

Dec 15, 2022

# Project – Submission

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# The Final Product

Vueggie Tales

Hello, Danny! 🙌

Search for varieties or categories below ↴

Search

Add Tags 📋

Easy Care | Low Light | Perennial | Large | Medium | Small

Suggested for You 🌱



Suggested for Location📍



Vueggie Tales

Learn

Your go-to page for gardening education. 🌱

Tips from Master Gardeners 🌱

Basic tips for gardening, from master gardeners themselves.

[View More](#)

Essential Tools For Gardening 🌱

There are a few important tools that every gardener should have on hand.

[View More](#)

5 Best Plants for Beginners 🌱

Learn about the 5 best plants to start with for beginners!

[View More](#)

Vueggie Tales

Notification Center

Check out your plant notifications here! 🎵

Today

Reminder

Have you watered your plant today?

✓ ✗

Yesterday

Reminder (overdue)

Have you watered your plant today?

✓ ✗

December 22, 2022

Reminder (overdue)

Have you watered your plant today?

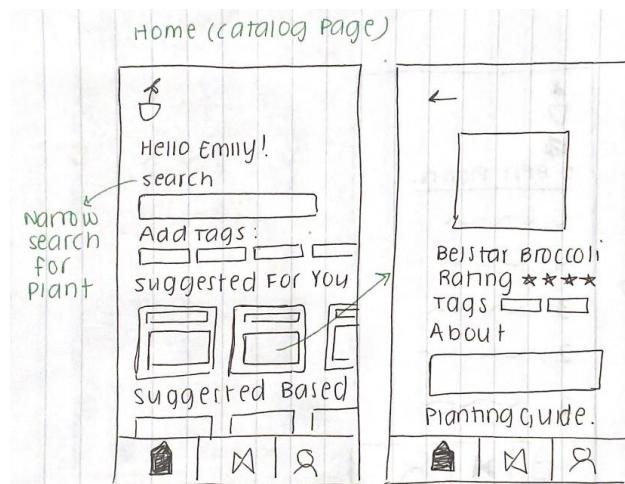
✓ ✗

Click below to visit our published app:

