DHIRUBHAI AMBANI INSTITUTE OF INFORMATION COMMUNICATION TECHNOLOGY

Course : IE418 UX Design for Mobile Applications

POV & HMW

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USER	NEEDS	INSIGHTS
Urban plant enthusiasts who struggle with identifying plants, nurturing them, or finding reliable resources for plant care.	To identify plants easily, care advice, and locate nearby nurseries for buying plants or supplies.	Many plant lovers feel overwhelmed by inconsistent information online and need a centralized, reliable, and user-friendly platform to support their plant care journey.
Students in botany or environmental sciences who need accurate botanical details.	To access a rich database of plant classifications, origins, and scientific care instructions.	Student often need detailed, credible information that goes beyond basic care tips, which is hard to find in general plant care apps.
Users focused on home or office decoration who want plants that complement their interior aesthetics.	To find plant recommendations based on decoration themes, space constraints, and lighting conditions.	Decor enthusiasts are drawn to the aesthetic appeal of plants but often choose species that don't thrive in their space, leading to disappointment.
Health-conscious individuals or urban residents concerned about indoor air quality.	To find plants that effectively purify air and improve their living environment.	Air-purifying plants are highly sought after by users who live in polluted areas or spend significant time indoors, but they struggle to find accurate recommendations.

USER	NEEDS	INSIGHTS
Pet owners, parents, or individuals worried about plants that may be toxic to pets or children.	To identify and avoid plants that could harm pets or children and find safe alternatives.	Many users unknowingly purchase toxic plants, leading to potential health risks for their loved ones.
Individuals looking to gift plants as a thoughtful and unique present for occasions like birthdays, anniversaries, or housewarmings.	To find beautiful, meaningful plants that are easy to care for and suitable for gifting.	Gift buyers often struggle to choose the right plant for the occasion, worrying about the recipient's ability to care for it or whether it matches their lifestyle.
New plant owners who are excited about starting their plant care journey but lack knowledge.	To identify plants easily and learn basic care routines like watering, sunlight, and soil requirements.	Beginners often feel overwhelmed by the variety of plants and conflicting online advice, making them hesitant to expand their plant collection.
People with hectic work schedules who want to maintain plants with minimal effort.	To receive quick, actionable reminders and care schedules tailored to their plants.	Time constraints make it easy for busy professionals to forget plant care, leading to neglect or plant death, which discourages them from owning plants

How Might We?

1) HMW: How might we create a platform that simplifies plant identification using visual recognition?

2) HMW : How might we build a rich, scientifically accurate database for plant classifications and origins?

3) HMW: How might we encourage users to adopt plants as part of a healthy and sustainable lifestyle?

4) HMW: How might we create a beginner-friendly guide for identifying plants and learning basic care routines?

5) HMW: How might we educate users on plant care requirements to prevent mismatches with their living conditions?

6) HMW : How might we provide plant options that require minimal care and fit into the schedules of busy individuals?

7) HMW: How might we recommend plants proven to improve indoor air quality based on scientific research?

8) HMW: How might we recommend safe alternatives to toxic plants for users seeking similar aesthetics?

9) HMW: How might we provide a curated selection of easy-to-care-for plants ideal for gifting occasions?

10) HMW: How might we provide automated reminders and care schedules personalized for each plant?

11) HMW: How might we simplify the process of finding local nurseries and plant supplies in urban areas?

12) HMW: How might we create a community platform for plant lovers to share experiences and advice?