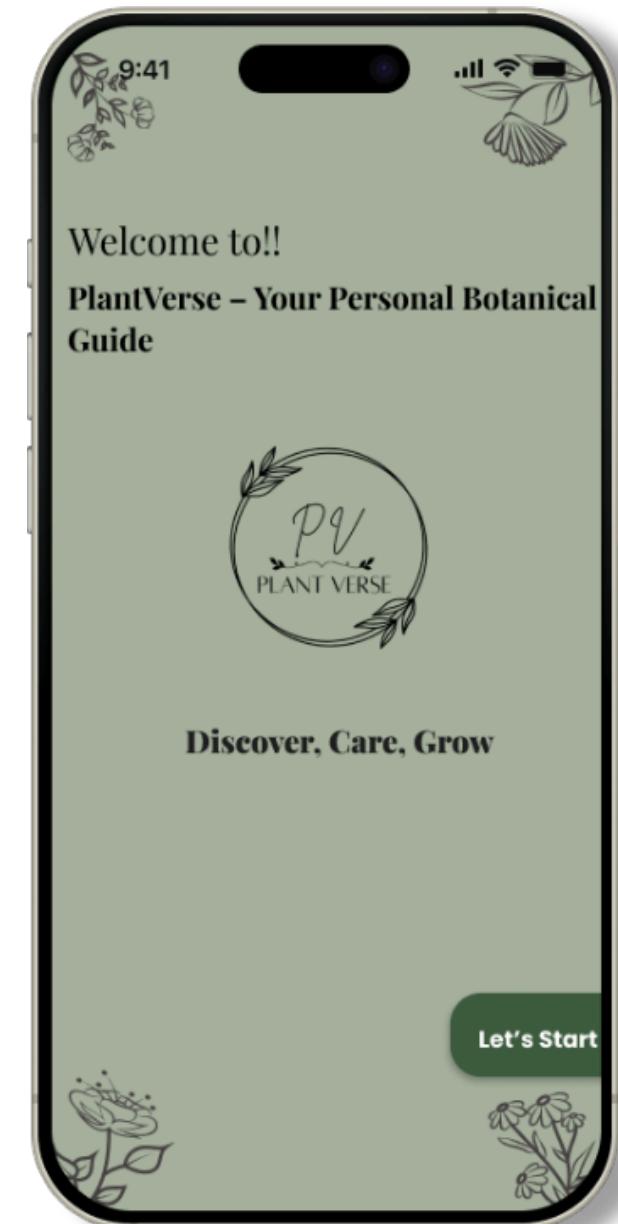


PLANT VERSE

USER CENTRIC DESIGN





OUR TEAM

- ▶ Arnold Mochahari - 202201522
- ▶ David Lochan Baro - 202201132
- ▶ Dipesh Verma - 202201126
- ▶ Adith Shah - 202201289

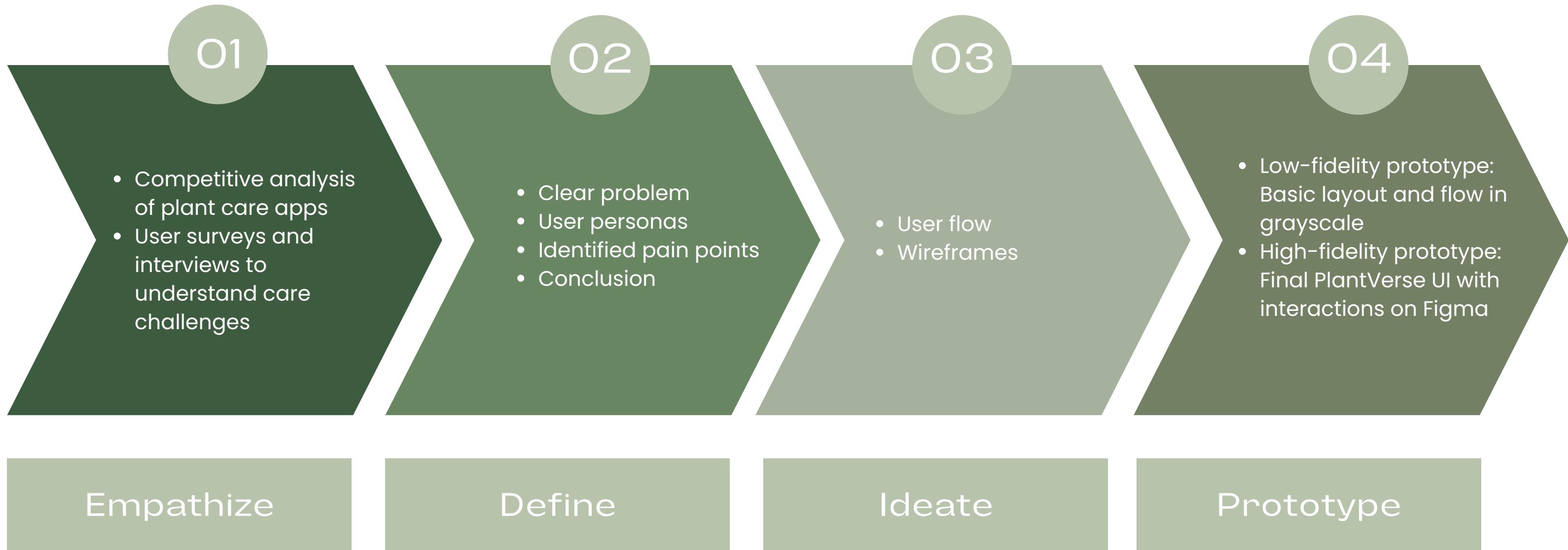
PROJECT OVERVIEW

PlantVerse is an AI-powered plant identification and care companion app designed to connect plant enthusiasts, gardeners, and nature lovers with the right knowledge and resources. With an intuitive and visually engaging interface, PlantVerse allows users to identify plants instantly, access care guides, and locate nearby nurseries or plant shops.

Our mission is to make plant care effortless and enjoyable, whether for seasoned botanists or casual plant owners. By integrating AI-based recognition and smart care suggestions, PlantVerse simplifies plant identification, disease detection, and maintenance, ensuring every plant thrives.

With a seamless blend of technology and nature, PlantVerse brings the green world closer to you—one leaf at a time!

THE PROCESS



HOW WE CAME ACROSS THE IDEA OF PLANTVERSE?

Our idea for PlantVerse began with a discussion about the challenges people face in plant care, selection, and maintenance. While many love having plants, they often lack guidance on watering, sunlight needs, and disease prevention.

Key challenges we identified:

- 🌿 Plant care confusion – Unclear watering schedules, sunlight needs, and disease management.
- 🏠 Indoor plant selection – Apartment dwellers struggle to find low-light, space-friendly plants.
- 🌳 Outdoor plant choices – Gardeners find it hard to select plants suited to their climate.
- 💨 Air purification – Many are unaware of plants that naturally improve indoor air quality.

PlantVerse was created to make plant care simple, accessible, and personalized for everyone! 🌿

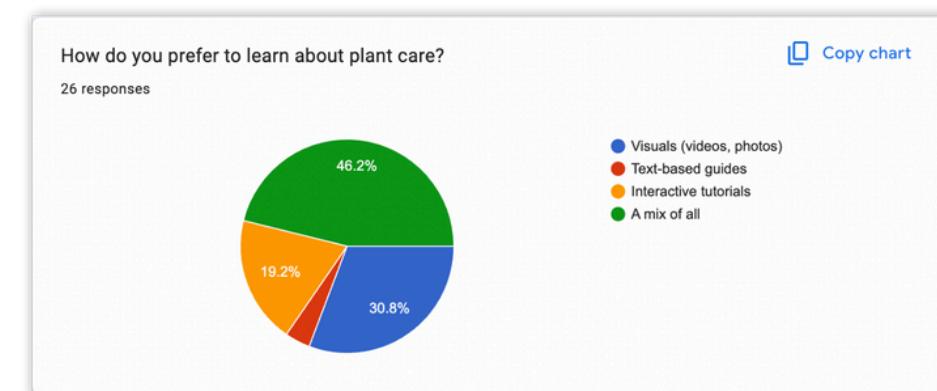
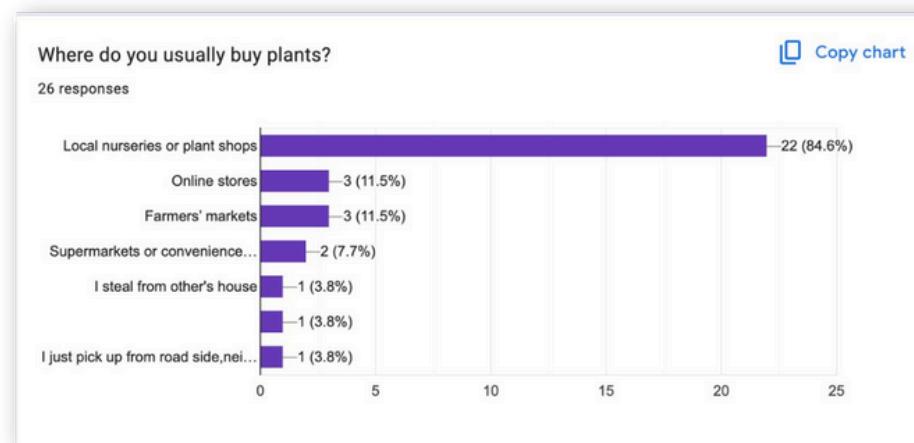
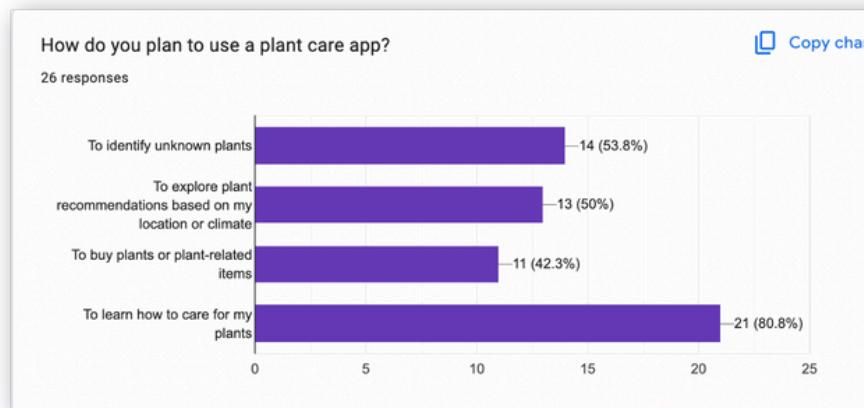
SURVEY

Surveyed 25 people, aged 18-40 years, from both urban and rural areas.

Questionnaire:

- Age
- Occupation
- Location (Urban/Rural)
- How experienced are you with plant care?
- How often do you buy plants?
- Do you grow specific types of plants?
- Where do you usually buy plants? (Local nurseries, online stores, markets, etc.)
- Do you currently use any plant care tools or apps?
- If yes, which tools or apps do you use?
- How do you prefer to learn about plant care? (Videos, articles, expert advice, etc.)
- What type of plants do you care for or are interested in? (Indoor, outdoor, air-purifying, edible, etc.)
- Are you interested in one-on-one advice from plant experts?
- How do you plan to use a plant care app? (Tracking, reminders, plant identification, etc.)
- What features would you recommend in a plant care app?

SURVEY RESULTS



The survey provides key insights into plant purchasing habits, plant care learning preferences, and desired features in a plant care app.