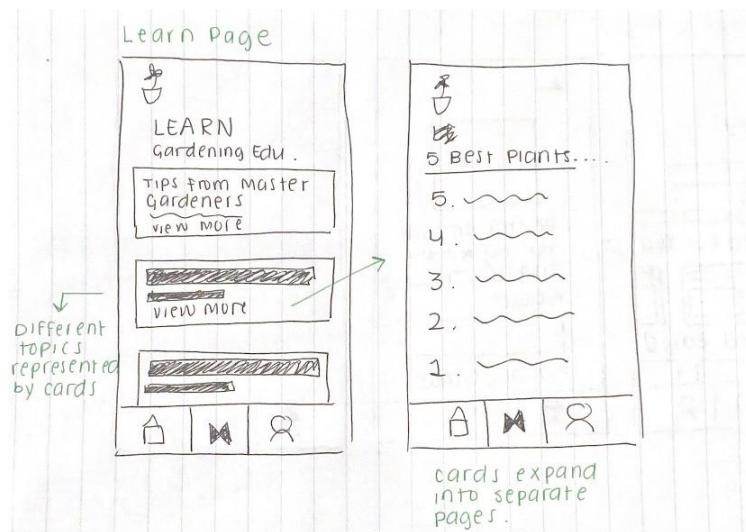


# Final Design Wireframes

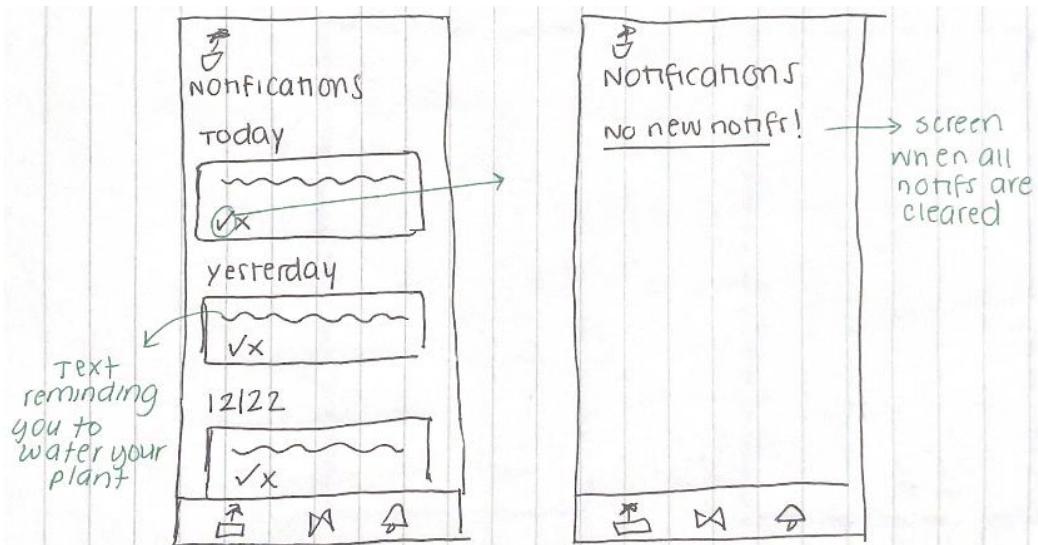
## Home Page User Flow



## Education/Learn Page User Flow

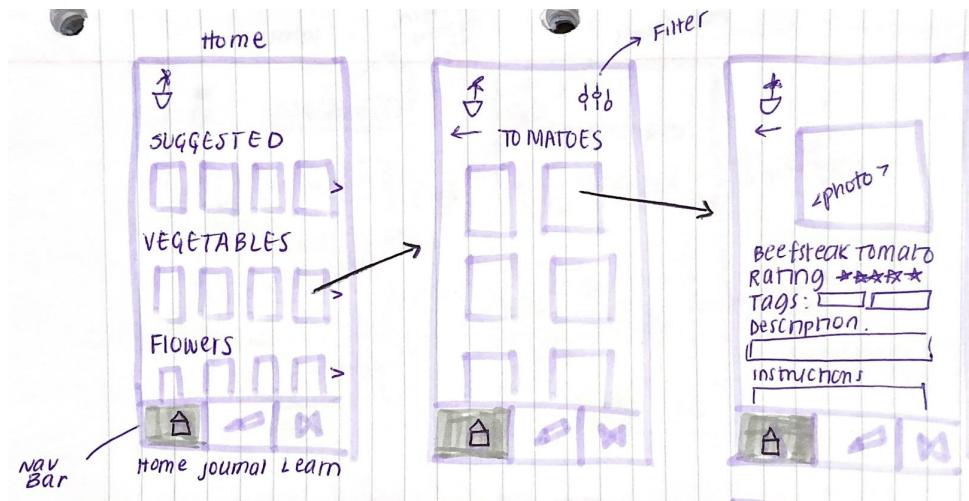


## Notifications

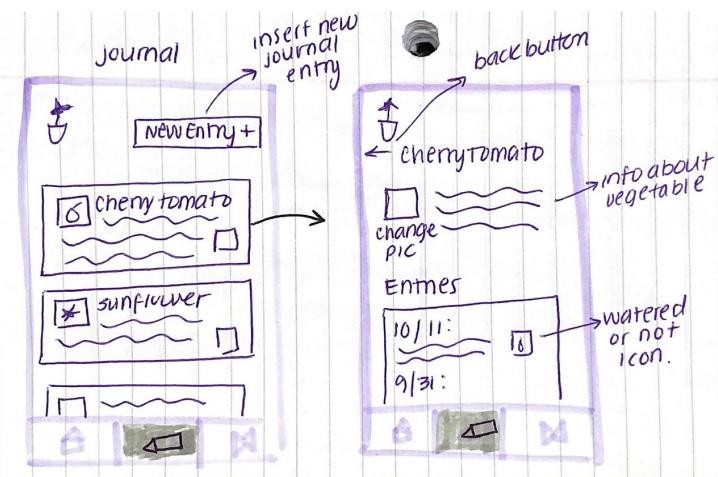


# Design Wireframes (Old Version)

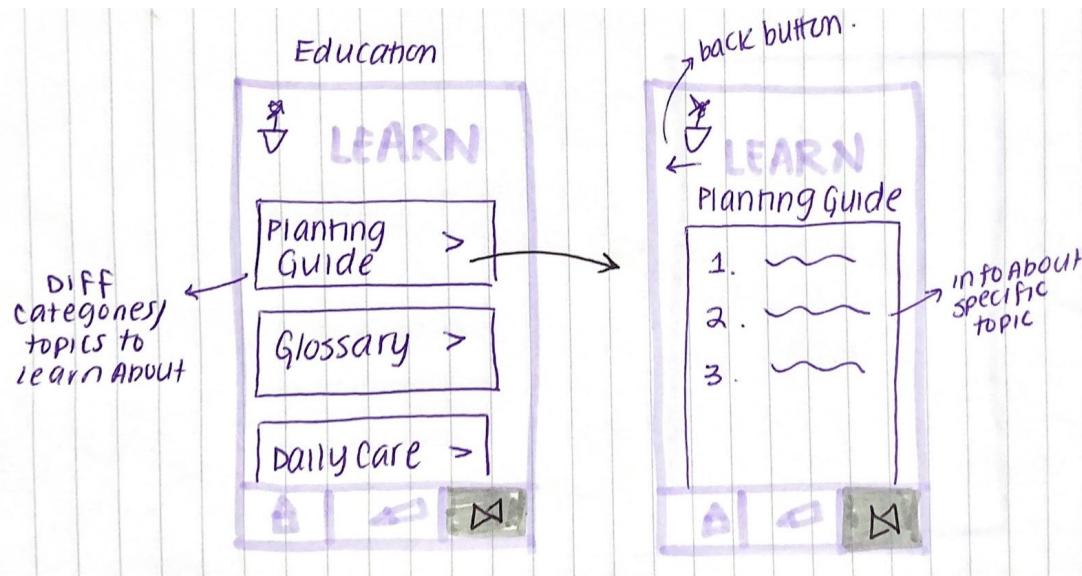
## Home Page User Flow



## Journals Page User Flow



## Education/Learn Page User Flow



# Rationale

During our milestone 2, we outlined our users' goals, which included wanting to obtain foundational plant knowledge, searching and filtering plants based on preferences, and tracking plant care and health. All of these goals would make novice gardeners feel more comfortable gardening as well as confident in their abilities to successfully care for plants. Based on these goals, we sketched different possible pages that could function cohesively to provide an experience that would meet the users' needs.

The first page we sketched was the *catalog* page. We went through 3 iterations before coming up with our final sketch, which was modeled after a "Netflix-like" layout. If we think about the user conversation, it would look as such:

**A conversation to find a suitable plant—follow these steps:**

1. Open the app and go to the home screen (if you already had the app opened and were on a different page).
2. Scroll vertically to look through different categories (i.e. Vegetables, flowers, etc...).
3. If you aren't sure what you are interested in planting, try the "Suggested" category at the top of the screen.
4. Scroll horizontally when you've identified a category to view different thumbnails of options.
5. Click on an option that piques your interest.
6. View more information on the selected option in a more detailed page (which will pop up)

The user wants to find plants easily (since they have limited knowledge) that will suit their preferences. Therefore, by presenting them with categories, the novice users will be able to more broadly think about what they want, before being overwhelmed with information. Additionally, the "Suggested" category offers them a curated selection of plants that will suit their needs based on a small quiz that will be presented at app initialization (just once). The design effectively communicates with users because they are presented with just the right information (in an extremely organized manner) that will help them navigate plant details effectively. Additionally, users want to be able to filter and search through varieties—the category layout allows them to do so; users can filter from a broader scale to a more narrow, detailed one as they begin limiting their choices, going from big categories to detailed plant pages.

The next page we sketched was the *journal* page [*\*side note: we ended up removing this feature/page*]. We went through 2 iterations before coming up with our final sketch, which allows the user to input new entries and also preview previous entries, categorized by plant varieties. If we think about the user conversation, it would look as such:

**A conversation to journal observations—follow these steps:**

1. Open the app and go to the journal screen by using the nav bar at the bottom of the screen
2. Scroll vertically to look through previous journal entries.
3. Click on one of the journal entries, which are categorized by the plant variety.
4. In the more detail page, view a picture of the vegetable, information, and different entries (with their corresponding dates) regarding the variety.
5. Click the back button to go back to the original page.
6. Click the “New Entry +” button to input a new entry about an existing variety or new one as well.

The user wants an easy way to track plant care and the health of their garden's plants. Therefore, by presenting them with a journal page, the novice users will be able to track their progress and better digest their observations. Since the entries are organized by plant variety, users will be able to better monitor their plants' health because they can view all of the health history under a singular plant. Additionally, with pictures and icons, it makes it much easier for novice gardeners to understand their plants' health because it becomes very visual.

In our revisions for our design, we created a reminder feature. We initially wanted this feature to operate as a pop-up, but we decided on creating a notification center where users can visit to mark whether they watered their plants on that particular days and previous days. If we think about the user conversation, it would look as such:

**A conversation to remember to water your plant—follow these steps:**

1. Open the app and go to the reminder page by using the nav bar at the bottom of the screen
2. Scroll vertically to look through all the overdue reminders and the reminder for current day.
3. Click the check mark or the x-mark to confirm that you watered your plant or that you didn't.
4. This can be done for multiple notification reminders.

The user wants an easy way to track plant care and the health of their garden's plants. Therefore, by presenting them with a journal page, the novice users will be able to track their progress and better digest their observations. Since the entries are organized by plant variety, users will be able to better monitor their plants' health because they can view all of the health history under a singular plant. Additionally, with pictures and icons, it makes it much easier for novice gardeners to understand their plants' health because it becomes very visual.

The last page we sketched was the *education* page. We went through 2 iterations before coming up with our final sketch, which allows users to browse through several educational materials and read articles on a pop-up page. If we think about the user conversation, it would look as such:

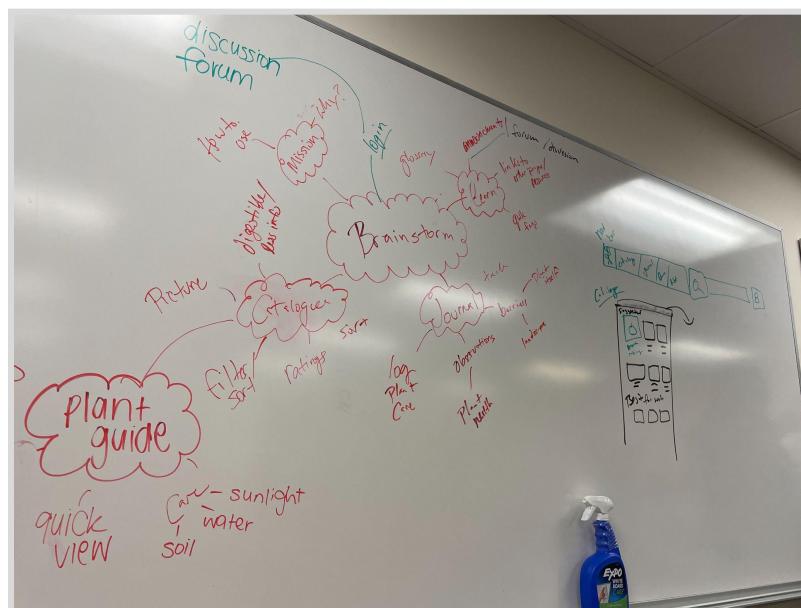
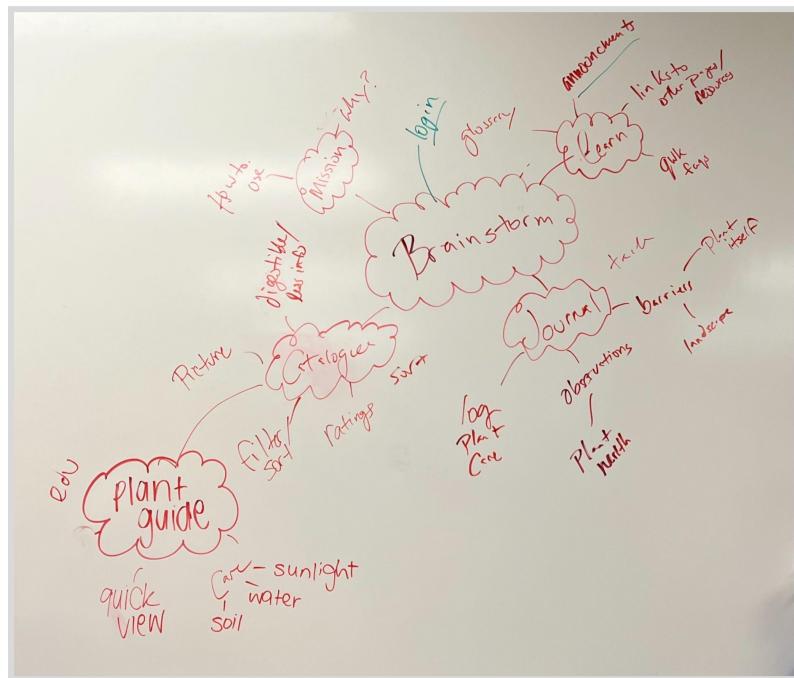
***A conversation to browse through educational materials—follow these steps:***

1. Open the app and go to the education screen by using the nav bar at the bottom of the screen.
2. Scroll vertically to look through different categorical topics.
3. Click on one of the broad categories to view the corresponding article.
4. In the more detailed page, read the corresponding article and find the information you are looking for.

