

## UX/UI CASE STUDY: JANUARY 2022

# Group Project: Real World Mobile App **Horticare**

### UX Designers

Peter Mcphail  
Jen Strong

Dorothy Toth  
Ariel Warne



# Assignment

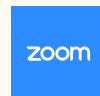
For this project, we needed to solve a real, clearly identified need in users' everyday lives.

Our task was to research, prototype, test, and validate an idea for a brand-new mobile application.

## Timeline

3 weeks

## Tools



G Suite

# Approach

Our team rallied around this assignment, and we all started brainstorming issues we might solve with the help of an app.

We came up with many ideas including **health care tracking**, **school communication apps**, and **pet-based ideas**, but one issue was shared by most of us: **a need for garden care information**.

## Our Problem

How might we help novice gardeners with limited plant knowledge and experience, **better plan and organize plant care tasks** by using our app?



## Solution Idea

Our garden care app would be a **“one-stop-shop”** providing zone and care information for user-created plant gardens.

Features could include a **searchable, detailed plant database**, a **care calendar** that is generated based on the user's personal garden, and **push notifications** sent to the user.

# Interviews & Comp Analysis

We conducted **several interviews** and an **anonymous survey** to reach individuals who were avid gardeners, to gain insight on the following:

1. **Motivation behind gardening**, how the user plans for maintenance, and how they find useful gardening info
2. **Users needs, wants, and pain points** when caring for a garden.

From our research we found that **planning a garden** and **having information resources** were some of the biggest pain-points. Users often learned by trial and error and **desired a reliable garden care resource** that had all necessary information in one place.



**DIRECT COMPETITOR**

Planter:  
Garden Planner



**DIRECT COMPETITOR**

Garden Pro  
Planner



**DIRECT COMPETITOR**

Greenspace



**INDIRECT COMPETITOR**

Kraftman Gardens

Direct competitor strengths included the ability to create gardens with informative plant details. Weakness included plant databases limited to only vegetables.

We saw these limitations as a huge opportunity in the market for hobby gardeners and our target audience.



**“The things I love about  
gardening are being  
outside, taking pride in  
seeing something I planted  
grow, and enjoying the  
beauty of it.”**

*- Kristin*

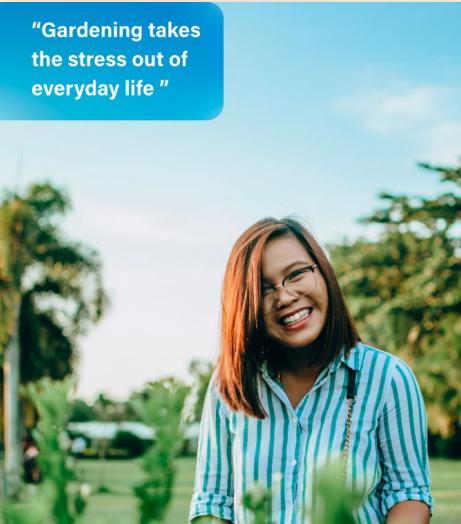
# Definition

# User Persona

Data synthesized into an empathy map informed our user persona, Nicole.

This helped us pinpoint her **goals**, behavioral demographics, as well as **pain points** and **possible gains**.

One resource for all plant care needs



"Gardening takes the stress out of everyday life "

AGE	38
JOB TITLE	Journalist
STATUS	Married
LOCATION	Rochester, MN

Limited knowledge of plants can lead to failure

Knowing when to perform seasonal maintenance would help her garden thrive

USER PERSONA

## Nicole Amaya

### GOALS

- Ideal garden is healthy, vibrant and has variation in plantings.
- Become a better gardener
- Find a quality resource to help me learn and get information
- Prefers chemical free and environmentally friendly

### BEHAVIORAL DEMOGRAPHICS

- Advanced beginner gardener
- Loves the social aspect of gardening
- Spends a lot of time researching, designing, and working in garden
- Gardening is relaxing, fulfilling and overall makes her feel good