Most Recommended Features:

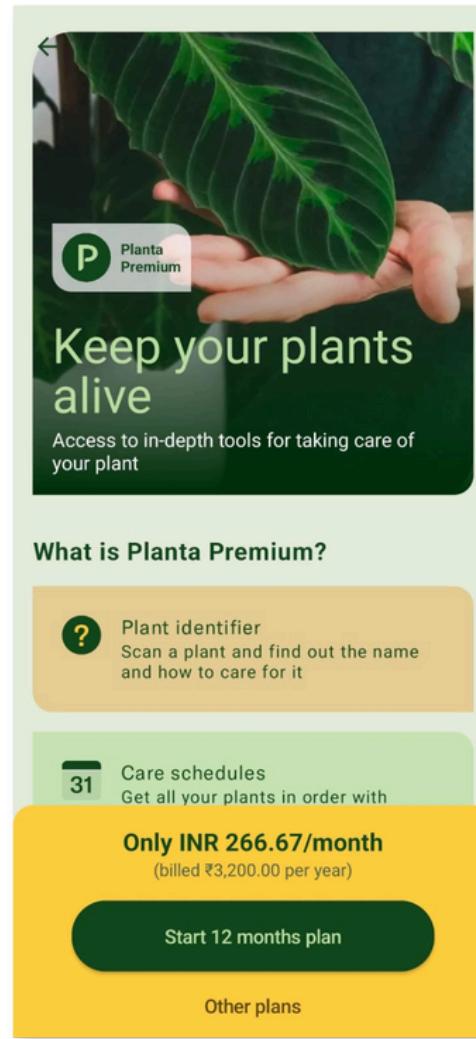
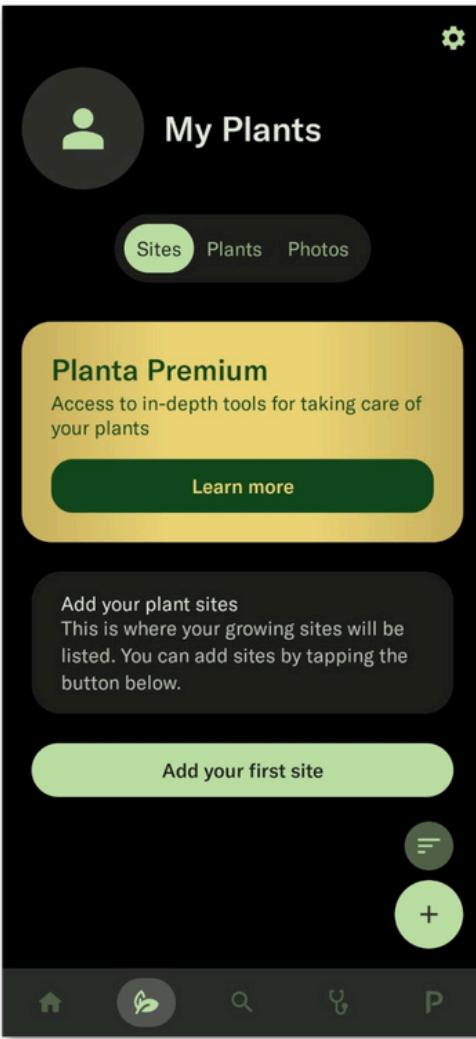
- Plant identification with images (61.5%)
- Finding and buying plants in an area (53.8%)
- Step-by-step guides for nurturing plants (50%)
- Notifications for watering and care (46.2%)

Majority Purchase from Local Nurseries or Plant Shops: 84.6% of respondents prefer buying plants from local nurseries or plant shops, while only 11.5% purchase online or from farmers' markets.

46.2% of respondents prefer learning about plant care through visuals like videos and photos, while 30.8% opt for text-based guides.

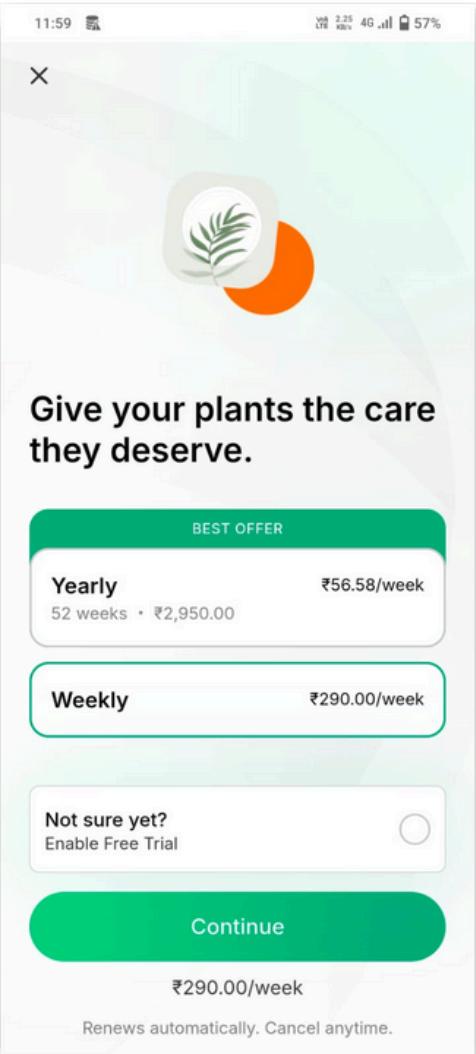
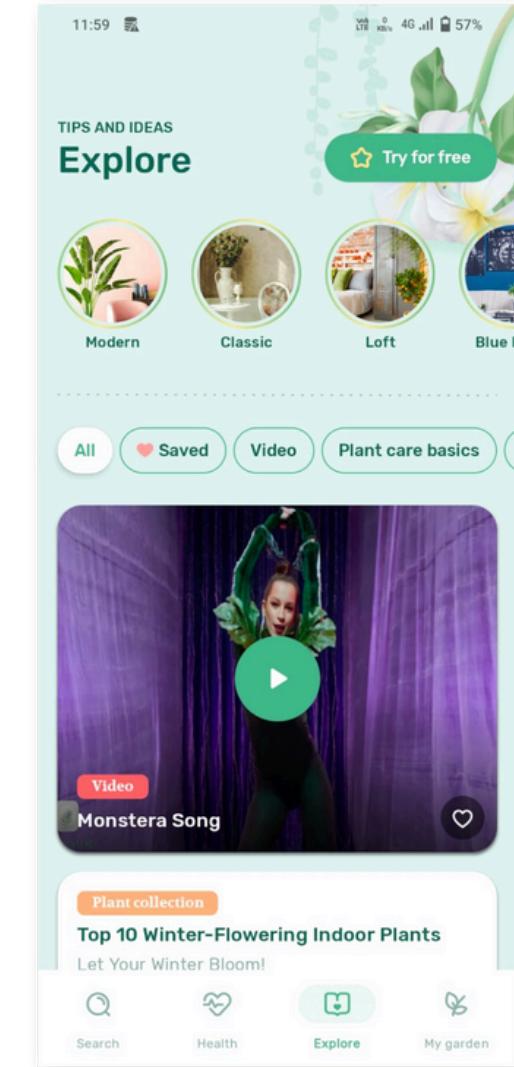
The top reasons for using a plant care app include plant identification (53.8%) and exploring plant species (50%).

COMPETITOR ANALYSIS



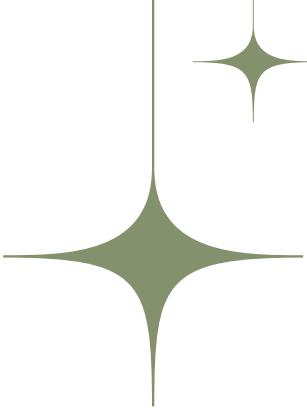
Planta App

No integrated shop
No community or Q&A section
No detailed care guides
Limited free features
No offline support



Blossom App

Cartoonish UI
No integrated shop
Limited community features
Basic care instructions
Subscription required



DESIGN STATEMENT



To address the growing need for an intuitive plant care and identification platform, the app should be designed to cater specifically to plant enthusiasts, hobbyists, and gardeners who seek accessible and reliable plant-related information. PlantVerse will provide AI-powered plant identification, detailed plant care guides, and location-based services to find nearby nurseries or plant shops. By focusing on these essential features, the app will bridge the knowledge gap in plant care, empowering users to nurture their plants effectively while fostering a deeper appreciation for botany and greenery.



USER PERSONA

"Every plant adds life to a space. With the right app, I can create green corners everywhere, from my home to my office."



Amit Singh
Self-Employed

AGE | 36
GENDER | MALE
STATUS | MARRIED
EDUCATION | BBA
LOCATION | Jaipur, India

Bio

Amit is a business owner who specializes in eco-friendly solutions for urban spaces. He is deeply invested in creating green environments at home and work, combining his entrepreneurial spirit with his love for plants. Ravi uses digital platforms to stay updated on modern gardening practices and connect with reliable suppliers.

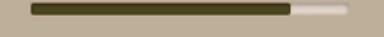
Goals

- Explore affordable and reliable sources for plants and gardening tools.
- Gain knowledge about efficient plant care techniques.
- Use technology to identify and solve plant-related issues quickly.

Frustrations

- Difficulty finding eco-friendly gardening products.
- Limited options for expert advice on plant health.
- Inconsistent quality from online plant vendors.

Personality

Practical 

Resourceful 

Driven 

Motivations

- Improving urban green spaces.
- Supporting sustainable living.
- Making plant care easy and accessible.

Interests

- Sustainable gardening
- Urban farming
- Community gardening
- Minimalist landscaping

Influences

- Local gardening communities
- Sustainability blogs

Frequently used apps



EMPATHY MAP

“Plants bring life to any space.”

“A good app could help green any corner.”

SAYS

Searches for sustainable gardening tools.

Follows eco-living blogs and socials.

Integrates plants into work and home spaces.

“How can tech make plant care smarter?”

“Can I trust online vendors for quality?”

THINKS

DOES

FEELS

Frustrated by poor-quality or non-eco products.

Passionate about green living.

Motivated to make plant care easy and eco-conscious.

USER PERSONA

"I love finding plants that match my mood and brighten my home. An app that guides me with plant care and connects me to local nurseries is like a dream come true."



Priya Sharma
Content Creator

AGE	23
GENDER	FEMALE
STATUS	SINGLE
EDUCATION	B.Des
LOCATION	Bangalore, India

Bio

Priya is a creative individual with a passion for plants and home decor. She frequently shares her plant care journey on her social media channels and interacts with her audience regarding plant recommendations. Priya often uses digital tools to enhance her knowledge about plants and improve her home's aesthetic appeal.

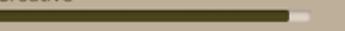
Goals

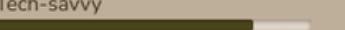
- Identify plants effortlessly using the app while exploring nature or nurseries.
- Purchase unique and healthy plants from trusted local nurseries online.
- Learn in-depth care tips and benefits of various plants.

Frustrations

- Inaccurate or insufficient information about plant care.
- Difficulty in locating trustworthy nurseries nearby.
- Overpriced or unhealthy plants from unreliable sources.

Personality

Creative 

Tech-savvy 

Curious 

Motivations

- Aesthetic satisfaction
- Enjoys learning simple plant care tips
- Freshness

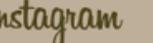
Interests

- Indoor Gardening
- Sustainable home decor
- Photography
- Social Media Content Creation

Influences

- Nature-themed Instagram accounts
- Gardening YouTube Channels

Frequently used apps

EMPATHY MAP

“I love plants that match my mood and space.”

“I need an easier way to learn plant care.”

SAYS

Searches for plant care tips online

Joins plant communities

Sets reminders but often forgets to follow them.

DOES

“Can I trust online nurseries?”

“Healthy plants boost my space and content vibe.”

THINKS

FEELS

Excited by new plants and decor.

Frustrated with overpriced or unreliable sources.

Motivated to improve plant care skills.