The user wants to obtain foundational knowledge about gardening so that they are confident in their abilities to take care of plants and begin gardening. Therefore, the built in educational page allows users to have their questions answered by reading articles and/or infographics that allow them to learn about their topics of interest. For example, novice users can click on Glossary (which is a broad category) and understand from their conversation with the interface that it will lead them to a page with frequently used plant terms. Since it is all within the same app, it becomes much easier for users to find the information they need without sorting through search engines and blogs. Novice gardeners don't know what they are looking for, so the conversation allows them to be presented with basic topics (that are frequently asked by gardeners of their similar skill level) that will allow them to become more informed without feeling overwhelmed.

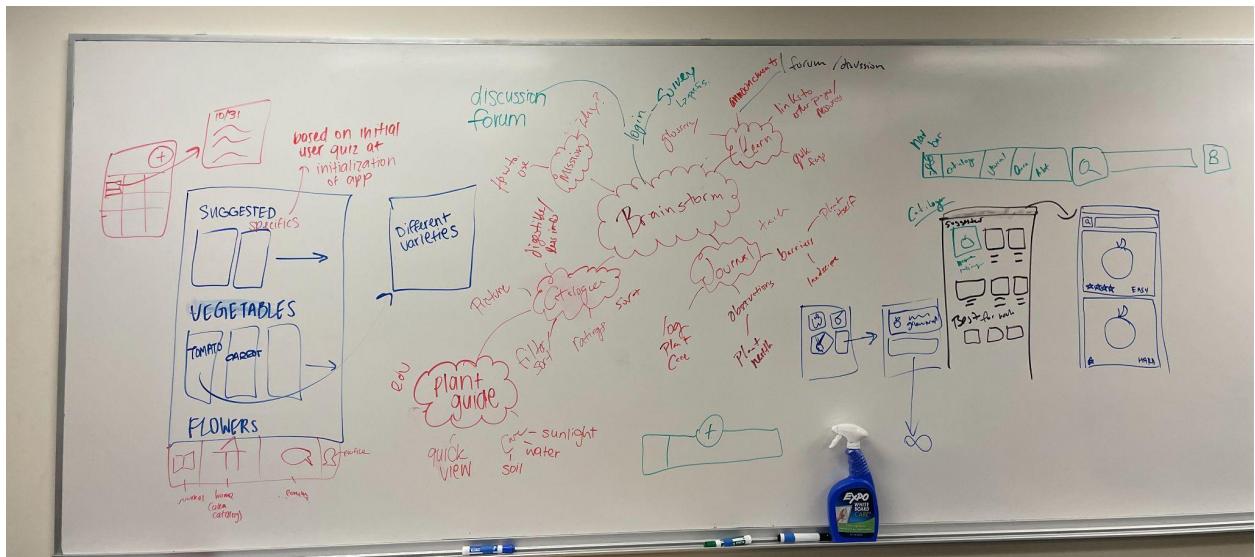
# The Design Process

## Brainstorming



[Ideas from our Brainstorming Session]

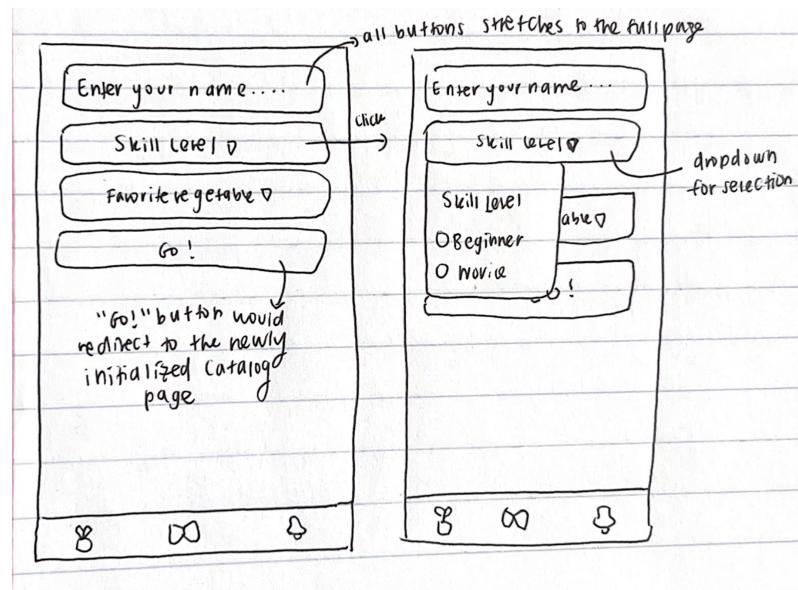
# Design Ideation: Sketches



[Ideation Session Overview]

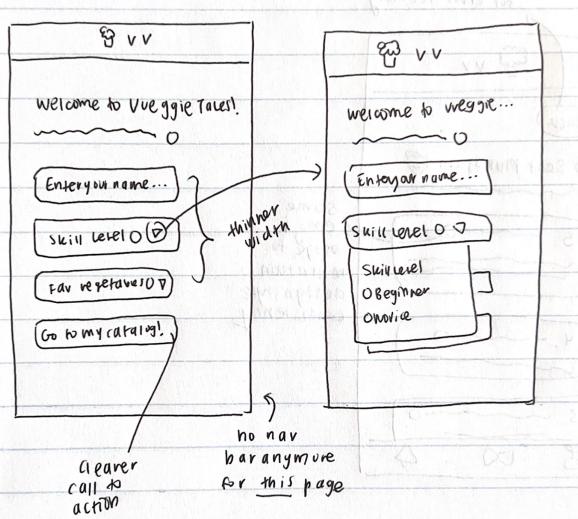


## Initialization Page Sketches



[Initialization Page: Iteration #1]

**Description:** This is the first iteration of our initialization page, which includes buttons that take the width of the full page and when clicked, expand below to show the selection options. There is also a “Go!” button that would then redirect to the newly initiated catalog page.

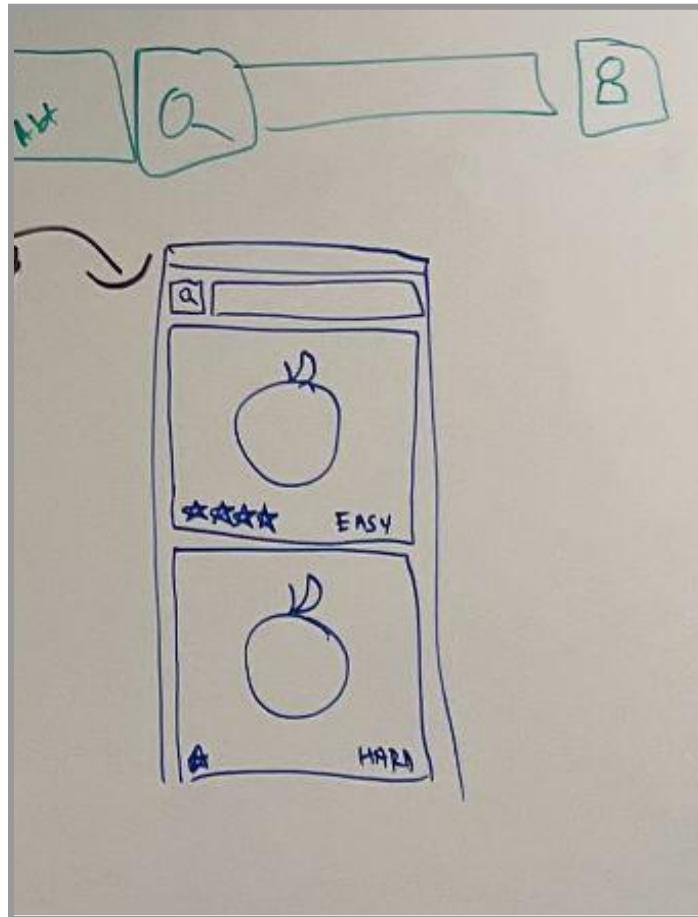


[Initialization Page: Iteration #2]

