Gardening App Idea

Research Document by Christie Thornton

Problem Statement

Hypothesis

Based on articles and posts I've seen on facebook there seems to be a new trend where some people are switching to backyard gardens possibly due to:

- concerns over GMOs
- concerns with pesticides
- rising grocery store prices for fresh foods
- wanting a new hobby
- wanting control over their food source

(these are reasons I believe people are growing their own food, but research will confirm/refute this)

I can imagine people wanting to garden but not knowing the slightest thing about gardening in todays modern age. There is information spread out all over the internet, I want to create an app that concentrates the information into once place and helps instruct beginning gardeners to make gardening more accessible to those who want to do it, but don't know where to begin

Potential Solution

The app could possibly have the following features:

recommend fruits, veggies, and herbs to grow based on climate (dry, wet, humid) and gardening space (balcony, yard, indoor only)

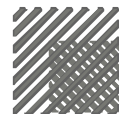estimate time and monetary commitment based on garden size and variety

alerts and reminders to help user maintain garden

assistance troubleshooting issues ie tomatoes plant not flowering, fruits not fully ripening ect.

ideas for natural pesticides

tips for laying out garden

tips for preserving excess food

ways to connect with food banks and other gardeners to donate and swap excess food