User Journey Map						Plantverse
Stage	Discovery & Download	Onboarding	Plant Identification	Care & Reminders	Long-Term Engagement	
Touch Point	<ul style="list-style-type: none"> Social media ads Word-of-mouth App store search. 	<ul style="list-style-type: none"> App welcome screen Sign-up process 	<ul style="list-style-type: none"> Camera/upload feature Visual trait selection 	<ul style="list-style-type: none"> Plant profile Push reminders Care tips section 	<ul style="list-style-type: none"> Community tab Personalized recommendations Achievement badges. 	
Action	<ul style="list-style-type: none"> Sees ad Reads reviews Installs App 	<ul style="list-style-type: none"> Skips sign-up Selects a gardening goal 	<ul style="list-style-type: none"> Takes photo or inputs symptoms Receives guidance 	<ul style="list-style-type: none"> Sets weekly watering reminder Watches a short tutorial on pruning. 	<ul style="list-style-type: none"> Receives a notification: "Your snake plant has grown! 🌿" Joins groups → Shares progress → Gets achievement notifications 	
Emotions	<ul style="list-style-type: none"> Curious Hopeful 	<ul style="list-style-type: none"> Intrigued Relieved (clean UI) 	<ul style="list-style-type: none"> Impressed Hopeful 	<ul style="list-style-type: none"> Empowered ("I can do this!") capable 	<ul style="list-style-type: none"> Proud ("Look at my plant glow-up!") Motivated 	
Thoughts	<ul style="list-style-type: none"> "Will this finally help me keep plants alive?" 	<ul style="list-style-type: none"> "I want fast help, not fluff" 	<ul style="list-style-type: none"> "This is actually accurate!" 	<ul style="list-style-type: none"> "I'm not a plant killer anymore!" 	<ul style="list-style-type: none"> "Look how far my garden's come!" 	
Opportunities	<ul style="list-style-type: none"> Use influencer reviews and clear benefit-driven messaging 	<ul style="list-style-type: none"> Personalized onboarding for tailored plant care. 	<ul style="list-style-type: none"> Auto-detect photo quality issues Allow "Save to Plant Library" with tags 	<ul style="list-style-type: none"> Pre-filled care plans for lazy users 	<ul style="list-style-type: none"> "Streak care" tracker Gardening diary Local plant events 	

MOOD BOARD

Plant verse



TYPOGRAPHY

FONTS

HEADER FONT

Aa
Playfair Display

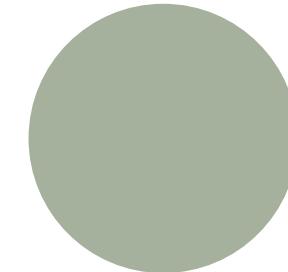
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

BODY TYPE

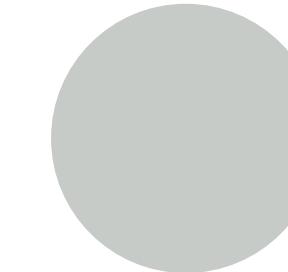
Aa
Poppins

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

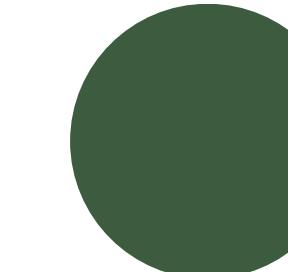
COLOR PALETTE



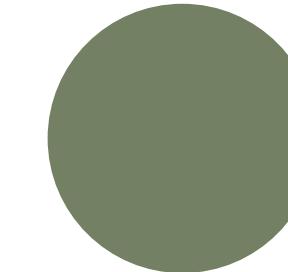
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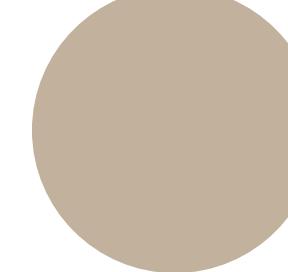
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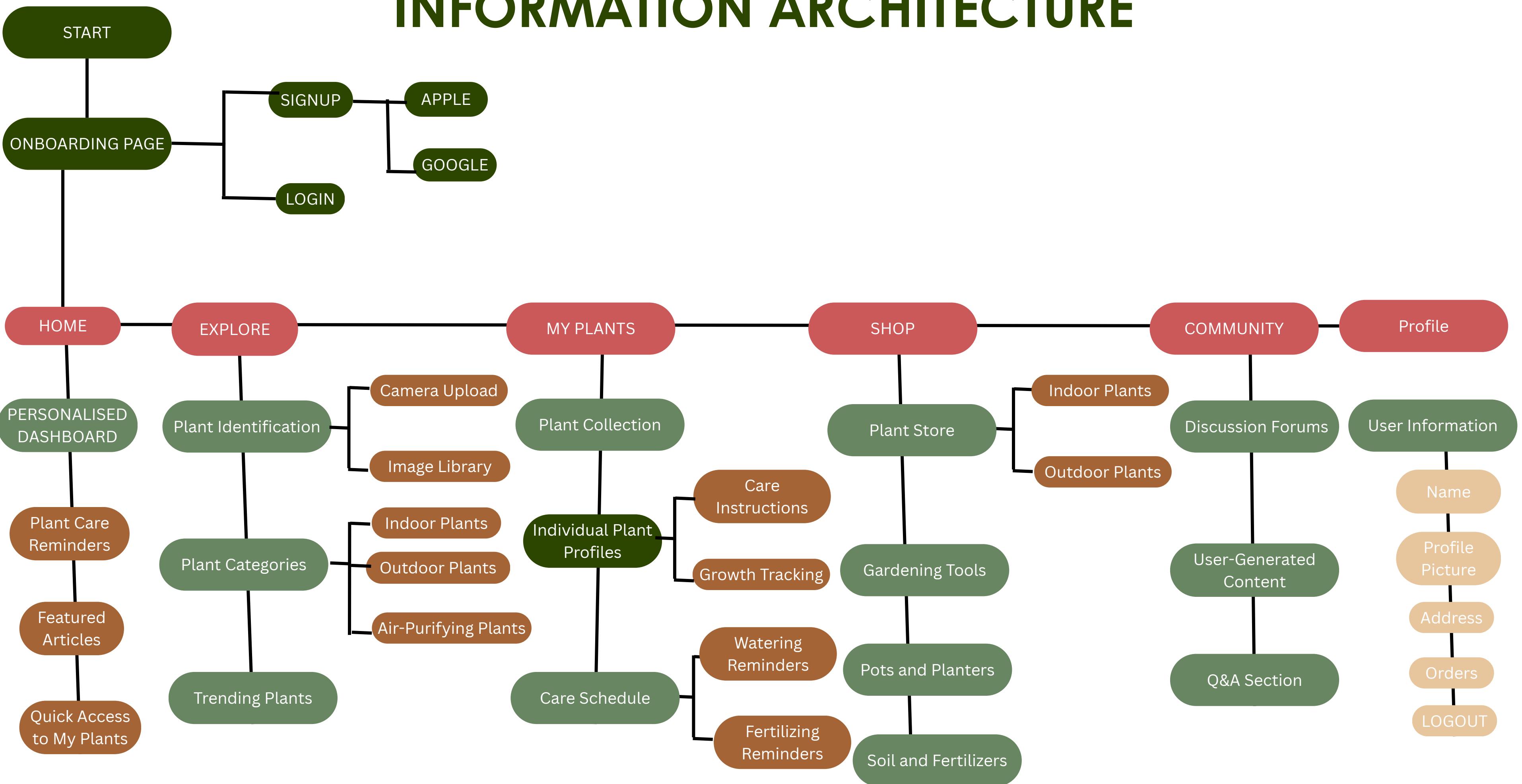


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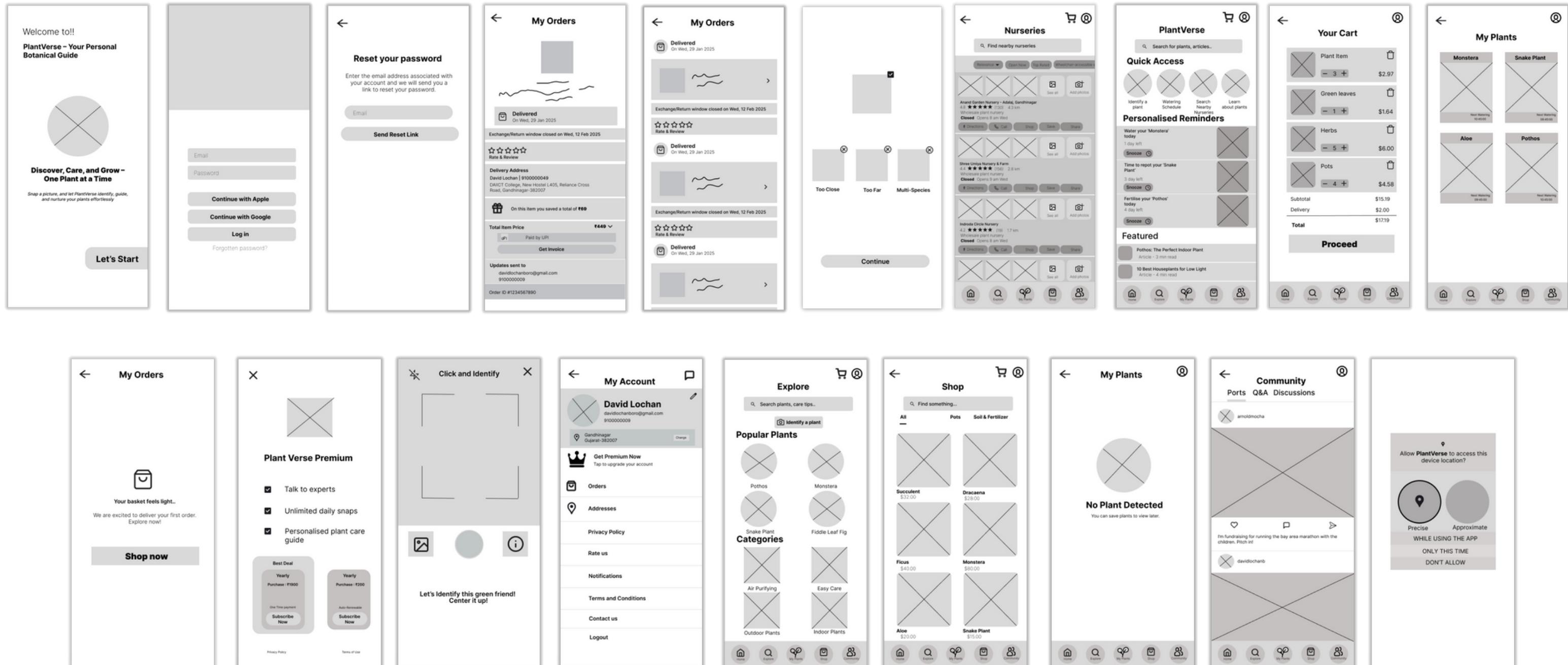


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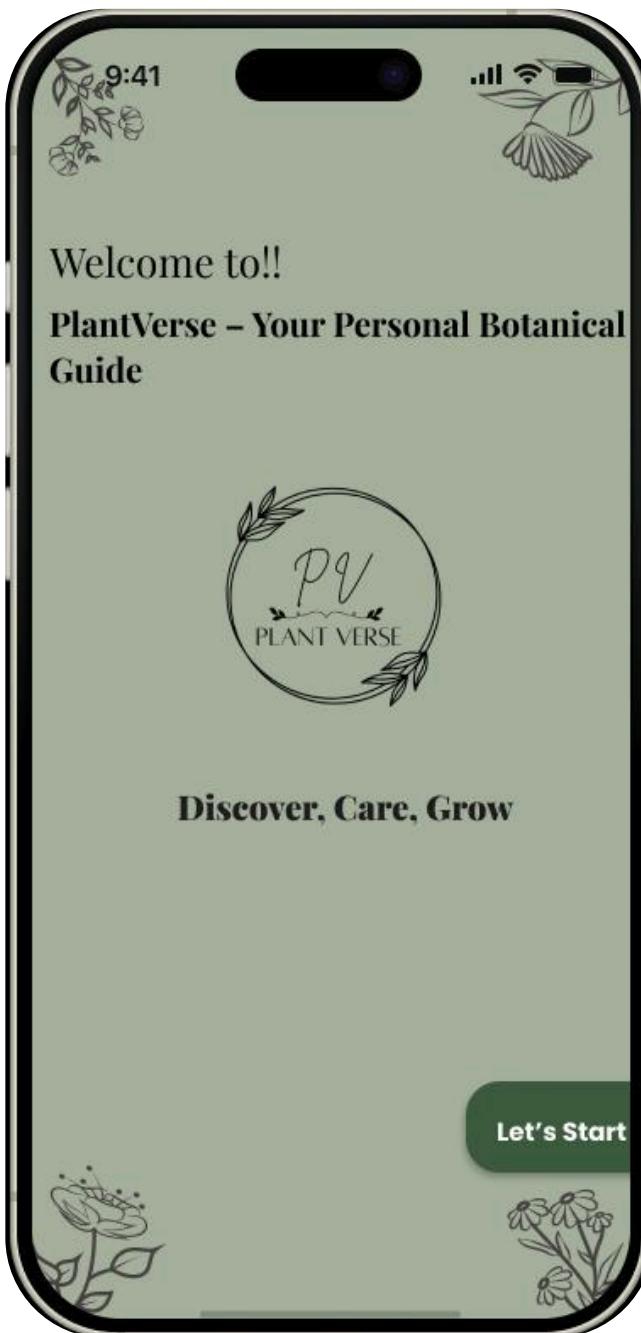
INFORMATION ARCHITECTURE