**\*\*Final Iteration\*\***

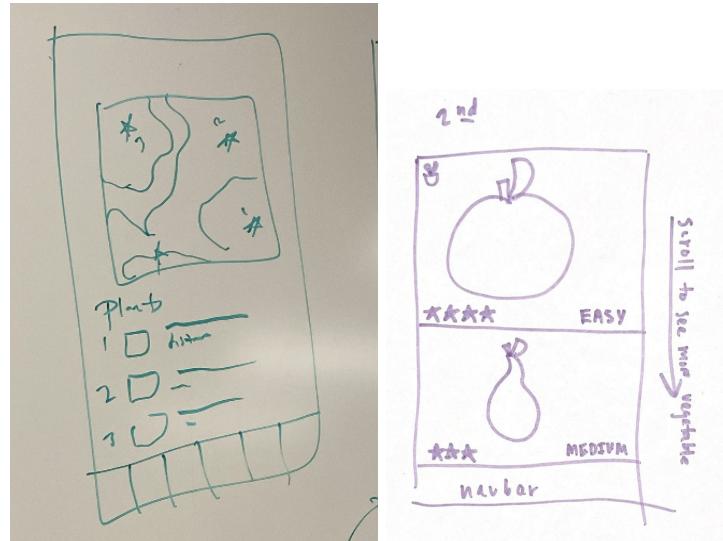
**Description:** This is the final iteration of our initialization page, which we iterated on in response to accessibility concerns and to better fit the styling of the rest of our app. The buttons now only take up the width that is necessary for the button (as opposed to having it span the entire page and be visually awkward and inconsistent with the rest of the site). At the top of the page, there is now a “Create Your Catalog” title so the user understands that this page’s purpose is to initialize their app. The bottom navigation bar also is no longer included because we don’t want our users to have the ability to go past this page without initializing. Moreover, the button that completed this initialization process (previously “Go!”) is now a clear redirect button that is green and reads “Go to my catalog!”.

## Catalog Page Sketches



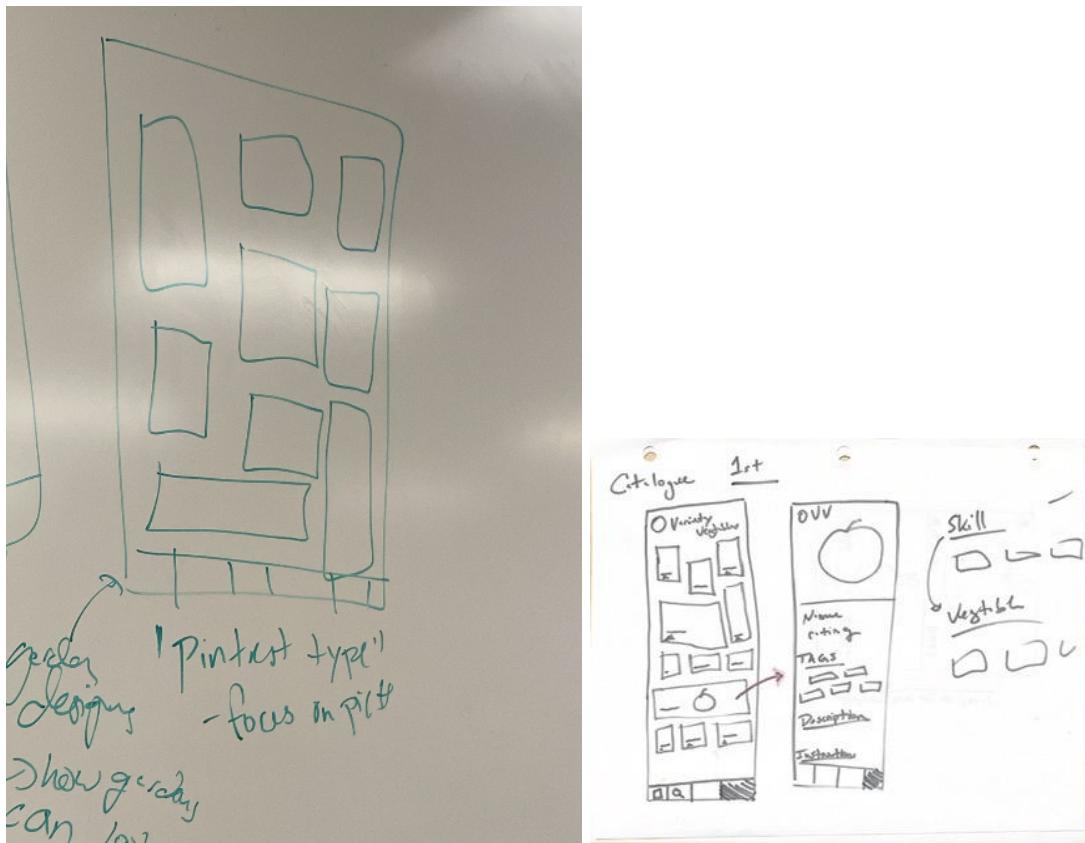
[Catalog Page: Iteration #1]

**Description:** This is the first iteration of our catalog page where the images are the focal point of the catalog. We thought that we would highlight key pieces of information such as the rating and the difficulty of gardening of the plant. While this early iteration may be more friendly towards beginner gardeners who don't know much about gardening, it takes up a lot of space which would require extensive scrolling. This is an issue considering that there are hundreds of plants that will be displayed on the site.



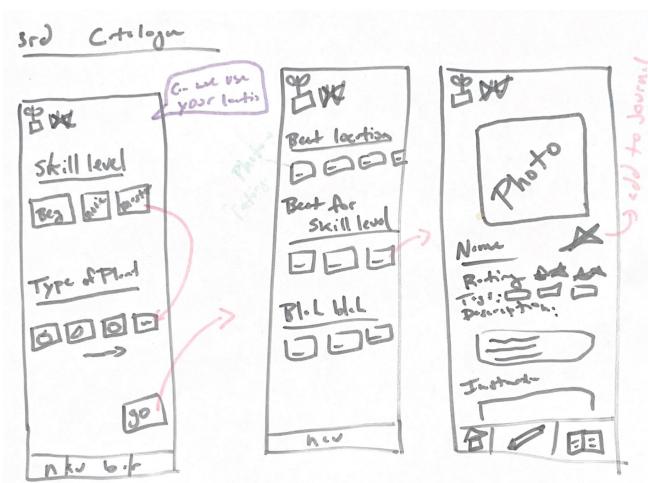
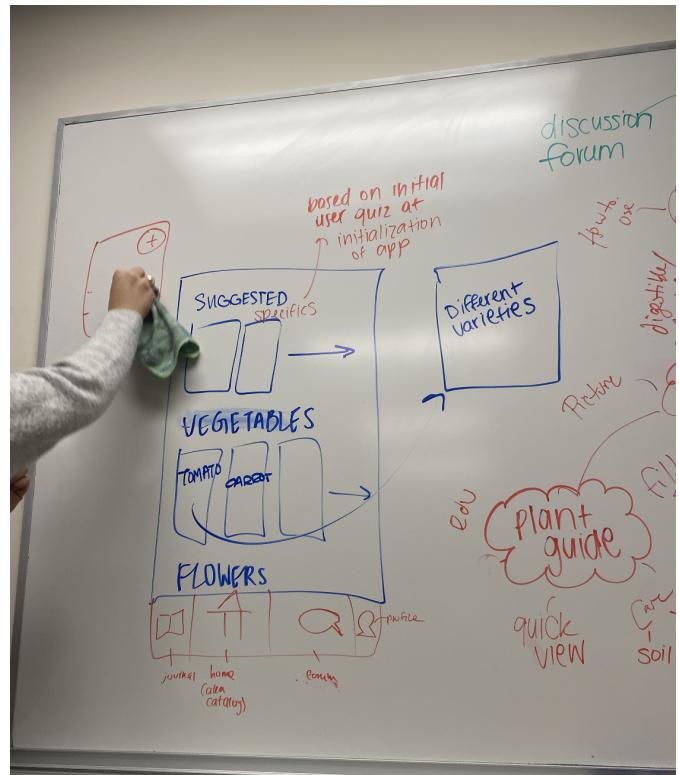
[Catalog Page: Iteration #2]

**Description:** This is the second iteration of the catalog page that uses a map to highlight vegetables that are ideal for users based on their location. The user will input their location and they will receive a curated list of vegetables. We decided to not move forward with this iteration since customization based on location isn't one of our user goals. Although this would be a unique way to customize the catalog page for users, they may want to filter and sort based on their preferences rather than location.



[Catalog Page: Iteration #3]

**Description:** This is the third iteration of the catalog page which includes a 'pinterest-like' format that puts focus on the images similar to the first iteration. Similar to the first iteration, this may not be ideal for users who are just starting out and won't be able to identify much simply based on images.

