

Aqua Growth

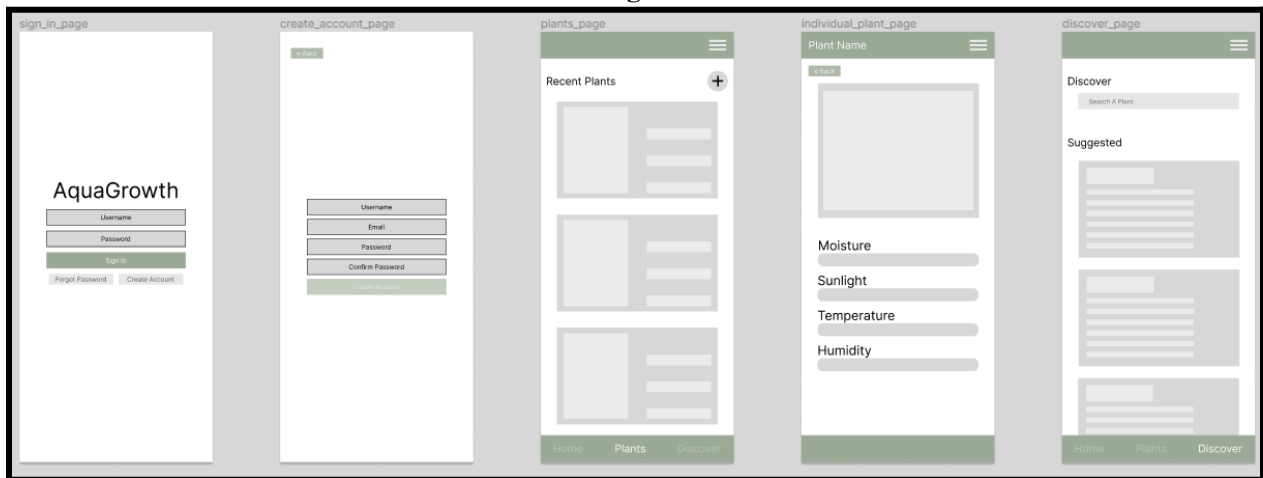
SOLUTIONS

Low-Fidelity Design and Justification

Team Members

Noah Jacinto
Alexander Vega
Megan Kang
Daniel Vasquez
Jeet Patel
Jaxon Brown

Design 1



From our initial design we have a sign in page, create account page, plants page, individual plant page, and a discover page. Our goal is to focus on the key features mentioned from milestones regarding a landing page, specific plant page, and a discovery page. The landing page consists of a sign in and create account, while the plant page provides a key selection of your current plant in your garden. These specific plant information are the ones connected to your physical device. Lastly the discovery page focuses on engagement and sharing information, this is a social aspect of our mobile application to discover other peoples plants and tips about plant recommendations.

Sign in and Create Account Page

- Pros - Simple layout to sign in directly from username and password. Includes an email verification process in the create account page.
- Cons - May pose a challenge to certain individuals without emails, such as signing up with only usernames or phone numbers. Does not have the option for signing with google, meta, or apple.

Plants page

- Pros - Allows users to focus on personalization for specific plants that they care for. Additionally, the plant pages provide comprehensive information about Moisture, Sunlight, Temperature and Humidity sensors.
- Cons - Although the options provide information, it can provide information overload leading users to be confused with the interface. Additionally, the individual plant page may need more specific information such as graphs.

Discover Page

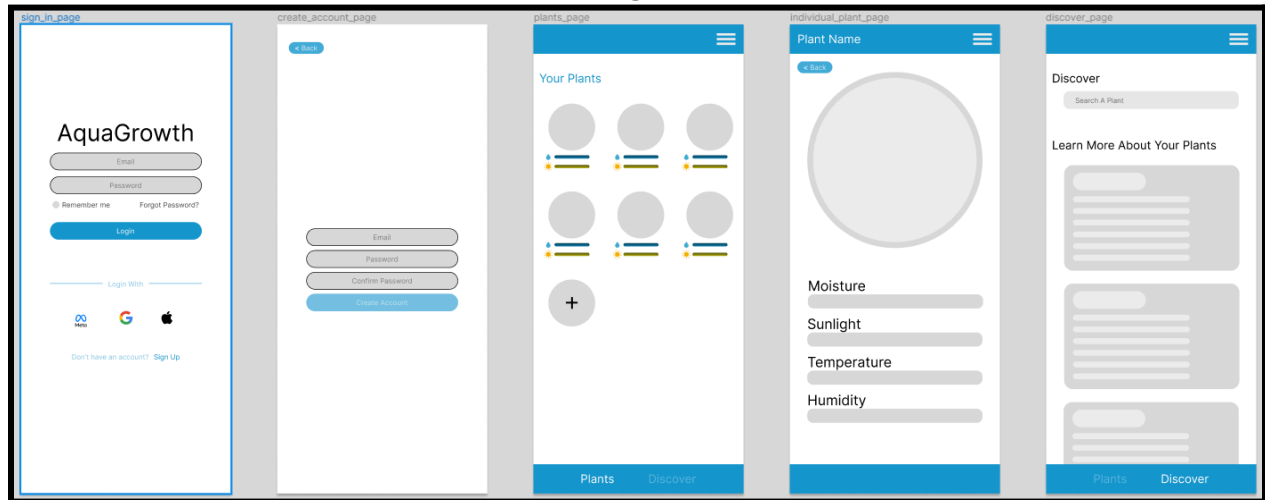
- Pros - The discovery page lets you search for a specific plant to gain insight on ways to care for your plant properly.
- Cons - This page is a balancing act between usefulness and functionality, it needs to not be overly complex.