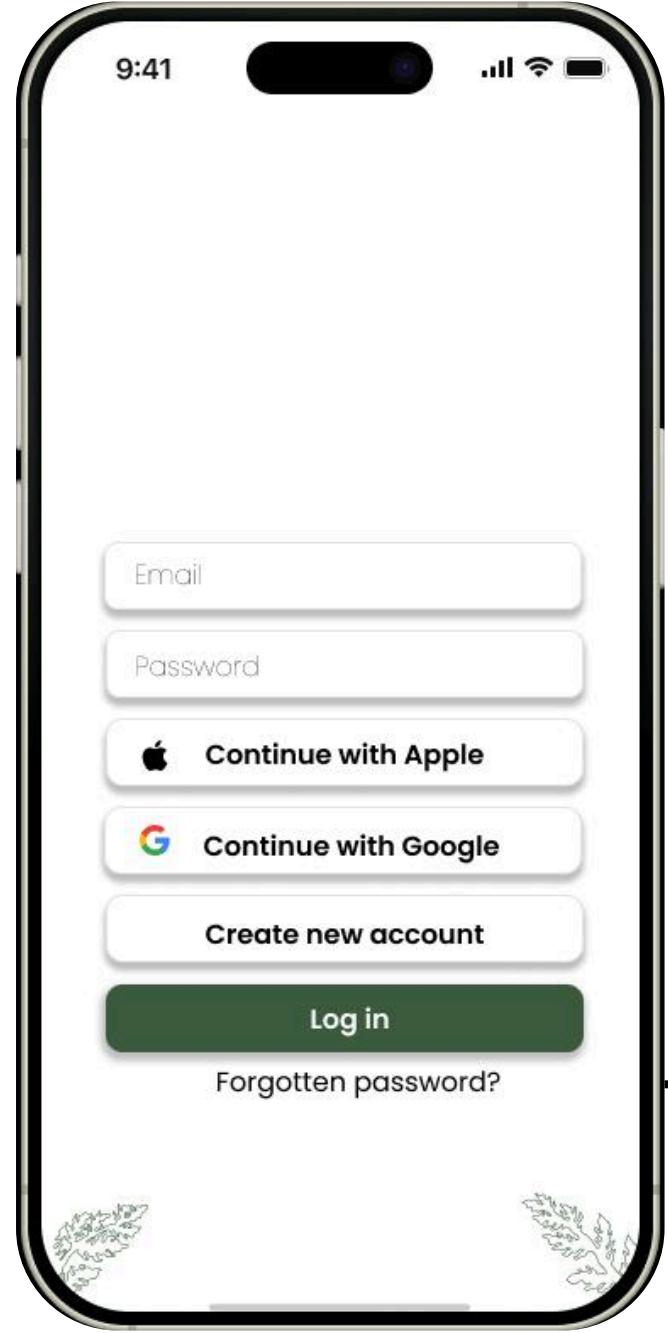
LOW FIDELITY WIREFRAME



HIGH FIDELITY WIREFRAME



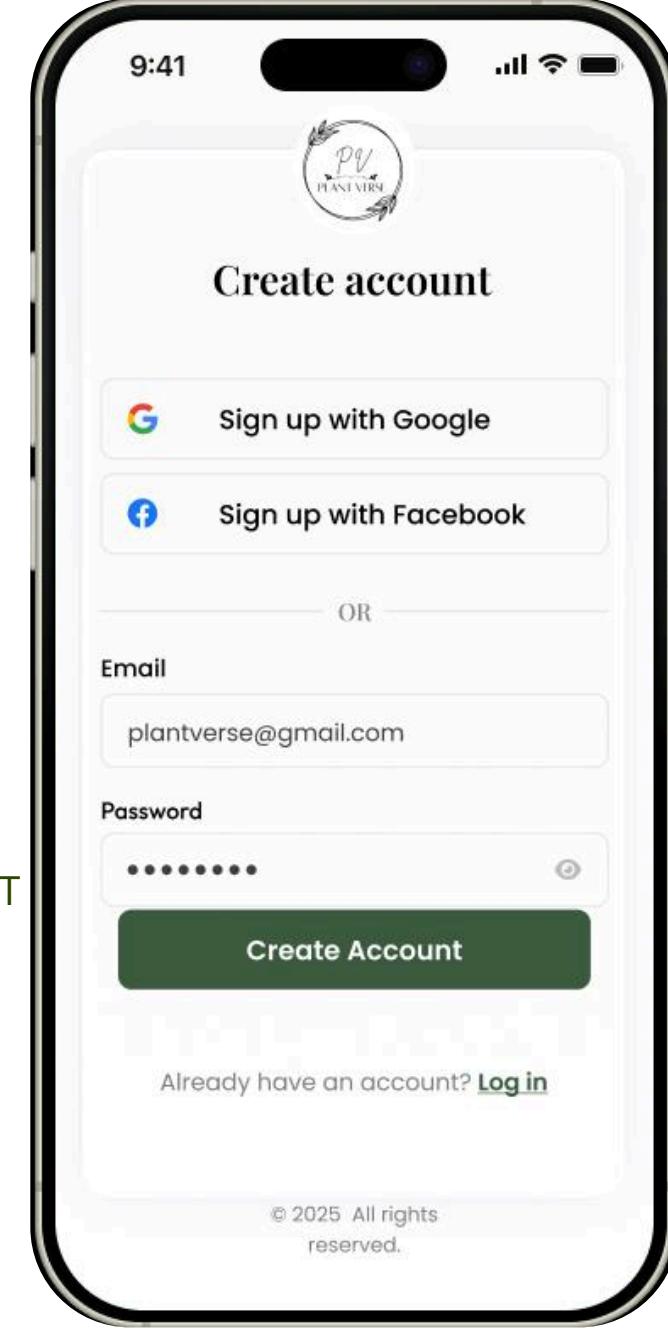
APP LOGO AND NAME



ONBOARDING PAGE

USERS WILL BE ASKED TO PUT
THEIR CREDENTIALS TO JOIN THE APP

NEW USERS CAN CREATE A NEW ACCOUNT

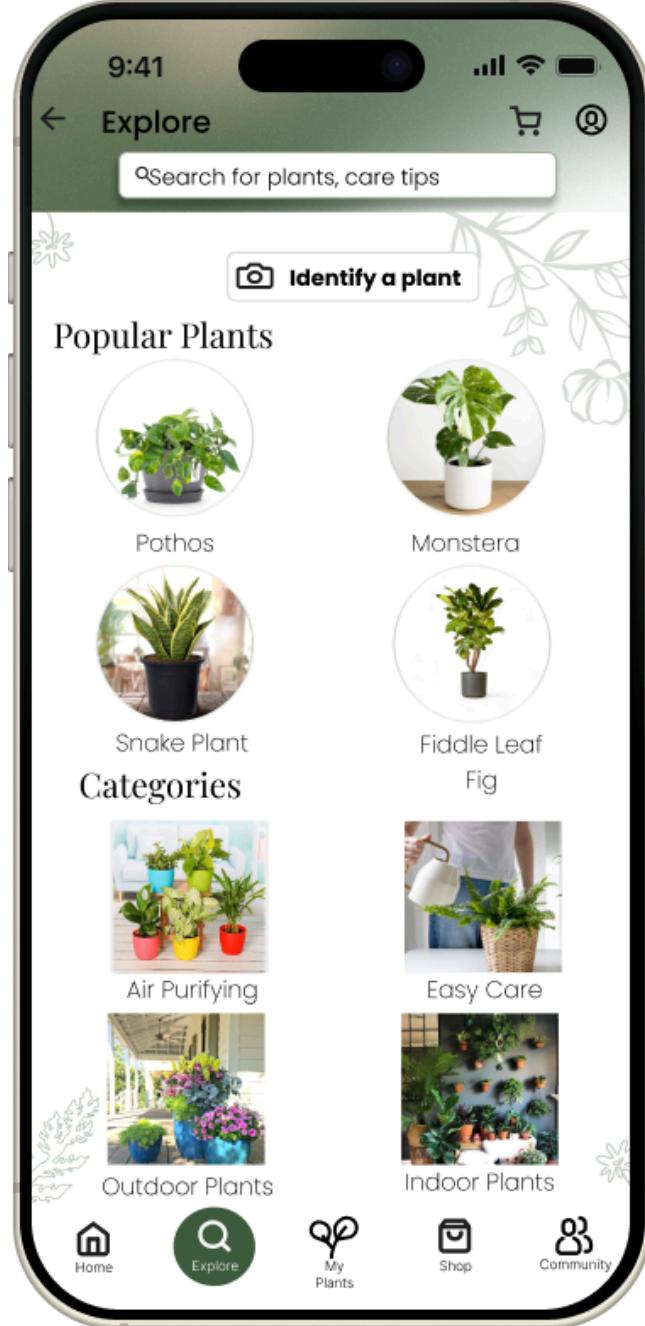


5 MAIN TABS



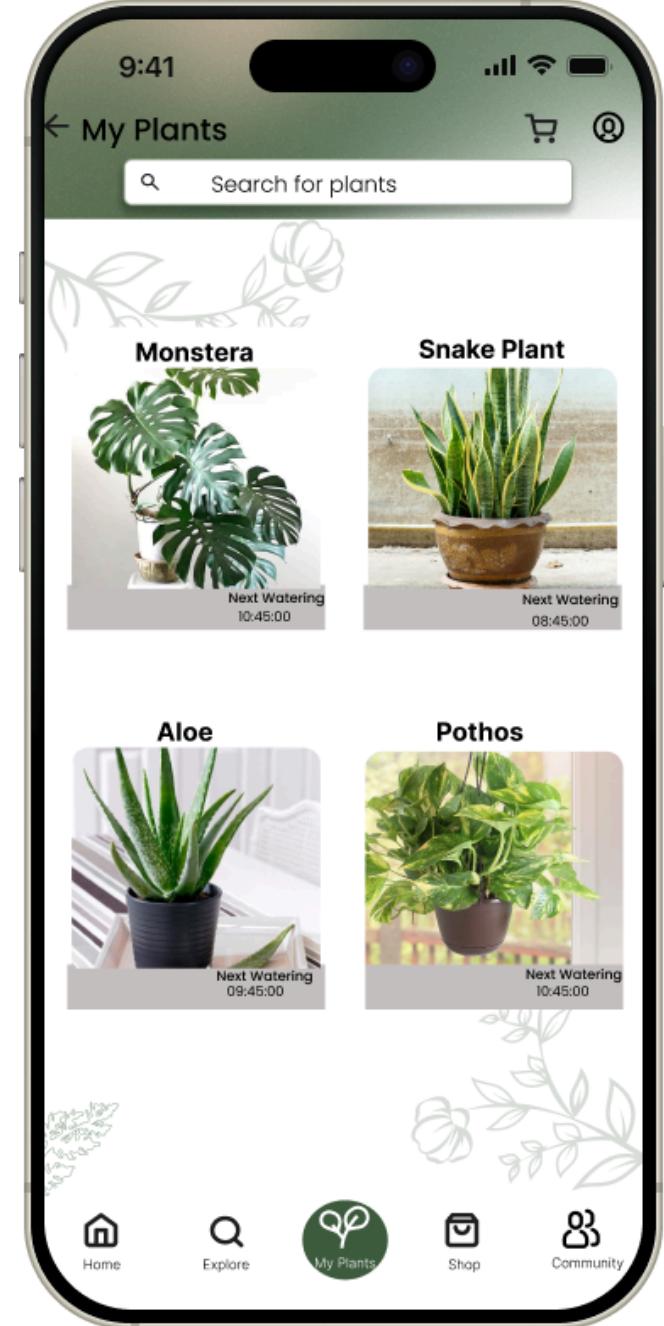
HOME PAGE

Personalized dashboard with quick access to plant reminders, featured articles, and plant care insights.