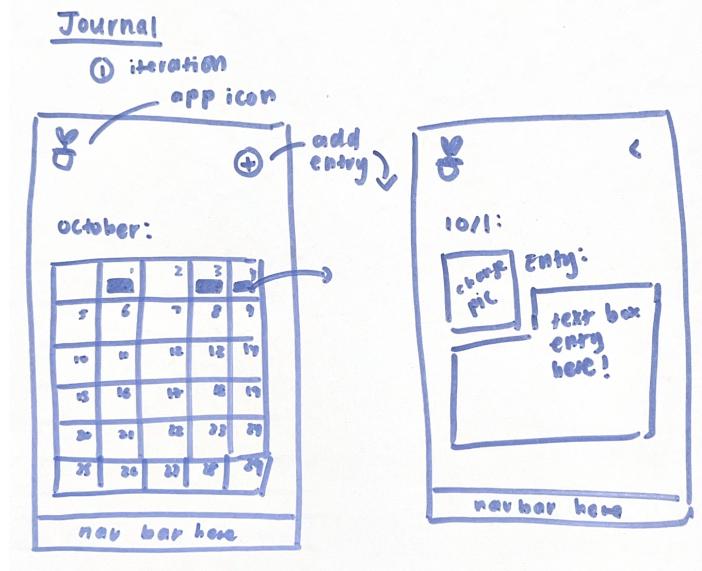


[Catalog Page: Iteration #4]

**\*\*Final Iteration\*\***

**Description:** This is the fourth and final iteration of the catalog page. We have decided to create categories such as 'suggested', 'vegetables', and 'flowers' to simplify the process for users. The information is being broken down into being more digestible for users that may get overwhelmed by the plethora of plant options.

## Journal Page Sketches

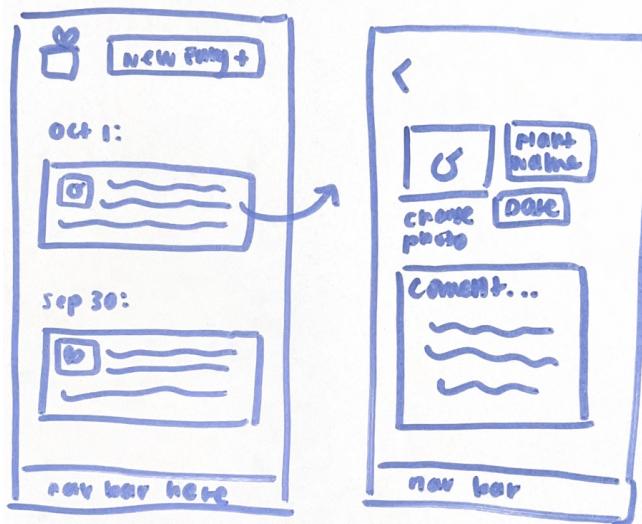


[Journal Page: Iteration #1]

**Description:** For this iteration, we decided to have a calendar view where users would be able to pick a day and insert a new entry. We decided that while this iteration may make sense for a typical journaling format, it would make more sense to categorize by plants since the user will want to journal based on plant.

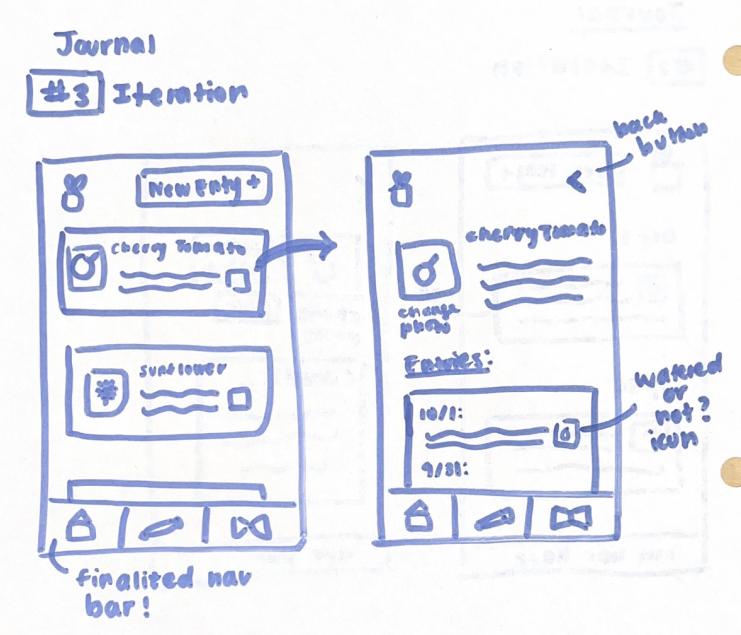
## Journal

### #2 Iteration



[Journal Page: Iteration #2]

**Description:** For this iteration, we decided to organize the entries by date. This would allow users to view entries by the date they were inserted. They would be able to scroll through their archive of entries.



[Journal Page: Iteration #3]

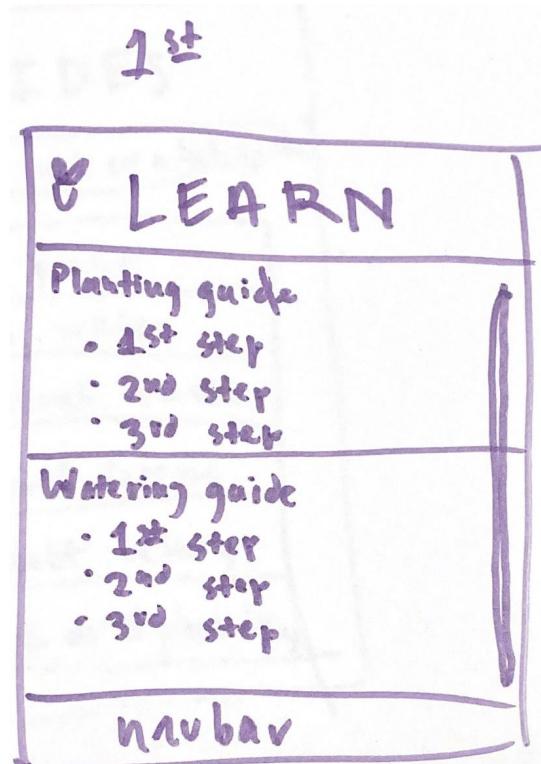
**\*\*Final Iteration\*\***

**Description:** Our last iteration has journal entries organized by plant. This makes the most sense since users will be able to see all the entries for one specific plant. This way, they can see the progress for that particular plant all in one place.

**Our team ultimately made the decision to remove this page in response to feedback:**

In response to feedback from teaching assistants and our members, we decided that this page is too out of scope for our project and doesn't add enough to our user goals. Thus, we decided to replace this page with a new "Notifications" page, which will be discussed (and its sketches and iterations shown) later.

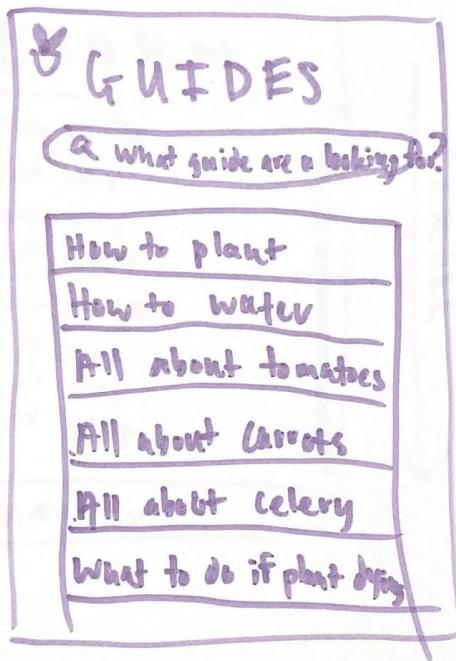
## Learn Page Sketches



[Learn Page: Iteration #1]

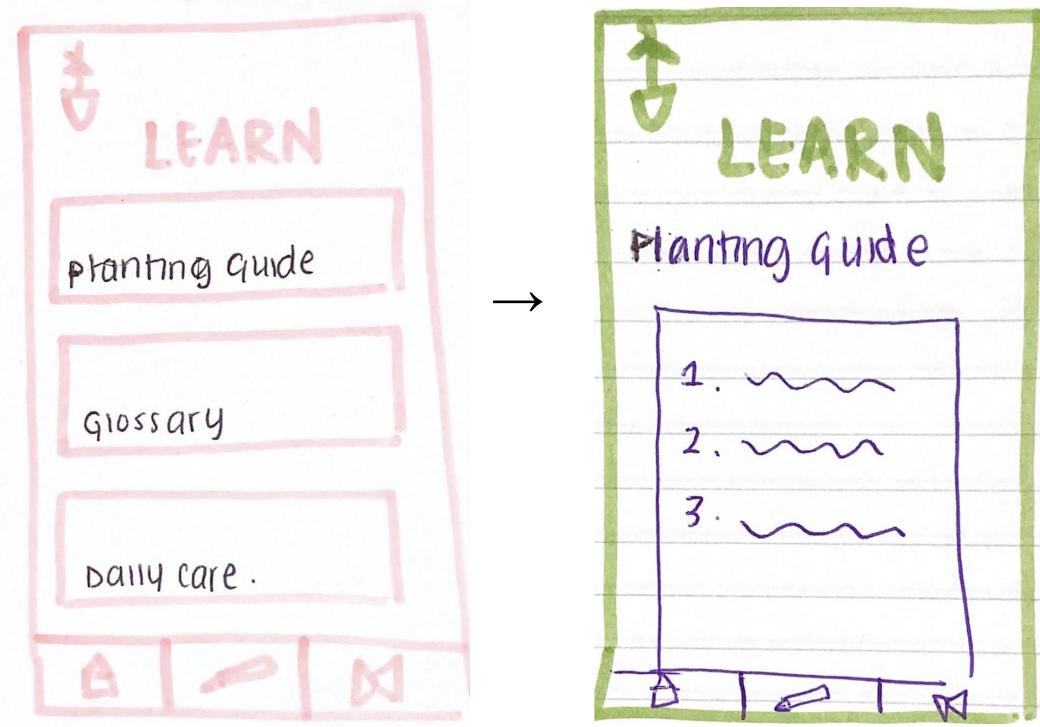
**Description:** This iteration of the learn page lays out all of the different types of information that a user may be searching for when they begin gardening. While all of the information is being displayed on the screen, it might be difficult to scroll and find the topic that you are actually looking for.

