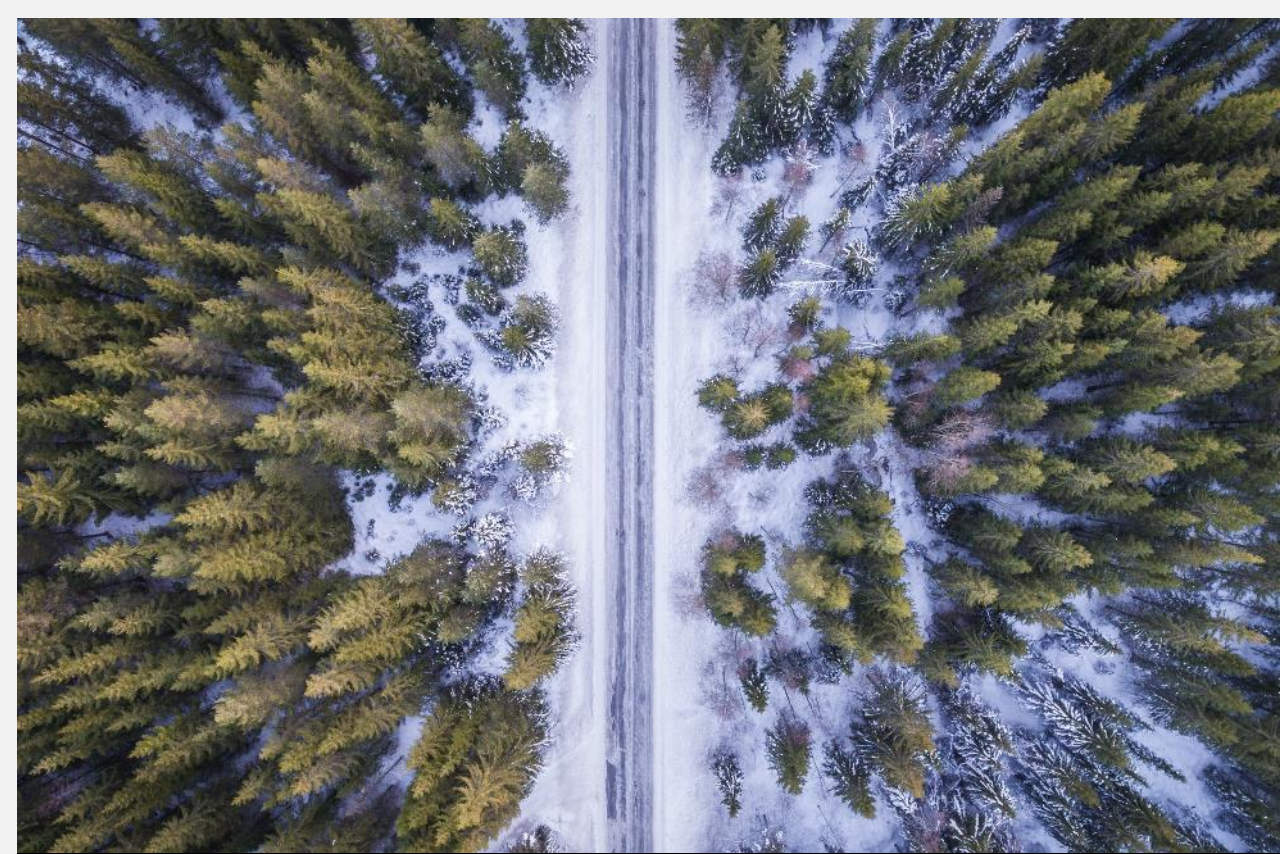




Plant Monitoring

TEAM ICY



Our Goal

Our goal is to create a platform for plant lovers and breeders. By using this platform the targeted groups can easily follow the plant's needs and growth.

- Plants are one of the most important organisms that a human needs. Whether it is for nutrition, hobby or environmental causes; plants make our lives easier and settled. Although plants are enduring and can adapt themselves quite fast to their habitats, it is very important to give them enough-right care they need.



1)

- Which problem should be solved with the help of your idea?
- What is the exact context in which your product should be used?
- Is your product intended for private or corporate use?



The biggest problem for us is to follow the symptoms and to create better conditions for different kinds of plants. So, with our prototype we have designed a website to achieve the goals for both professional level and private/community level plant care. Our product can be used for anyone that wills to take care of their plants.



2)

- Which target group does your product address?
- What are the characteristics of this target group?

Community

- No complex designs
 - Simple
 - No hassle
-
- Small scale and illustrative



Professionals

- Easy design but efficient
- More collected information
- AR



3) • What requirements should your product meet with regard to the user?



Community

- For community, take an example of a grandma or a student; who will expect an app/website which is easy to understand the problem and be able to solve it as quick as possible. For community we went for the fastest and the most efficient design. We also took care of the complexity by using easy readable graphs and more illustration with explanations.



Professional

- A professional company/agriculturist also needs a design that is easy to read but which is also more about detailed design so that they can be able to detect problems for hundreds of plants. They can be able to quickly look at the page and focus on the troubled plants which they will see what they have to improve on professional levels (including humidity, soil quality, CO2 levels etc.). We planned to use Augmented Reality (AR), so that the professional can easily identify and localize their problem.





Thank you for your time

PLANTY



PLANTY PRO