Overall color scheme

- Pros - The chosen color, green represents plants and an eco friendly environment.
- Cons - Although the color is green, the color is dull and boring.

Our initial design aligns with user feedback and market gaps through numerous plant sensor devices and plant profiles. In terms of user feedback gathered from interviews, AquaGrowth prioritizes a comprehensive set of sensor devices such as moisture, sunlight, temperature and humidity sensors which would set it apart from other competitors. These devices can be seen per plant through the plants page that provides summaries and graphs. Additionally, competitors like Netro and Diivoo offer reusability features, however they are limited to a set amount of plant profiles. Our goal is to provide an implementation that offers unlimited plant profiles for your garden.

Design 2



For our second design, we kept the sign in page, created an account page, plant pages, and discovered pages from our initial design with a few noticeable changes. Few additions are the alternatives to sign in such as meta, google, and apple. While the plant page focuses on a circular layout compared to a rectangular layout. Overall the layout follows the apple format where it's more circular and has back buttons.

Sign in and Create Account Page

- Pros - Composed of multiple sign in options ranging from username and password or third party companies such as meta, google, and apple.
- Cons - The logo is regular text, it may need a logo or splash screen.

Plants page

- Pros - Compared to the initial plant page, the layout is circular rather than rectangular which follows the general designs of iPhone. The circular layout uses less space compared to the rectangular layout.
- Cons - Although the circular layout is different from the rectangular layout, there is a bunch of empty space leftover. Additionally, the back button in the individual plant page can be moved into the hamburger button.

Discover Page

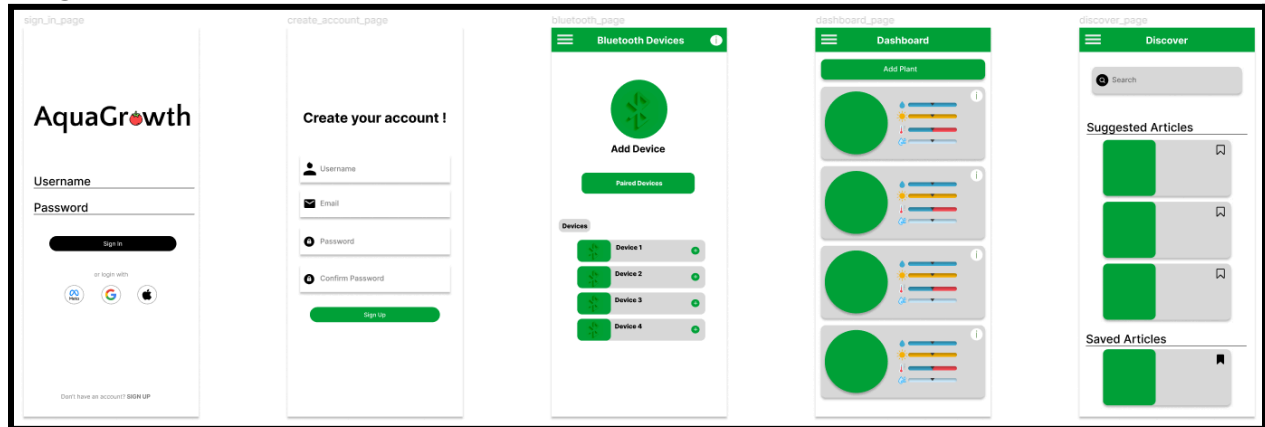
- Pros - The discovery page follows the same format as the initial page but is circular compared to a rectangular shape. It does the same features as gaining insight for your specified plant.
- Cons - From before, the design should not be complex and not provide information overload.

Overall color scheme

- Pros - The selected color scheme is blue to represent sustainability and simplicity.
- Cons - Although it represents sustainability, it matches water more compared to plants.

For our second design, we noticed that many of our interviewees used iPhone devices, therefore we redesigned the shapes and coloring to match an iPhone's pattern with circular formats rather than a rectangular one. Additionally, we kept the addition of multiple plant sensors and unlimited plant profiles to set us apart from competitors while maintaining the iPhone look for these pages.