### PAIN POINTS

- General maintenance, watering, weeding
- Fungus/disease/pests
- Soil quality
- Lacking plant care knowledge
- Plant loss

### TOOLS



Frustrated by wasted money when plants don't survive

**"I get mad when I spend a lot of money on plants and then they die because I wasn't sure which plants would thrive in my specific space."**

*– Carrie*

## User Insight Statement

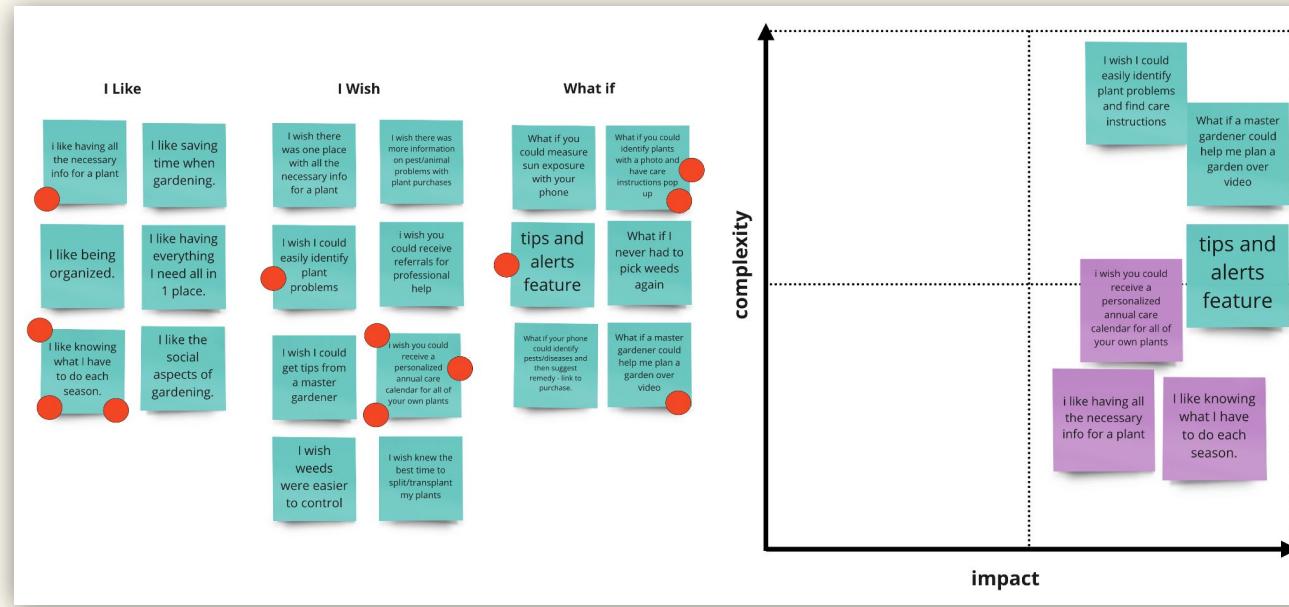
Hobby gardeners with limited plant knowledge need a quality resource to help them care for their gardens because a lack of convenient information can lead to their inability to properly care for plants.

**Horticare seeks to be the quality resource that will help our gardeners. But how can we do this?**

# Feature Prioritization

We started to answer that question by ideating possible solutions for our user with the **I like, I wish, what if** method.

After dot-voting, we moved these to a features to a prioritization matrix, and ranked them based on **development complexity** and **user impact**.



The features with the **lowest complexity** and **highest impact** were the features we decided to include in this phase of our app.

