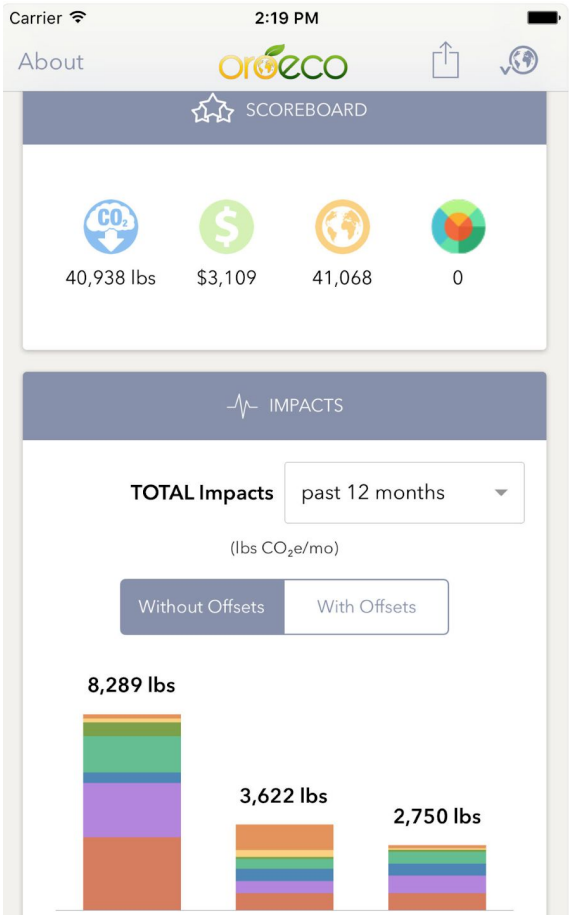
Our Mission will resonate with local tree huggers and advocates looking to make changes environmentally, and socially by feeding the community. Users who aren't

driven by our cause will benefit from the savings in made in food costs, improve health with healthier foods, and help the community reduce food waste. No dumpster diving needed, no food stamps necessary, no proof of income, keep your privacy, or socialize with the community. It's up the users.

Some Science Facts

More than 80% of farmland is used for livestock but it produces just 18% of food calories and 37% of protein. Consumption of animal products os not only not inefficient calorie source because a major factor in agricultural pollutants. Joseph Poore, a researcher at the University of Oxford, UK claims that "A vegan diet is probably the single biggest way to reduce your impact on planet Earth, not just greenhouse gases, but global acidification, eutrophication, land use and water use, It is far bigger than cutting down on your flights or buying an electric car." With that being said we can not force everyone to go vegan but pushing for less consumption of animal products will steer us as a whole if the right direction.

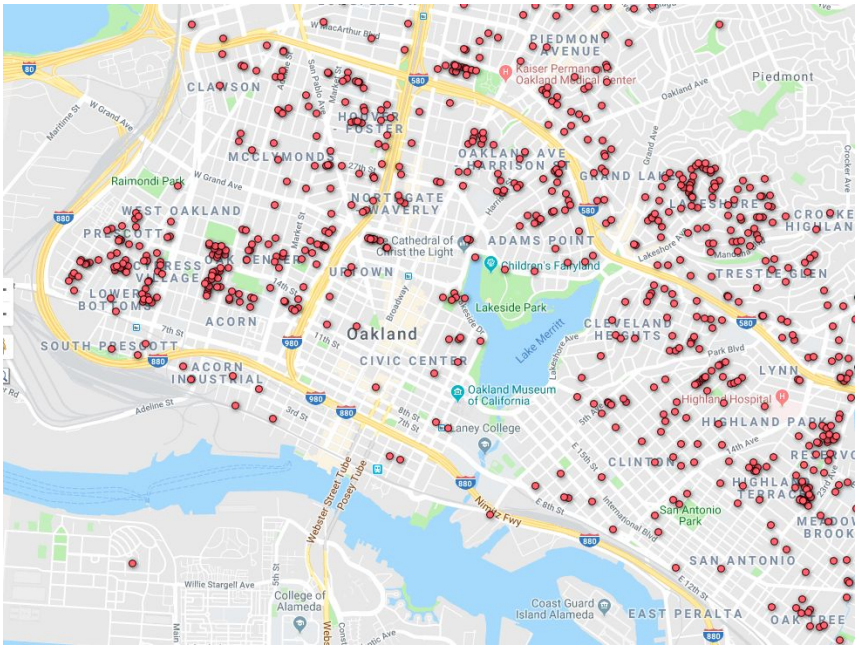
With the national average of 40% of food going uneaten in the united states we waste a lot of energy in the production and transportation of these goods that often just got to waste. Most of the produce on farms are left to rot, unpicked.
UrbanGrown hopes to raise awareness and prevent such wastes from happening on even the smallest scales in our own homes and communities.