2<sup>nd</sup>



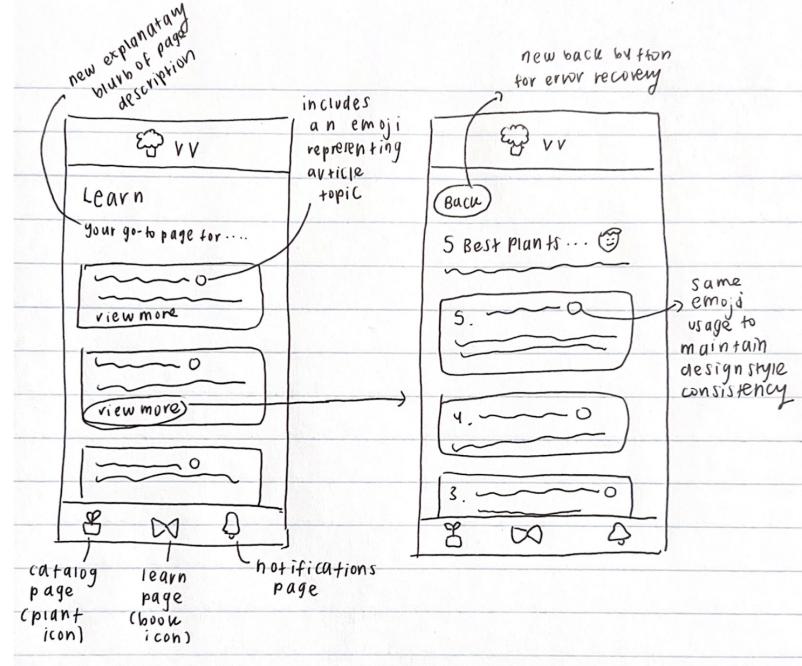
[Learn Page: Iteration #2]

**Description:** This iteration of the learn page contains a search bar and different topic categories. A user can find specific topics regarding gardening through the search. Moreover, they can look through different topics and click on the one that meets their needs.



[Learn Page: Iteration #3]

**Description:** This iteration of the learn page contains categorical umbrella topics for different educational materials. For example, a user can click on 'planting guide' and that will lead to a separate page that relates to that specific topic on how to plant flowers, vegetables, etc. This iteration offers the best experience for our users that may not know exactly what they are looking for.

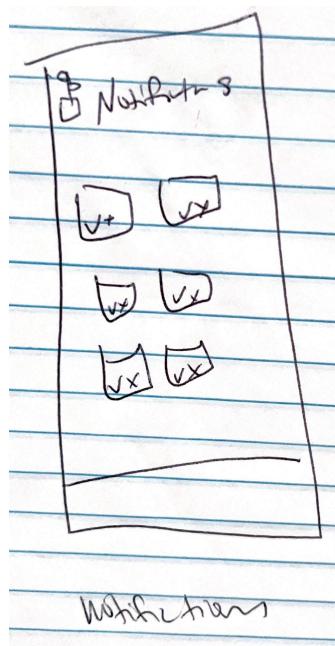


### \*\*Final Iteration\*\*

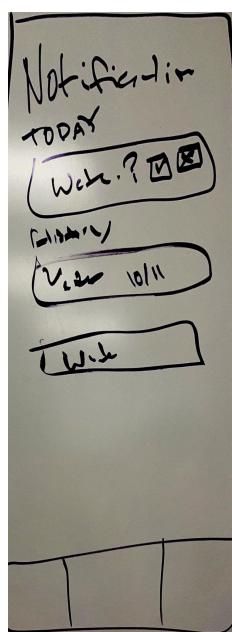
[Learn Page: Iteration #4]

**Description:** This final iteration of the learn page has a slightly iterated design from the past iteration, where there is now an explanatory blurb for what the page is under the title of the page to help the user better understand what exactly this page's purpose is without having to make inferences. Furthermore, the display of the learn page articles have been improved to include a title, brief description of the article's content, and a green "View More" button that would redirect to the article itself. Once the user clicks on an article's "View More", they would be redirected to the same type of page visually but the content of the article will be displayed in a digestible card-like format under the article's title, with the page also including a brief explanation of the article content at the top.

## Notification Page Sketches



1st Iteration



2nd Iteration

# User Research

During the User Research phase of our planning, we first came together as a team to come up with user interview questions. These included analyzing the demographics, gardening skill levels, challenges, and purpose in gardening of each interviewee. Additionally, we outlined a semi-structured interview that involved testing the existing *Vegetable Varieties for Gardeners* website to observe how the users interacted with it after being told to perform certain tasks. **The interview questions can be found in our appendix.** Once each member of the team completed 1-2 interviews, a summary write-up of the findings was recorded, as can be seen below.

## Key Findings

- Beginner and novice users are extremely overwhelmed by the amount of information on the internet, especially since they don't know much about gardening past water and light necessities.
- Most users enjoy gardening at home or community gardens.
- When starting out, users like to access information from close individuals (i.e. family, friends) because they feel comfortable asking questions and find it simple to follow instructions.
- Users prioritize ease of maintenance/care when searching for plant varieties.
- The majority of users find that gardening allows them to contribute to a greater community, be it because they are caring for something beyond themselves or because it runs within their families.
- The biggest barrier to gardening for beginner/novice users is the high learning curve that comes with new vocabulary and taking care of a living thing.
- Novice users appreciate reminders to make caring for their plants.

## User Interview Summaries

### USER 1: GABY

Gaby is currently a student who considers herself a novice gardener with some experience gardening her own plants at both her college location in Ithaca, NY and family home in Bedford, NY. She learned by asking her father and some light research on the internet. Some things that Gaby considers when planting a new plant are the lighting needed, how much water to use, and if it is cold tolerant due to her location in upstate NY. When given tasks for using the current website of *Vegetable Varieties for Gardeners*, She seemed overwhelmed with the organization and information of the interface as she took a while staring at it. When asked to find a tomato to plant in her garden, she found it difficult to pick one as she couldn't find the usual markers that are used when making that kind of decision such as flavor profile, size, and looks. She also noted that if she

had used this web app when first gardening she would have no idea what certain terms meant or what should do with that information.

#### **USER 2: MEREDITH**

Meredith is currently a student who is looking to start a garden. She has little to no experience and she is motivated to start because she will be taking a class on gardening vegetables next semester. She asks her roommates to give her information. She was able to navigate through the app, but was really lost when it came to the information given for each plant. She needed multiple concepts explained to her and still didn't know what was needed in order for her to start the garden.

#### **USER 3: SAHIBA**

Sahiba is a 20 year old college student originally based in Connecticut, but currently living in Ithaca, NY. She would consider herself a novice gardener. She doesn't garden as much as she used to, but she really wants to get back into it.

She grew up watching her mother garden both in their local community garden and at home, so that sparked an interest in her. Her grandparents also garden, so they would garden together frequently. She learned everything she knows about gardening from her mother, so she's never done any research for it. If she needs to find information about gardening she will usually google it. Sometimes, she does get frustrated when she searches for information because she isn't familiar with a lot of the vocabulary and terminology. She often feels overwhelmed by all the information and she doesn't feel like it is beginner friendly. She has experience planting both flowers and vegetables.

#### **USER 4: HUEY**

Huey is a 21-year-old college student who is currently based in Ithaca, NY but permanently lives in Seattle, Washington. He is looking to start a small garden when he moves to a big city (most likely NYC) once he starts full-time work after he graduates next year in his apartment patio. He identifies himself as "looking to start gardening" and has no experience gardening or planting at the time of the interview. He claims that he knows "barely anything" about gardening, but wants to learn more.