# Journey Map

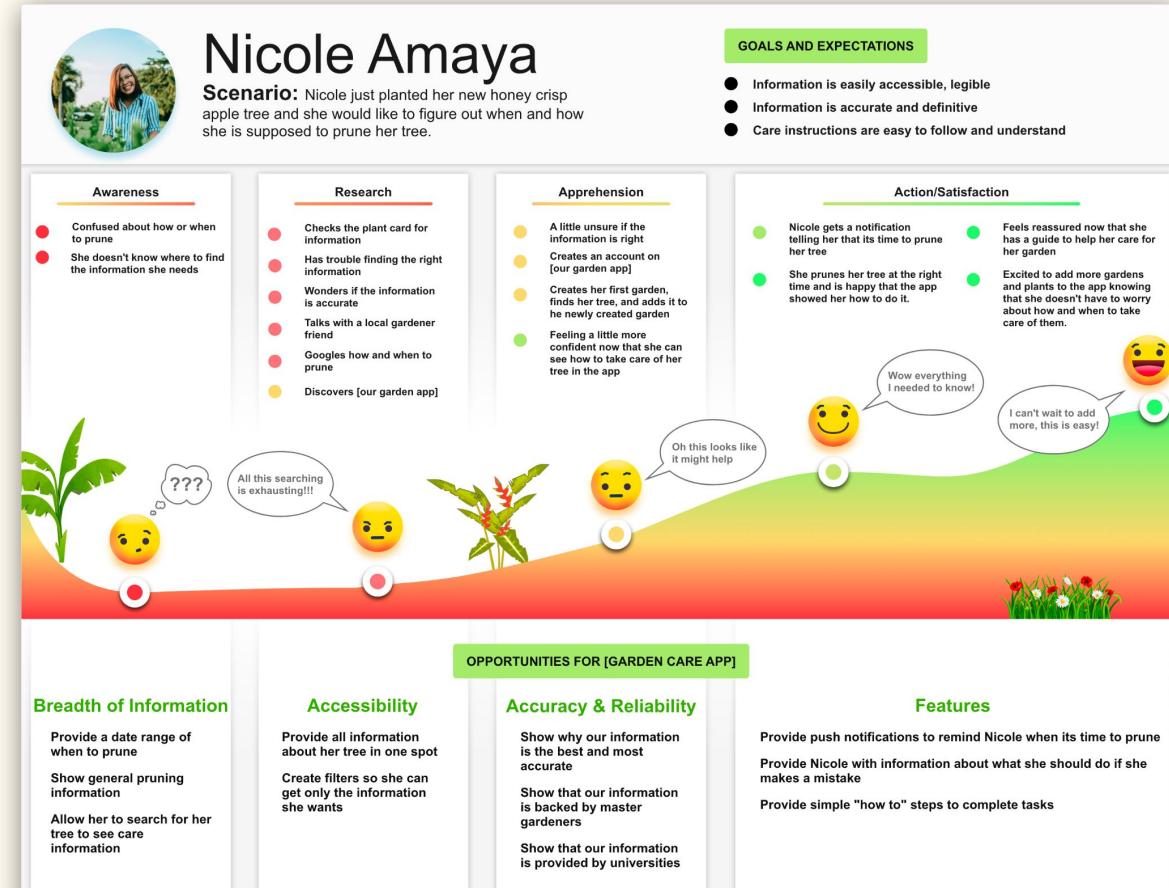
We then told our user's story through a journey map and specific scenario.

## App Features

- Information all in one place
- Filters allow to get only the information she wants
- Care calendar