Similar Art

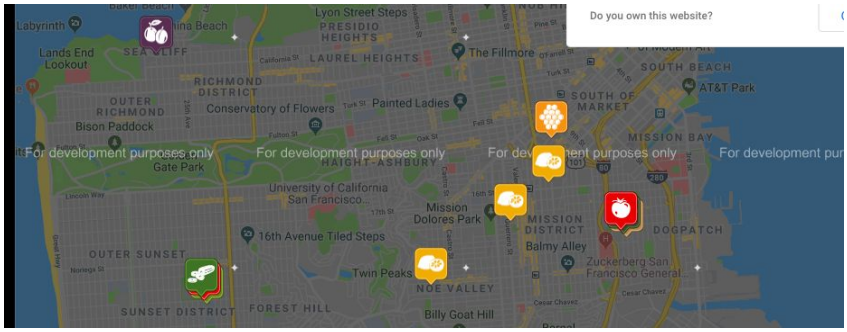
Oroeco: Is an app takes a look at you lifestyle and various activities to calculate your overall carbon footprint. Input very specific details about your monthly and annual energy uses and transportation trends. Things like public or private transit. Do you drive? Oe take public transit? What is your monthly gas usage like, and electric kilowatt usage. Everything we do or use has positive to negative impacts on the environment like the use of reusable tumblers or canteens or even buying locally grown food can increase or decrease the amount of carbon you create. Stats can be shared and

compared when you you facebook to create your account.
UrbanGrown: The Difference- the focus on reducing the users carbon footprint is concentrating on one facet of carbon reduction. By increasing consumption of locally grown foods Reducing Carbon is by taking advantage locally grown foods that are already growing on community private and public property. Nothing can be more local than our very own backyard. By sharing and consuming these local foods we can increase the consumption lower carbon impact foods. The data of carbon reduction will be recorded by inputting the data of the average caloric intake of the users locally grown food.



Falling Fruit: fallingfruit.org is not the first of its kind, but this desktop site has become quite a comprehensive world wide map as it has unified imported data bases from other foraging organizations big and small. Falling Fruit is “built by foragers for foragers.” This organization that recognizes the overlooked opportunity of food waste in city and residential streets and neighborhoods. They encourage urban exploration and community connection, as more often that not fruit trees are just out of reach on private property and will need permission for harvesting. The map can always be added to through the use of the open code source and downloadable database.
UrbanGrown: The Difference- Our overall goal is to reduce the carbon impact of imported produce, animal products, and processed foods. We do this by providing users with locations for produce foraging, and shared locations of know fruit producing trees in their areas. Users can share their goods or search for items and input their

consumption of local goods to track their carbon production on a daily, weekly, and monthly basis.



RipeNearMe: Encourages urban communities and users to grow food is the spaces that they have, be it front yards, rooftops, balconies, or vacant lots. They wish to be a platform for theses micro farms to become a sustainable and profitable effort for growing produce in a city. Create new local and seasonal food sources for sustainable living and reducing an impact on global sources. The desktop site offers a way to find food and a way to share food. Food shared can be offered for free or for a price. Creating greater incentive for users to share their goods.

UrbanGrown: The Difference- UrbanGrown wants to give measurable feedback of ho9w the user is reducing the their carbon footprint by measuring the caloric intake for an increase of locally grown produce in their diet. We just want to get more green on our community members plates.

References:

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