His interest in gardening came from an ecology class he took in college where he became more aware of the environment and a close friend who enjoys taking care of lots of plants, who helped Huey realize that there are joys and benefits to taking care of another thing aside from yourself (such as better living space, establishing routine, and improved mental health). In the past, Huey has primarily used YouTube videos to learn about beginner plants and then looks them up on a website, which usually has more dense information.

Huey is looking to garden mostly low-maintenance plants that he could realistically sustain in a big city apartment environment when he's often away from home for extended periods of time (i.e. short trips). His biggest barriers to gardening are that he's scared he may not be able to take care of them that well and that there are a lot of logistics (i.e. getting the plant, maintaining it as

per its individual needs). This is why he's more interested in growing smaller succulents rather than some of the high-maintenance plants he has seen on YouTube.

In the field study/walkthrough involving completing tasks on the current website, Huey felt overwhelmed by the site's "information overload" and features being all over the place, particularly the login feature. He was deterred from logging in because the profile-creating process seemed too extensive for him and he had difficulty filtering for a type of tomato he wanted to plant because the information was "not easily scannable". However, it is important to note that he liked how the site had an ease rating because he really emphasizes finding plants that are easy to take care of.

### USER 5: DIEGO

Diego is a 21 year old Cornell student originally from Puerto Rico, but currently living in Ithaca, NY. He would consider himself a beginner gardener; he knows the basics in terms of needing to water the plants, putting them near the right light, and needing to find the correct soil—however, he does not have a wide-scope in terms of this knowledge for a variety of plants.

Diego really cares about his health, specifically the types of foods he puts in his body; therefore, his primary motivation to garden is to grow his own produce so that he can control the quality of his food and nutrients that are entering his body. In general, he is looking to garden the basic vegetables that are versatile enough for a variety of simple meals, such as tomatoes, lemons, limes, spinach, pumpkin, and peppers. As a beginner though, Diego often feels overwhelmed by the amount of information that he is presented with when it comes to researching different plants—what soil to use, what species of plant to choose, and the right temperatures to select are just some of the many factors that made him feel lost. To him, the biggest priority was knowing the days to maturity of the plant and the plant description; 900 results on the *Vegetable Varieties for Gardeners* website was an extreme amount.

### USER 6: VICTORIA

Victoria is a 21 year old student originally from Miami, FL, but currently living in Dallas, Texas. She would consider herself a novice gardener. Growing up in Miami, she was able to get a lot of exposure to the botanics of Florida and quickly became interested in gardening after seeing her mom design her backyard.

Victoria feels that taking care of plants gives her a sense of responsibility and brings happiness into her college apartment. Therefore, she is interested in taking care of individual plants (not a whole garden) that are aesthetically pleasing to look at. While using the *Vegetable Varieties for Gardeners* website, Victoria not only found it extremely overwhelming because of all the information that was presented to her, but very difficult to find what type of plants would go well together visually. There were no pictures for her to look at and no descriptions based on the plant's aesthetics. Since she was not even able to find the plants that interested her, she did not focus on the next information in the plant selection process: soil type and water/light necessity.

### USER 7: MANU

Manu is a 21 year old student from Brooklyn, NY. He considers himself a novice gardener. He learned the basics of gardening because his mom kept a nice garden at his childhood home. He wants to start a garden at his house in Collegetown. In the past, he has used wikipedia and youtube for help with gardening tips.

When Manu tried to research a tomato variety to grow on the *Vegetable Varieties for Gardeners* website, he found that the search mechanics were not remotely intuitive. He said it was always unclear exactly which operation he was doing by clicking buttons and filters. Labels such as "crop" and "in field" gave him particular trouble. Lastly, he said that because there were no pictures, he had no clue what the variety would look like.

#### **USER 8: POPAT**

Popat is a 21 year old student from Buffalo, NY. He is looking to start gardening. His grandpa gardens and really enjoys it, so Popat wants to get into it. In the past, Popat has used Google to research the types of plants that he could reasonably grow in Buffalo. He wants to grow tomatoes and rhubarb. He knows minimally about gardening but is excited to learn and delve more into it. He is worried about the plants he wants to grow being temperamental and requiring lots of care.

When he was asked to use the *Vegetable Varieties for Gardeners* website, he was very confused. He found many results for tomatoes but when he looked at the reviews, they were all five stars. This made it very difficult for him to choose the right tomatoes. Popat also mentioned how he would appreciate a step by step guide on how to plant the vegetables included on the plants page. He said the only way he could figure out how to plant the tomato was by combing through reviews left by other users.

Once the interviews were complete, we created activity note cards on Miro for all of the information found throughout our interviews. Each note represented a statement or insight gathered from the interviewee. After doing so, we created our affinity diagram, which helped us sort through all of the data and get a better understanding of our interviews. **This affinity diagram can be found in the appendix section of the document.**

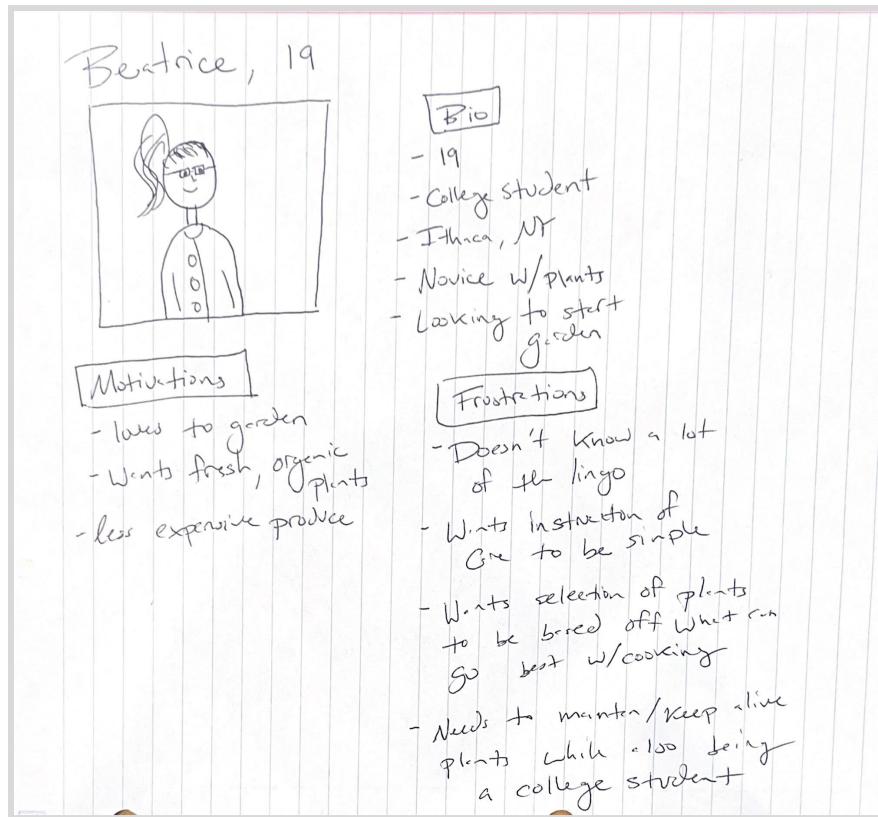
# Users

Our audience are **novice gardeners**, namely younger adults who have just started gardening and don't have much background knowledge nor experience on how to begin gardening. These novice gardeners may not be familiar with specific gardening terms and may not necessarily know how to take care of a plant. They tend to start smaller gardens in their homes and in their local communities.

## User Goals

1. Users want to obtain foundational knowledge about gardening so they are confident enough to start gardening.
2. Users want to find plants that can satisfy their individual preferences (i.e. ease of maintenance, location).
3. Users want to remember when to water their plants to ensure the health and growth of their garden's plants.

# Persona



Beatrice is a 19 year old college student who has dabbled with gardening over the years. She has never had a full garden and has housed a couple of herbs and vegetable plants in pots around her family home. She is finally ready to start a garden in her college house in Ithaca, NY because she wants to start cooking with organic, fresh produce. Beatrice is looking for a platform that can show her a catalog of the variety of plants she can grow and the requirements of maintaining the plant. For selecting a vegetable to garden, she cares about the size of the plant, the flavor of the plant, and what the plant looks like. Her dad also told her that the info she needs to know when taking care of a plant is whether it is cold tolerant, what kind of light the plant needs, and how much water is needed. She also realized that now that she is planting an entire garden instead of just a couple plants at one time while also being a full time college student, she will need to start journaling the care of each plant so she can stay on top of the needs of the plant. Lastly, she is planning on trying new plants to grow thus she will not know how each plant responds to the lack of water or light or whatever the issue might be. With the plants that she has had in the past she had to learn how to take care and read the needs of the plant through a trial and error basis; however, this will be difficult and time consuming with the amount of plants she plans to house. Thus, she is looking for a platform that can give her info on how to identify the needs of the plants when they show certain characteristics.