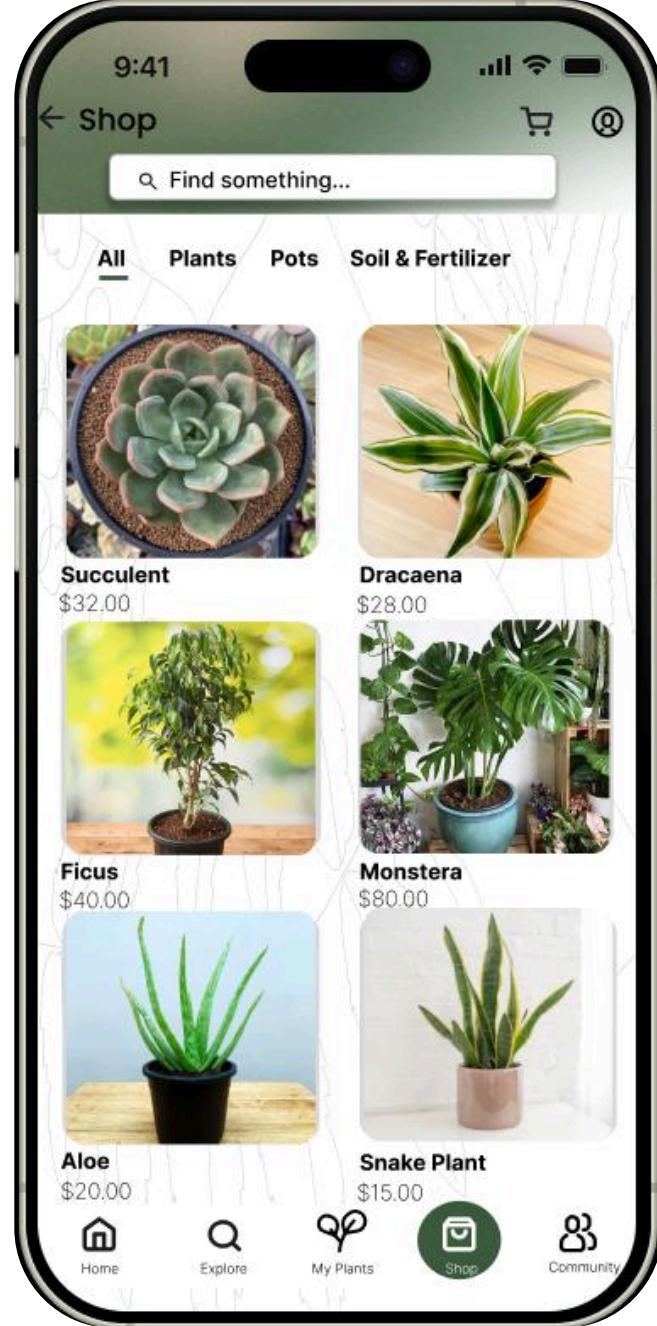
EXPLORE PAGE

Discover and identify plants through AI-powered search and categorized recommendations.



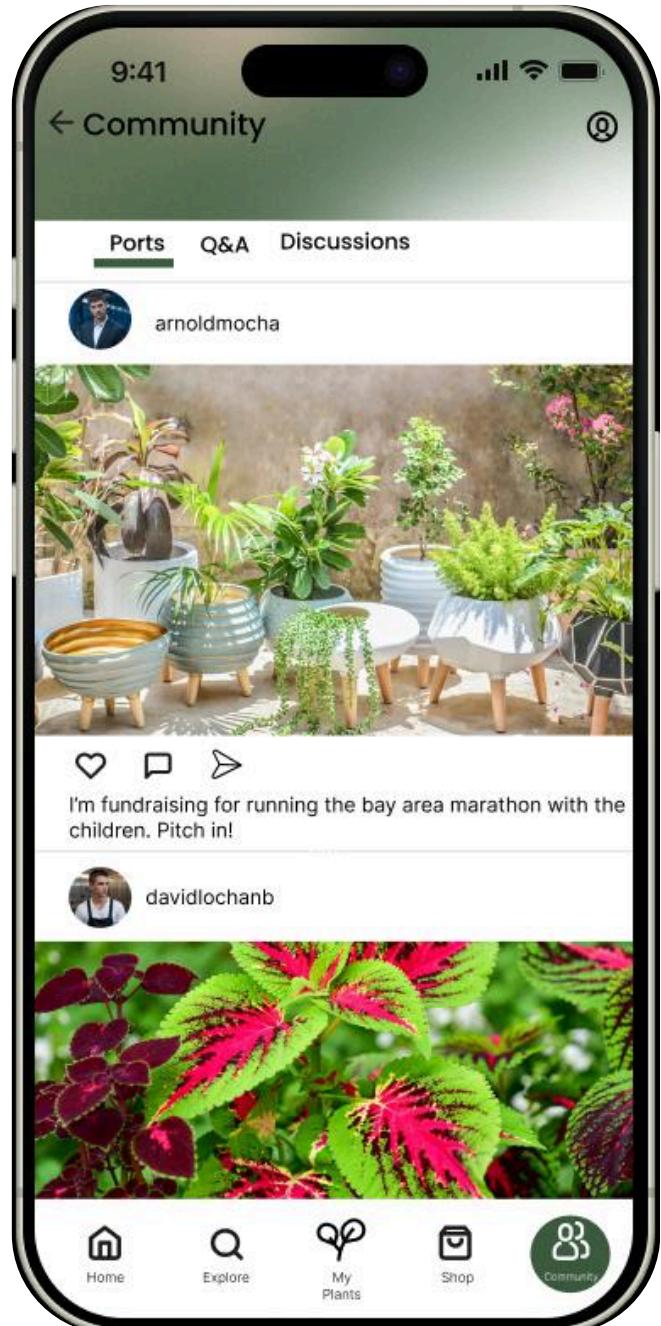
MY PLANTS

A curated collection of your plants with detailed care instructions and growth tracking.



SHOP

Browse and purchase plants, pots, and gardening essentials from trusted sellers.

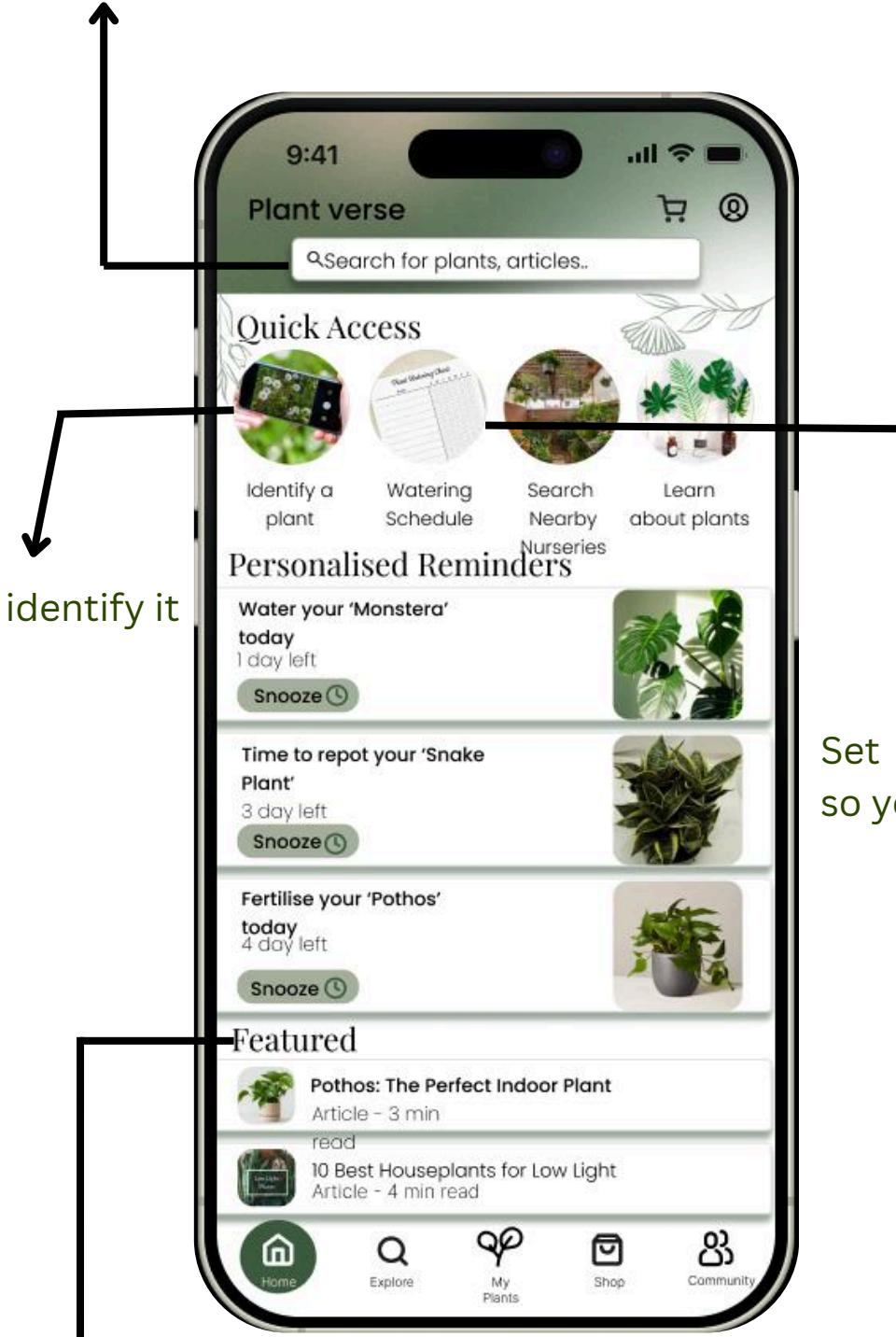


COMMUNITY

Engage with plant enthusiasts through posts, discussions, and Q&A forums.

HOME PAGE

Search for any plant or article to access detailed care guides, tips, or identification info.