## Future Opportunities

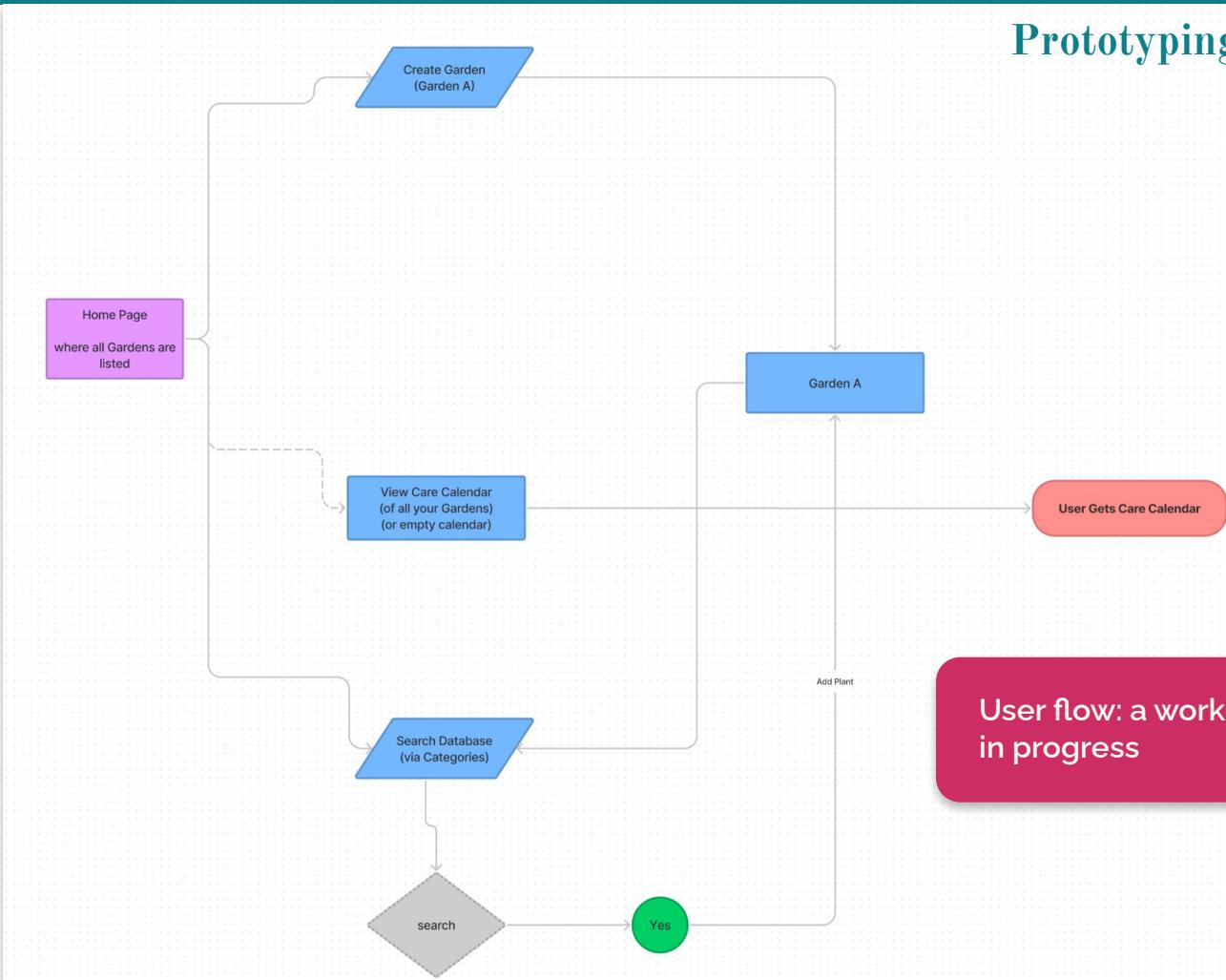
- Backed by master gardeners
- Reliable and accurate information provided by Universities
- Push notification reminders
- How-to instructions



# Initial User Flow

Implementing our user flow was challenging due to all the features we wanted to offer.

Taking a **higher-level perspective** allowed us to avoid scope creep, but also forced us to make hard decisions about our app's capabilities.