# Scenarios

## Scenario 1

Alex is a junior in college who really wants to get involved with gardening. He feels that it would be a great way to add fresh ingredients to his home-cooked meals as well as a pretty display to his backyard, but the only thing holding him back is his lack of gardening knowledge. Alex wants to find a tomato variety that is easy to care for, low light, and is small in size. He opens our app and navigates to the *Catalog* page where he is presented with a catalog of different vegetable varieties. He goes to the search bar at the top of the page and searches for “tomato”. A tag immediately pops up and he continues filtering by the suggested tags “Easy Care”, “Low Light”, and “Small”. Now, Alex can choose a tomato variety that meets his needs!

## Scenario 2

Hannah is a recent Cornell graduate living in New York City and has just begun a small garden out on her patio. She's planning on going to the local gardening shop a few blocks away from her apartment, but wants to research the best plants for beginners, so that she can feel confident growing and caring for her new plants. Hannah opens our app and navigates to the *Learn* page where she sees a list of articles. She clicks on the article titled “5 Best Plants for Beginners” and sees the ZZ Plant listed as the easiest plant to garden for beginners. Now, Hannah can go to her local gardening shop to buy ZZ Plant seeds so that she can start growing!

## Scenario 3

Josh is a busy senior at Cornell that spends his days going to class, studying, and working his part time job. With the free time he does have, he likes to spend it gardening and while he is just a beginner, he loves taking care of the few plants he does have. Unfortunately, he is always balancing so many tasks and responsibilities that at times, he's rarely home and can't always water his plants at the same time every day. Therefore, Josh takes advantage of our gardening app's watering reminder notifications page to remember to water his plants. Josh is in INFO 4340 studio when browses over the Vue-ggie Tales app to see in his notifications page that he hasn't watered his plants for today. There, he sees his pending to-do to water his plant but cannot check mark it as complete just yet. He leaves the app and returns to it when he gets home. Since the notification

bubble is still there on the page, he remembers he has a pending task, waters his plant, and then clicks the checkmark to indicate that his Capris Tomato plant has been watered.

## Value Proposition

The following are our revised value propositions, with an emphasis on helping our team focus on *why* our users would use our app over the alternatives and writing it in the perspective of our actual users:

- Vueggie Tales lets you discover the perfect plants for you with unique personalization features and filters, so gardening is made easier than ever.
- Vueggie Tales is the simplest way to start gardening and is specially personalized to answer all of your questions and needs as a beginner gardener.
- Vueggie Tales offers unique capabilities to keep track of how you're taking care of your plants to make sure your experience as a novice gardener is as smooth as possible.

## App Implementation + Changes

### Updated User Goals

After reflecting on the feasibility of certain features on our app, we decided to narrow down the scope of our project. Our third user goal was the following statement:

**Users want an easy way to track plant care and the health of their garden's plants.**

We planned to implement a planting diary/journaling feature where our users could log the days that they watered their plants. Moreover, users would be able to write entries about plant growth. This would allow beginner gardeners to keep track of their plant growth and overall feel more confident. However, we determined that this was out of scope for this particular project, so we decided to redefine our user goal and build out another feature that addressed a similar user goal. Our updated goal was the following:

**Users want to remember when to water their plants to ensure the health and growth of their garden's plants.** This goal addresses a similar issue to our previous goal which is that our users want to keep track of their plant's growth and forgetfulness is a key aspect of that. We decided it might be helpful to incorporate a notification feature that reminds users to water their plants. [Visit our updated user goal here.](#)

## **Updated User Scenarios**

Upon re-defining our user goals, we also decided to update our user scenarios. Since our user goals will define the how our users move through the app, we thought it was important to revisit them and make them more descriptive and specific (especially after milestone 2 feedback). We ensured that these were tasks that users would be able to complete during our user testing phase. [Visit the updated user scenarios here.](#)

## **Updated Design Sketches**

After removing one of our initial features from our app, we decided to go back and revise our designs to reflect those changes. We removed the plant journal from our app and implemented a notification system which you can find here: [Updated Final Design](#)

# Contributions

## Milestone 2:

- All members (Becky, Catalina, Eleni, Daniel, and Hanan) conducted 1-2 user interviews each with our target users for a total of 8 user interviews to better understand our users and organized notes during the interviews. Each member summarized their user interview findings for each interview in the “User Research” section. Every team member also participated in brainstorming and sketching iterations for the design of the app.
- All members also met to create an affinity diagram from the findings and insights of our user interviews, organizing our post-its and key observations into common groups. We then all partook in defining and aligning on clear user goals for our project (set to change or edit as we continue with the milestones).
- Eleni worked on creating an executive summary of the team’s insights, and structuring the overall document.
- Becky and Hanan worked on clearly listing out the value propositions of the project. Once the primary target users were identified by all the members, Becky and Hanan expanded on the description of those users in the “User” section.
- Catalina worked on creating the persona and sketching the catalog section. She participating in facilitating the brainstorming conversations and sketches.
- Danny wrote the scenarios.

## Milestone 3:

- All members worked on brainstorming feature and design ideas and finalized pages and general features for the app, then divided up the work for each page per team member. All members designed the pages together in-person during an in-class studio.
- Becky worked on the iterations and sketches for the journal page, responding to feedback from the team and updating the designs.
- Hanan worked on the iterations for the learn page, adding descriptions to the iterations for the ‘home’ and ‘learn’ page, and creating the final users flows.
- Eleni worked on the rationale, creating *conversations*, and analyzing how the iterations and final designs met the users’ needs.

## Milestone 4:

- Catalina worked on the profile page and overall quality of work.
- Danny worked on the initial catalog, catalog, and navigation bar.
- Hanan worked on creating the landing page for the “Learn page”, updating the design sketches to reflect our updated user goals.
- Becky worked on creating the article page (a redirection of the “Learn” page) and partially updating the “Learn” page, finishing the flow for accessing gardening education.
- Eleni worked on updating our user goals and scenarios to match our updated app vision.

## Milestone 5:

- All members met during the multiple meeting and discussed overall design choices and goals for the week

- Catalina made some design changes and JSON information
- Danny worked on the search functionality, catalog, initial catalog pages, and veg profile functionality also the check mark notification function
- Hanan worked on notification pages, the design and overall structure for material, including updating the catalog page's designs for the photos to be responsive.
- Becky worked on overall design consistency of the app throughout the pages and updated the styling on the catalog pages to match the "Learn" and "Article" pages' designs.
- Eleni worked on updating scenarios, publishing the website, and design brainstorming

*Final Submission:*

- Becky, Catalina, and Hanan worked on finalizing the final submission write-up responding to feedback.
- Eleni worked on fixing the value propositions in response to feedback and deploying the final app.
- Danny worked on iterating our app's accessibility, routing following feedback from Demo Day, and final styling edits.

# Appendix

## User Interview Questions

### Demographics (Pre-Interview Questions)

- What is your name?
- What is your age?
- What is your occupation?
- Where are you based?
- Where would you like to start a garden?
- Out of these levels what would you consider yourself:
  - Looking to start (haven't started gardening yet)?
  - Novice (some level of experience)?
  - Master Gardener (registered master gardener or a few years of experience)?

### Master Gardener

\*\*End Interview (out of scope)\*\*

That's great, thank you so much for your time. Unfortunately, we are focused on a different user group but appreciate you being here!

If you have any feedback, please let us know.

### Wanting to start (if they answer beginner)

- Why did you decide to start gardening?
- Have you done any research to prepare to start?
- What platforms have you gone on?
- Why did you choose these platforms?
- What are you looking to garden?
- What is the biggest barrier preventing you from gardening?
- What specific plants would you like to grow?
- What do you know about gardening?
- What are hard plants to grow?

### Novice (if they answer novice)

- Where have you gardened in the past?
- Why did you start gardening?
- Have you done any research prior to gardening?

- Where do you look for information about gardening?
- Could you describe your experience with finding information about gardening?
- What information do you
- What plants do you have in your garden?

### **Field Study**

*Motivation for field study: The current website looks like it's really catered to people who know a lot about gardening. Conducting a field study of the current site would help discover what novice gardeners actually want to see and know.*

Have the user visit the Vegetable Varieties for Gardeners website.

<http://vegvariety.cce.cornell.edu/main/login.php>

- Walk me through how you would research which tomatoes to grow.
- When choosing a variety, how do you prioritize the information that is provided? What is the most important feature when it comes to researching?
- Try to create an account for this website. (This field study question is to see what kind of login experience our users want.)
- Try to find some varieties of peppers you could grow in your local area.

Customize the follow-up questions based on what our users are saying!

# Affinity Diagram via Miro