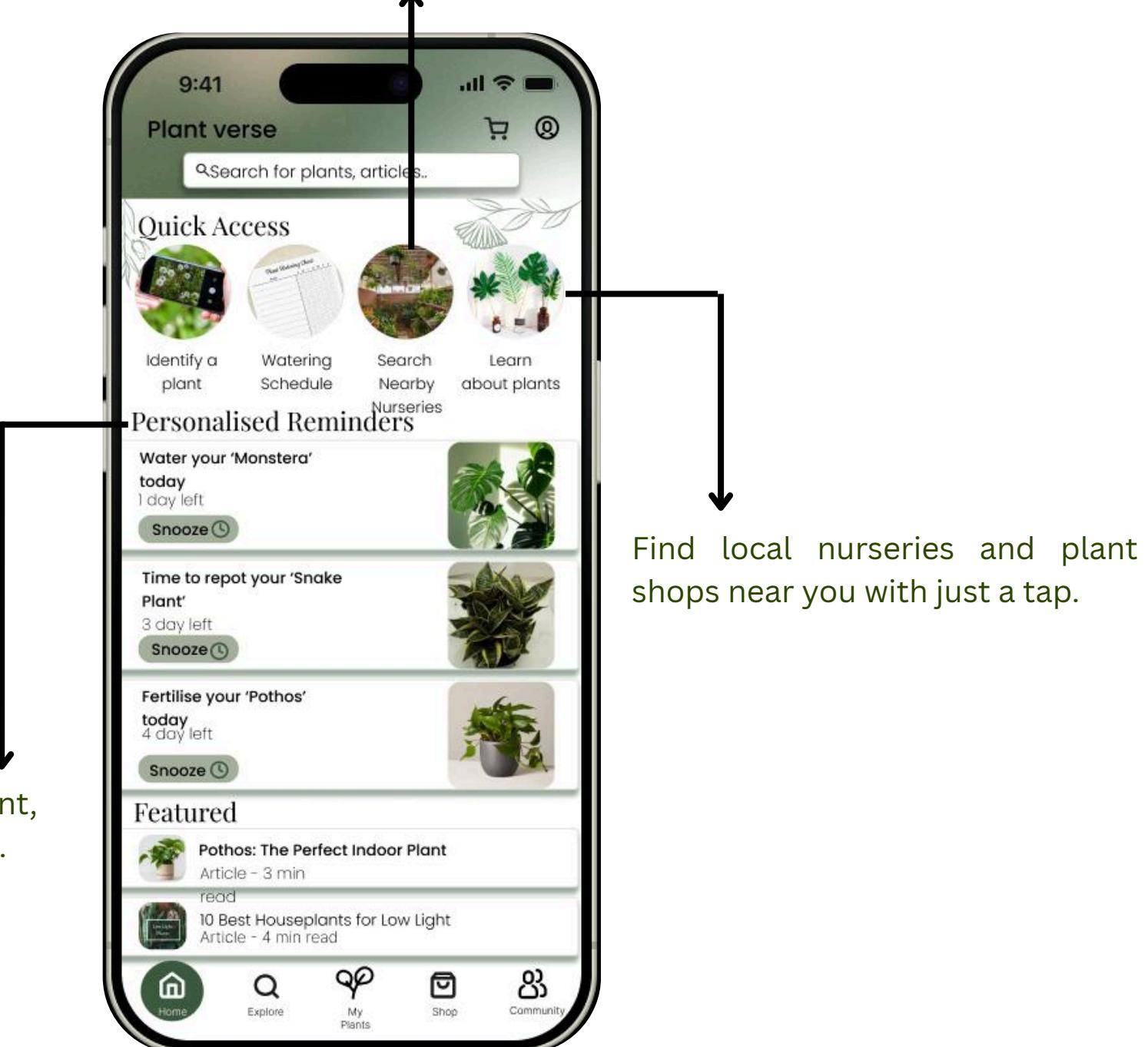
Scan the plant and identify it

Featured Articles redirect to helpful blogs or videos, offering tips, guides, and inspiration for plant care and home gardening.

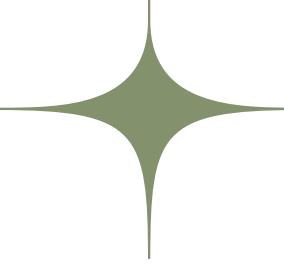
Set and manage personalized watering schedules so your plants stay healthy.

Stay on top of your plant care with intelligent, timely alerts customized for each plant you own. Simply hit Snooze to reschedule with ease.

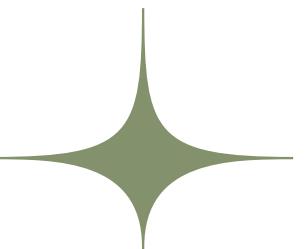
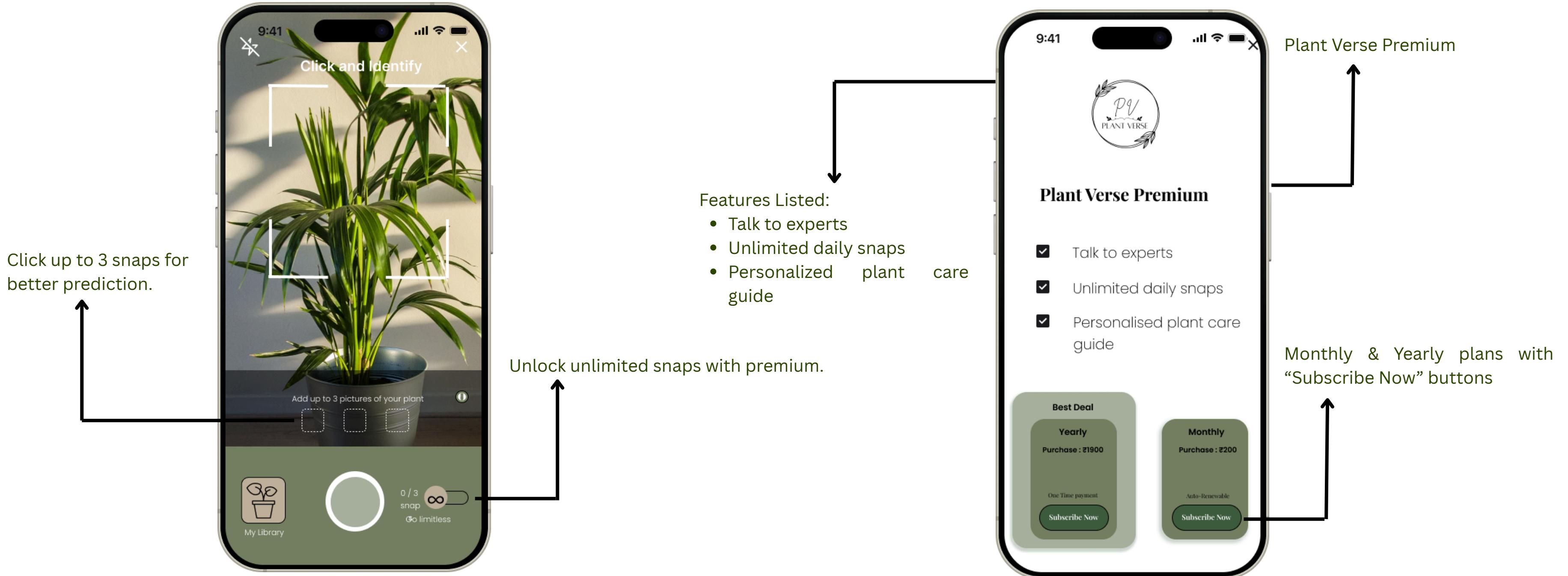
Find local nurseries and plant shops near you with just a tap.

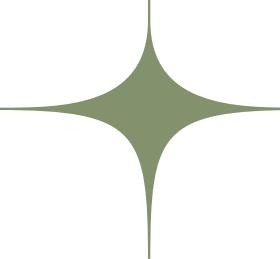


Find local nurseries and plant shops near you with just a tap.



PLANT IDENTIFICATION AND PREMIUM





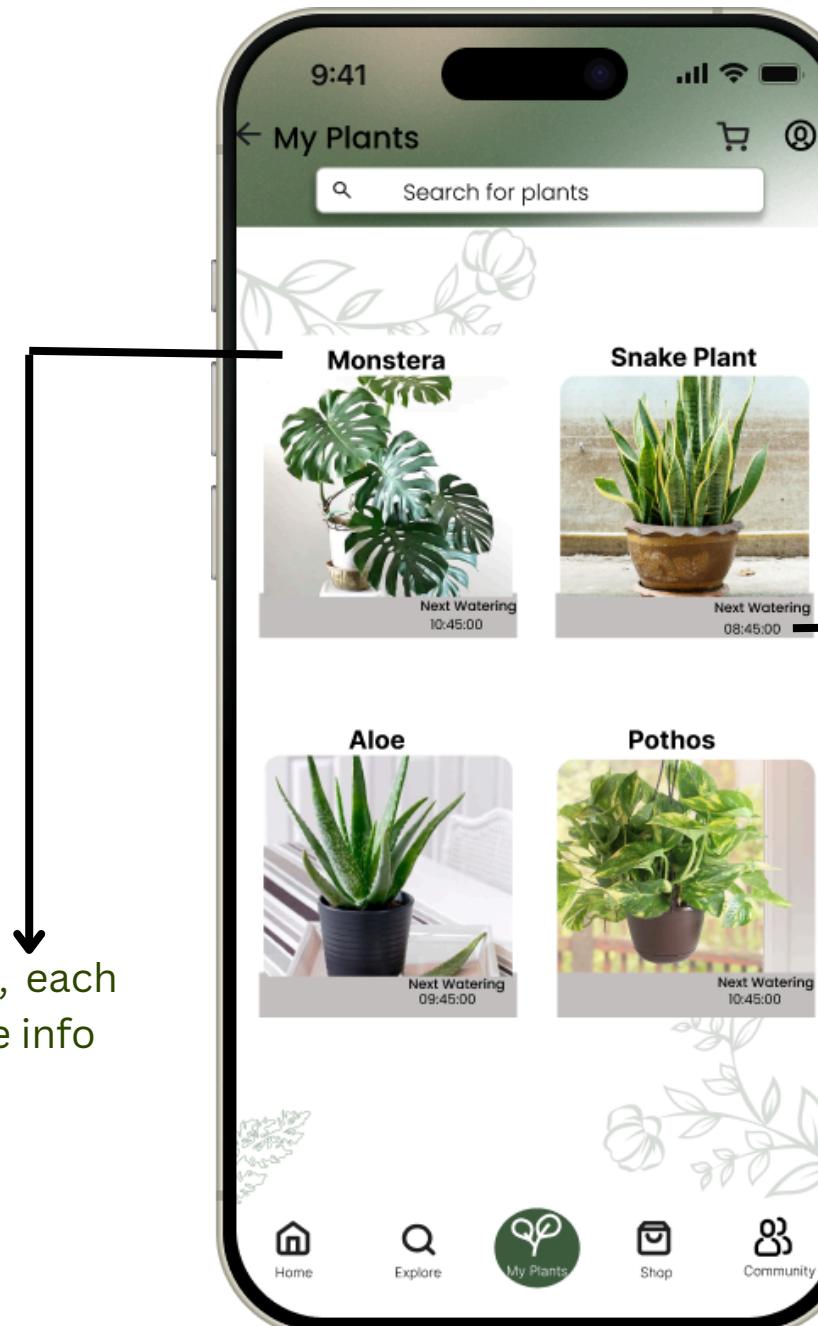
EXPLORE AND MY PLANT PAGE

Quickly explore top trending and commonly loved houseplants

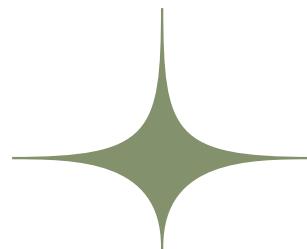


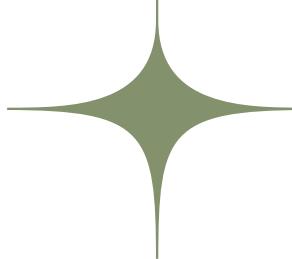
Button to scan and identify any plant using AI-powered recognition.