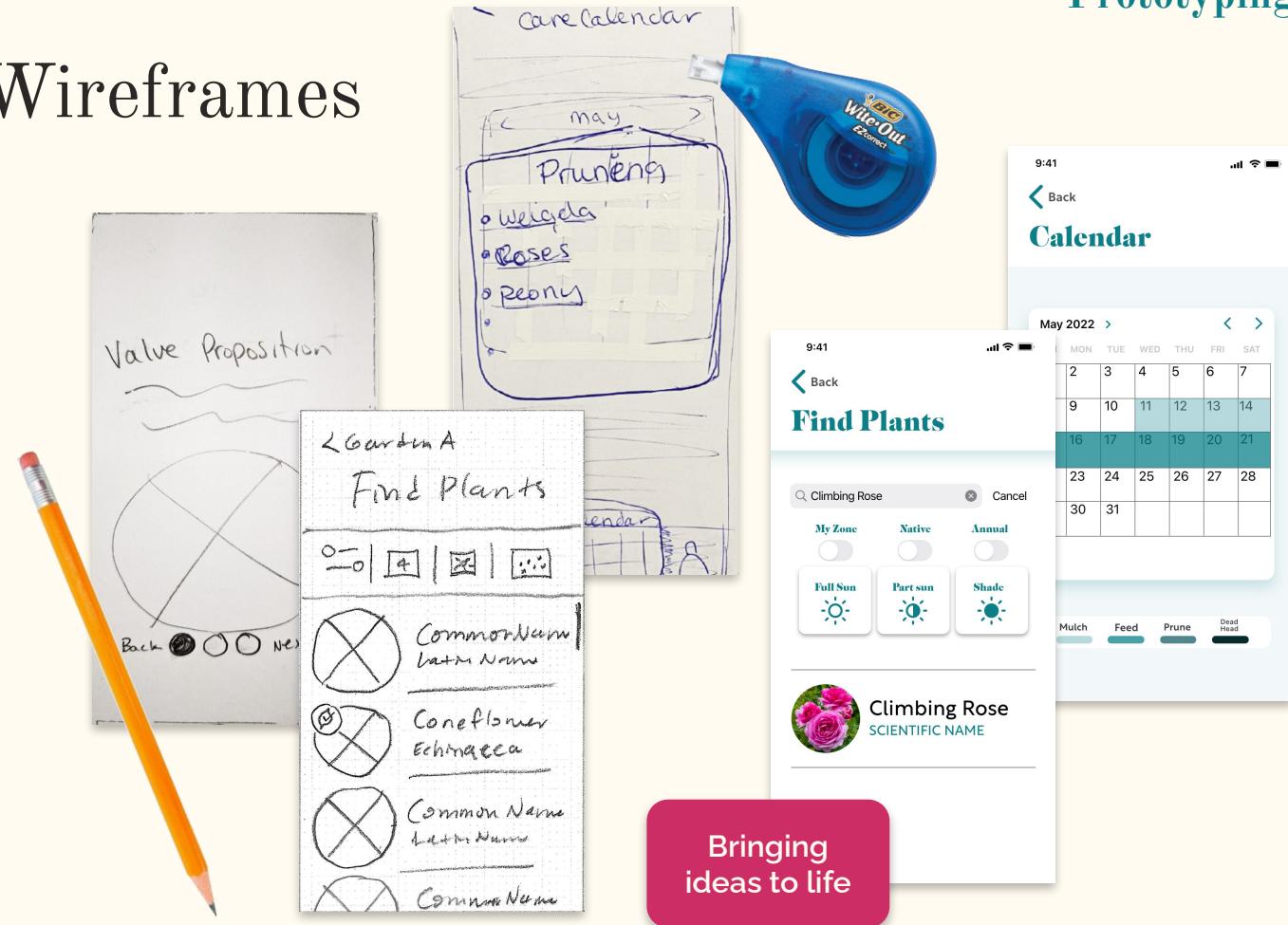
User flow: a work in progress

# Sketches & Wireframes

Our team provided a variety of flows and UI ideas to this app.

By **breaking up the work**, we were able to integrate our ideas into a lo-fi prototype.

we found it easy to **land on a general look and feel**, and how bring our sections back together again.