Design 3



Our third design is a culmination of designs 1 and 2. This design is meant to maintain the sign in page, create account page, plants page, and discovery page. Our idea is to draw the notable aspects from design 1 and 2 such as circular layouts with round edges and an iPhone theme to match our targeted audience. By capitalizing on the iPhone aspect, numerous plant profiles, and intuitive sign in and create account page we are able to provide a functional and appealing design in design 3.

Sign in and Create Account Page

- Pros - Contains multiple sign in options (meta, google, apple) and username / password. The noticeable change adds the AquaGrowth logo instead of a regular styled text.
- Cons - Doesn't follow the round edge or bubble format for username and password login.

Bluetooth Page

- Pros - Visual indicator for paired device to let users know if there has been a successful connection. Additionally, there is a device search to find your devices in the bluetooth page.
- Cons - There may be a potential concern for security depending on who is accessing the bluetooth device.

Plant Page

- Pros - Compared to our last designs, we combined the circular and rectangular format and included visual icons for moisture, sunlight, temperature, and humidity sensors. To view more information it's accessible through the "i" indicator.
- Cons - This may lead to information overload for users.

Discover Page

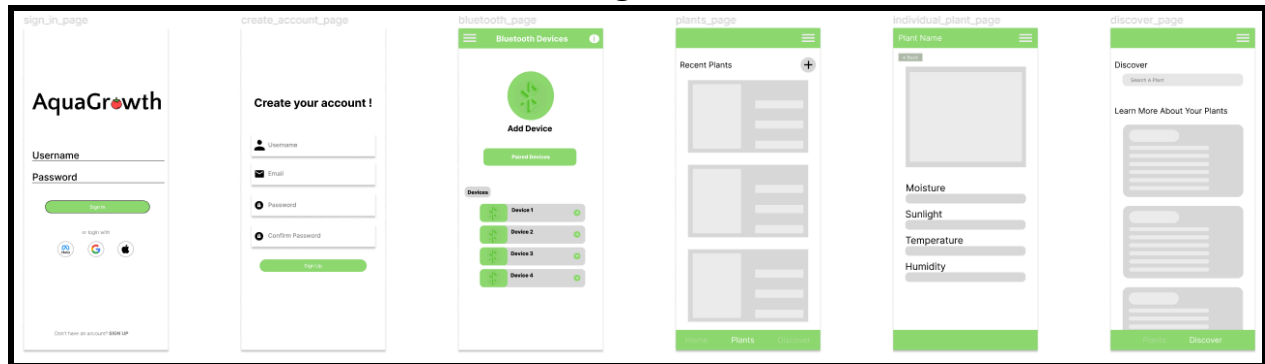
- Pros - Following the rectangular format and searching for specific plant information, there is an additional bookmark feature to save specific articles. The bookmark feature allows for personalization and revisiting specific plant care tips.

- Cons - This could result in potential clutter since the bookmarks are directly under the search bar and article page.

Overall color scheme

- Pros - The sections with the color are easy to read and locate making the user experience a little more streamlined. It provides indicators for ease of use, like the sign in button on page 2 of the design.
- Cons - The color green we are using here is a bit on the darker side which isn't as visually appealing as the green from the first design. The darker green take attention away from the other UI features

Final design selection



From the image above, our final design selection consists of a sign in page, create account page, bluetooth page, plants page, and discover page. In terms of user needs, a crucial aspect identified from milestone three is the desire for bluetooth onto the device and unlimited plant profiles. During our design process we prioritized the implementation of unlimited plant profiles to focus on the reusability aspect of the device. Additionally, since our device is low energy and low distance our solution is to provide a bluetooth alternative rather than a wifi aspect. For feedback, our team combined the 3 iterative design changes. The sign in page, create account page, and bluetooth page were chosen from design 3. Small aesthetic features such as rounded boxes came from design 2. Lastly, the most important pieces of feedback dealt with user friendliness. We asked a variety of people from different backgrounds ranging from plant enthusiast to tech enthusiast. Ease of use in terms of day to day workflow seemed to be very important. This was expected since this is a product we hope to be used on a daily, if not weekly basis. In terms of specific feedback on our designs, we got a lot of great advice. The first had to do with simplifying the login/sign in page. As you can see in the first 2 designs we overdid it a bit with design that we forgot about functionality. So we simplified this in our final design. Another major change we made based on feedback was our dashboard page. Since this is going to be a reusable product that can jump from plant to plant, It doesn't make sense to have plants in our dashboard page that aren't collecting any data/are inactive. Hence, why we made a separate plant page that will show the current plant the sensor is in. There is also a dashboard for a quick look at the recent plants the sensor is in. In comparison to competitors in the market, our goal is to stand out through the support of multiple sensors (moisture, sunlight, temperature, humidity). Although many competitors offer devices with limited sensor capabilities, our goal of providing four essential sensors would allow for our team to stand out from others. From the plant page,

this can be seen as we allow support for graphs and summaries in multiple sensors. To conclude our final design stemmed from user needs, competitive landscape, and market results with an emphasis on bluetooth connectivity, plant profiles, and sensor support.