Easily browse plants by their type or care needs



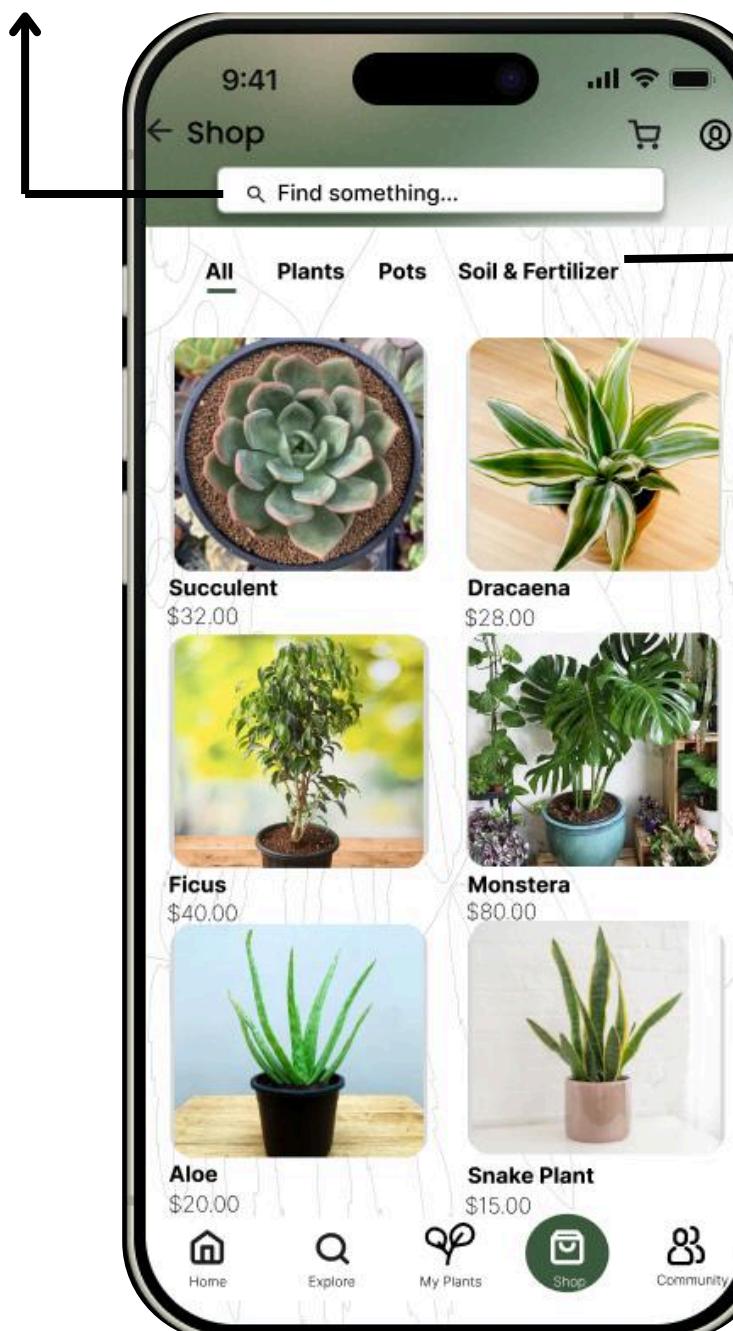
Each plant card shows the exact time for its upcoming watering, helping you maintain a consistent care routine.



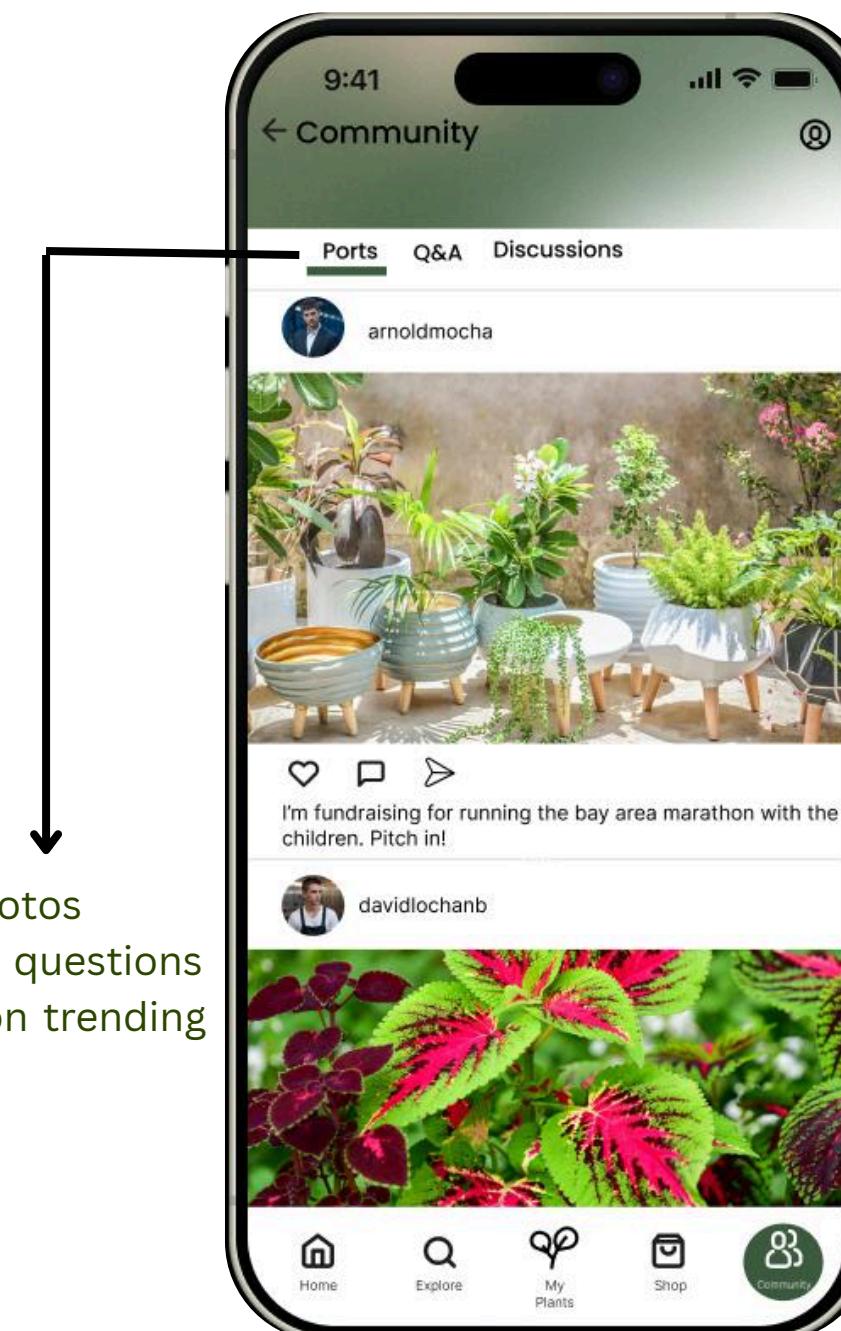


SHOP AND COMMUNITY

Type in plant names, items, or supplies to find exactly what you need



Browse through categories using easy filters

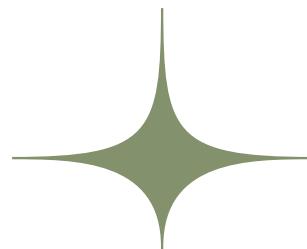


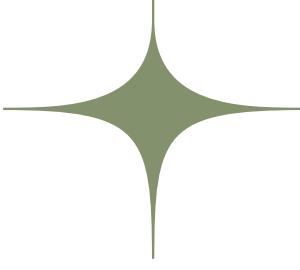
Posts – Share updates and plant photos

Q&A – Ask and answer plant-related questions

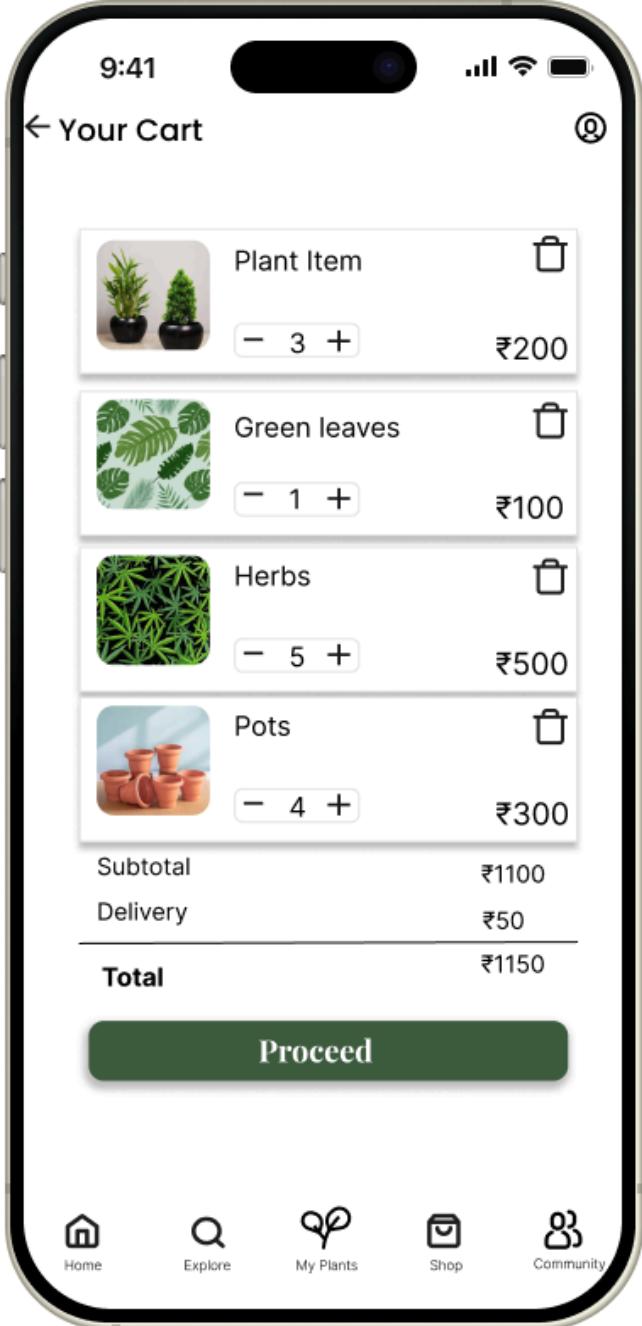
Discussions – Join conversations on trending topics

The Community section connects plant lovers from around the world—share, learn, and grow together.

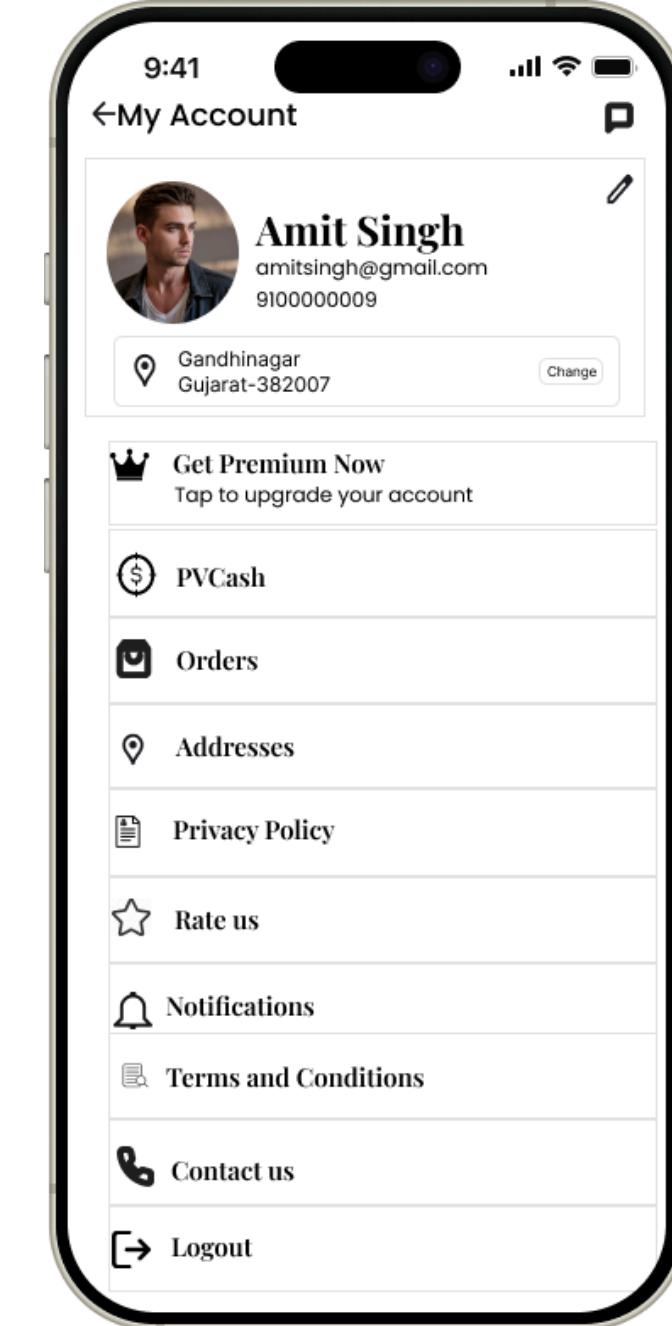




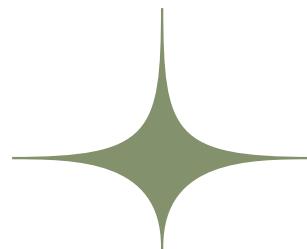
CART AND PROFILE

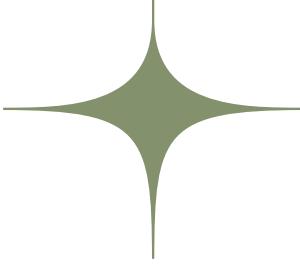


View all added items, adjust quantities, and track your total cost in real time. Tap "Proceed" to head to checkout and complete your purchase with ease.

