

HCI Proyecto : Perm App Culture : Analyse of the market

Alexandre Bonnin - Gerardo Dueñas - Antoine Le Loarer

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An app can't work if there isn't an adequate market for it, in this optical we had to analyse the French market of gardening. As we had said before the traditional French model of life is made of one house and a garden but in the last years with the migration to the big city of a great part of the population the knowledge was lost. Today with ecology conscience's which appears in many mind. Townsman start to grow plants again for the pleasure or for the food.

In this documents we will just analyse the market of gardening in French. In other hands we have made a survey and created four hypothetically person to represent and better known the potential user of our app. An survey made in 2018 shows that 81 % off the population have a place to make permaculture, for a part is a garden (59 %), a terrace (47 %) , a balcony (32 %) and for the half of this population is just a window sill. Some have of course many of them. An good things for us is that's only 40 % have already an vegetable garden, this percentage of the population is going to grow in the next year normally. So there is clearly an market of potential client which have already the structure to make permaculture but which doesn't use the potential of their gardens. An another population that we target is the town population but I haven't find any survey. I'm still confident that's the people who lives in big city will start to grow plant and think how to improve their crops in the small place they have, in other way to say it they will start to search information about permaculture. All my trust is based on different project in many big city like in Paris where 30ha off the city will be allowed to culture until 2020 and many other city have a support policy for this type of project. We have in on side a market of potential client which already have a place to make permaculture and in the other side many initiative from association in the main city to help people to make the first step in permaculture. It's in this market that we want to become a reference.