# Testing Process

With a solid prototype, we tested fellow hobby gardeners and plant-lovers alike. Overall pain points included:

- A need for **global navigation**
- Confusion around the **Back buttons**
- **Font rendering** issues & overall tightening up of the interface

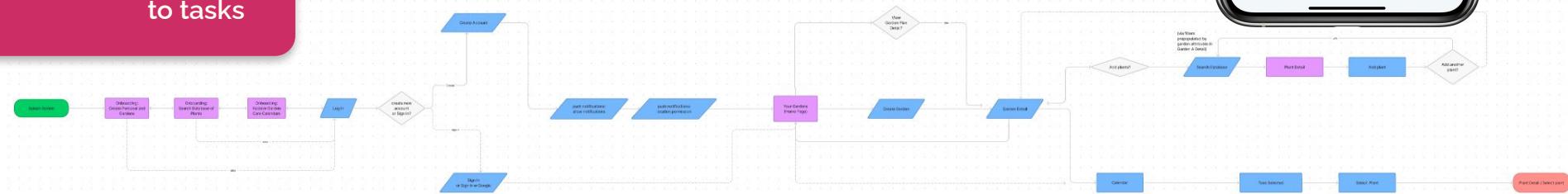
User testing of  
initial prototype

# Improved User Flow & Navigation

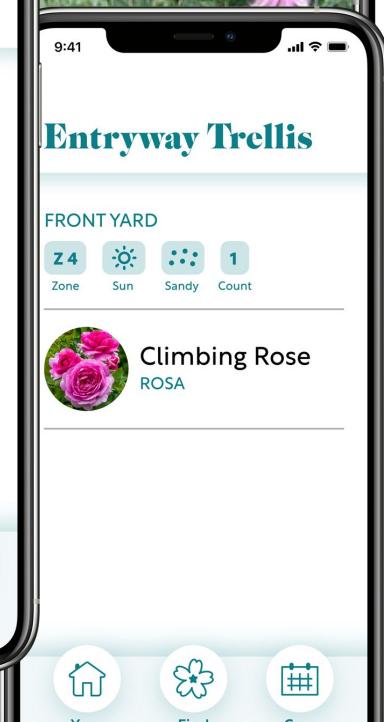
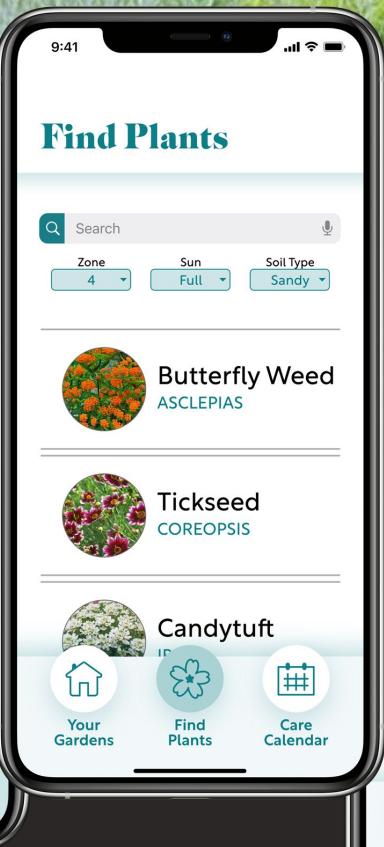
After reworking our prototype, we improved our user experience with a more **content-driven navigation**.

With the ability to move around the app with consistency, we reworked our user flow to better **align it to user tasks** and have a **clear end-point**.

User flow: aligned to tasks



# Final Hi-Fi Prototype



# Reflection & Next Steps

One of the biggest blockers that we had to work through as a group, was essentially creating a **minimum viable product** for our project, while still considering our users pain points, goals, and needs. While we are all satisfied with our final prototype, there are changes we would implement if this were a real development.

- Our user flow would dramatically change, as we would want to provide **search capabilities upon logging into the app**, instead of forcing the user to create a Garden first.
- Further, we would add phased features, including the ability to **add plants to Gardens in a bulk selection**, as well as the ability to **move plants from one Garden to another**.

We all had great empathy for our user, as well as being invested in our app concept. Creating this prototype as a team was challenging due to time constraints which lead us to make hard decisions to not build out bigger features we know would help our user.