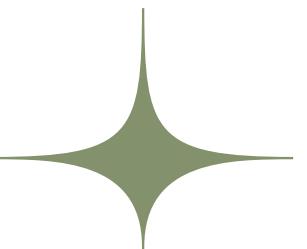
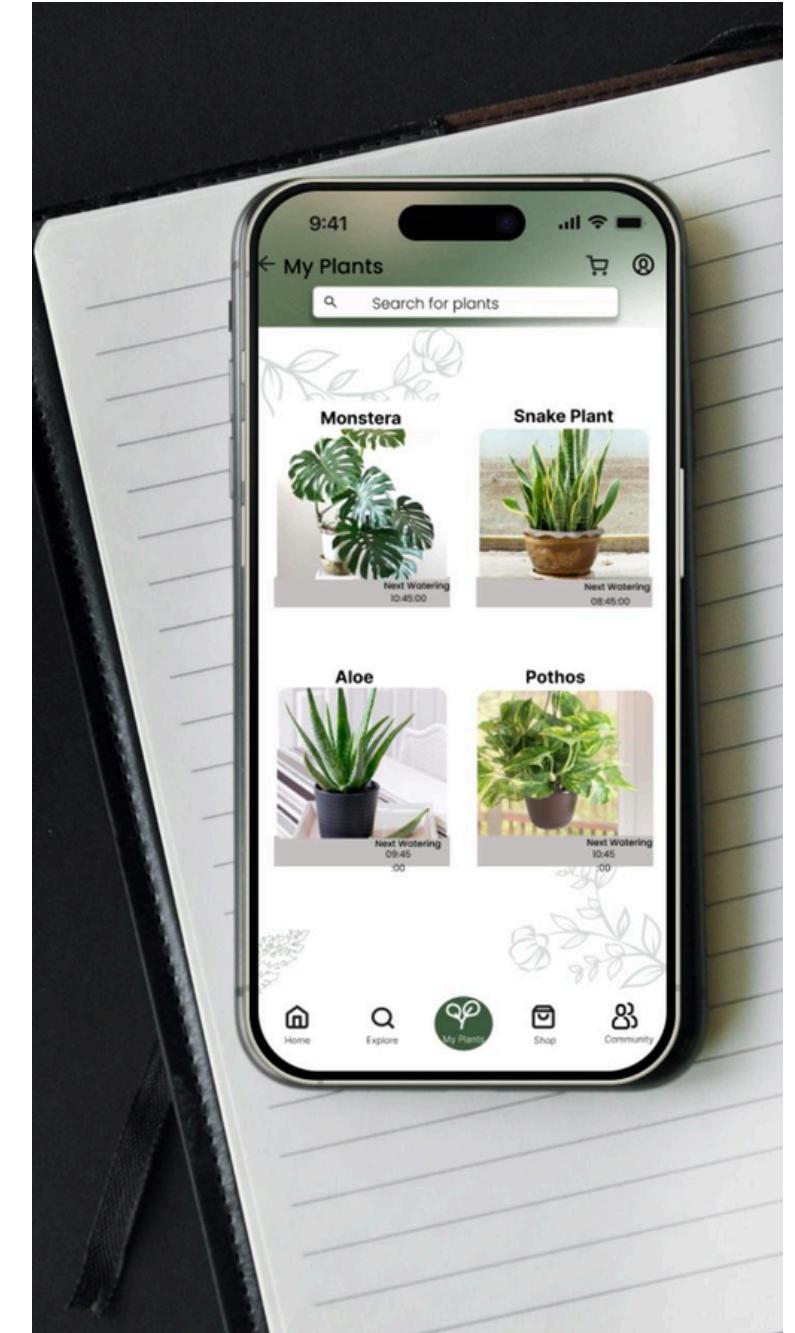
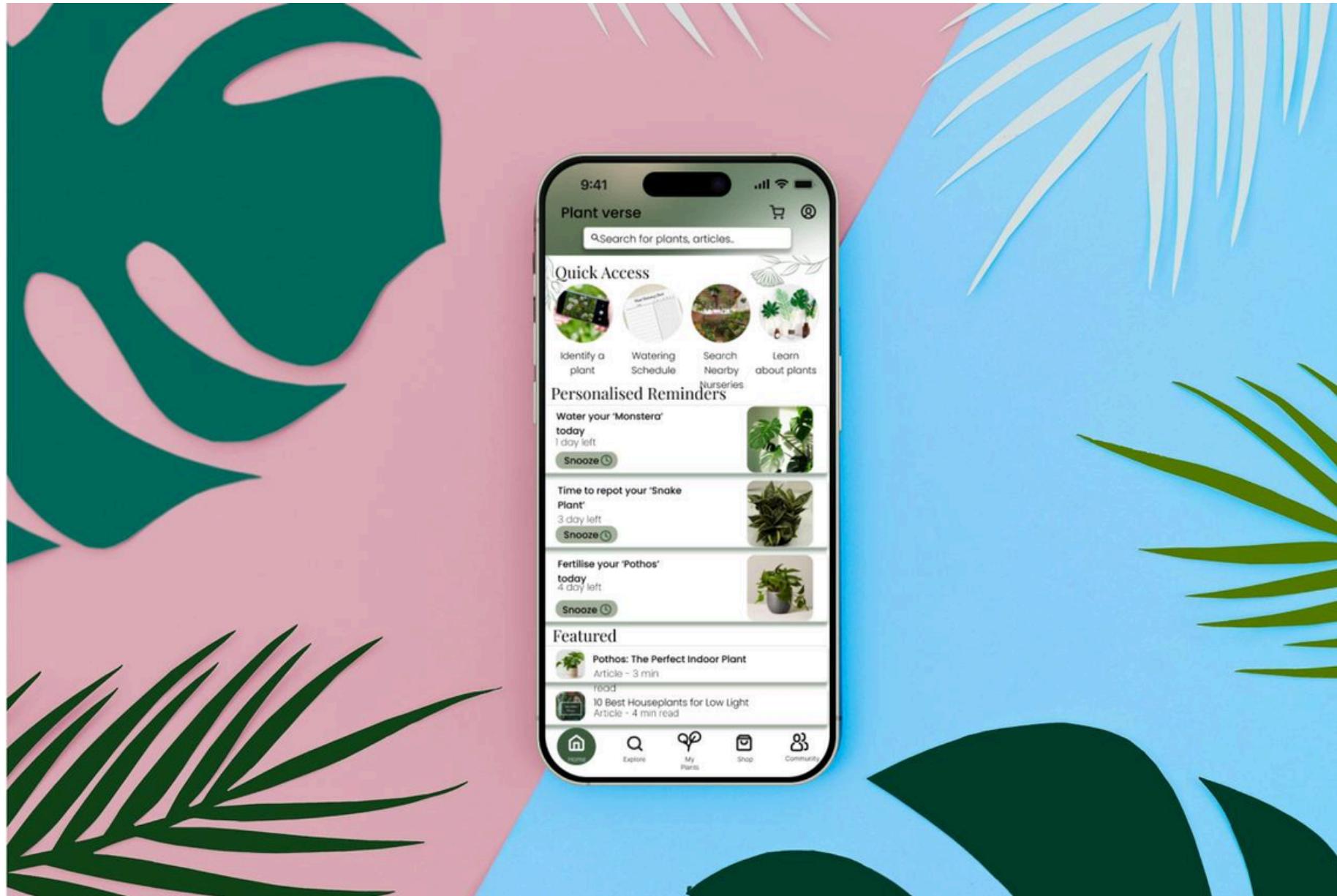
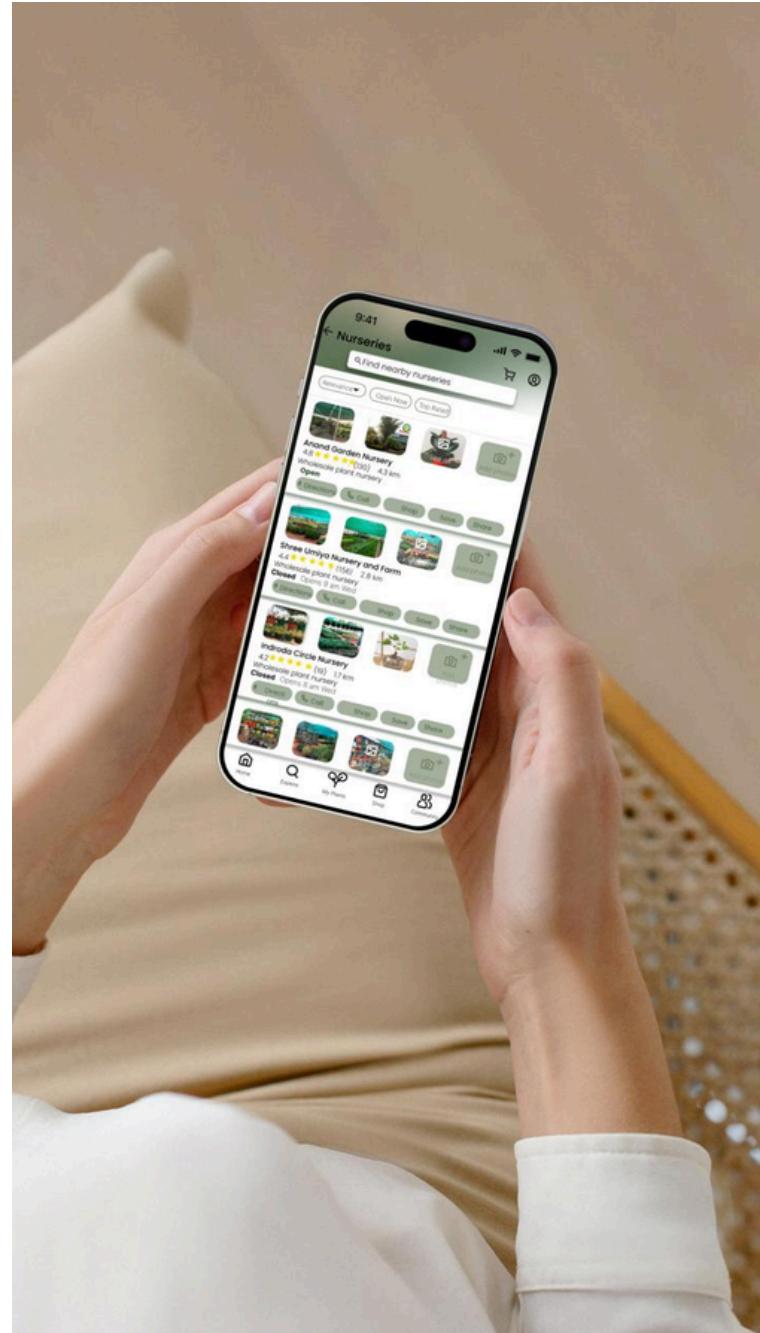


Update your details, track orders, manage privacy, and more—all in one place. Tap "Get Premium Now" for exclusive perks, or quickly access support and logout options.





MOCKUPS



**LEAF YOUR
WORRIES
BEHIND**