

Soul Plant

- Chelsey Moore

Copy, Research, Images

- Brandon Reim

Interface, Layout

- Geoffrey Kuhns

PM, Interaction

Project overview



The product:

Soul Plant lets aspiring green-thumbs discover plants that are better suited to their unique lifestyles, living spaces, and care abilities

Soul Plant also provides a suite of tools to assist users in caring for and sharing their beloved plants.



Research

User Interview Insights

aspiring plant owner

mentioned
stopping to
look at plants
at HEB all the
time

inspired by a friend who "has 40 plants" in her condo

fears killing plants to the extent that he won't buy them

7 Interviews

5 Facebook Surveys

- plant owners and abstainers appreciate
 - strong emotional connections
 - even the plant savvy fail
 - daunting risks of investing in plants

We realized that personalizing plant selection for enthusiasts who lack confidence in their plant care habits would foster deep bonds with people, their plants, and one another.

The Plant Enthusiast's Dilemma

Problems:

- fear of failure
- hard to get started
- lost connections with plants and people



Solution:

Make the experience

- personalized
- empowering
- fun
- foster human bonds

Persona: Collette

Likes:

- finding balance in her busy life
- pursuing dreams that others might think are risky
- being the best version of herself
- seeing the results of nurturing her son, her friendships, her career, her plants

Dislikes:

- neglecting things
- feeling run down
- little failures, like letting plants die, or groceries go bad
- losing connection with her son
- not showing her best face to the world

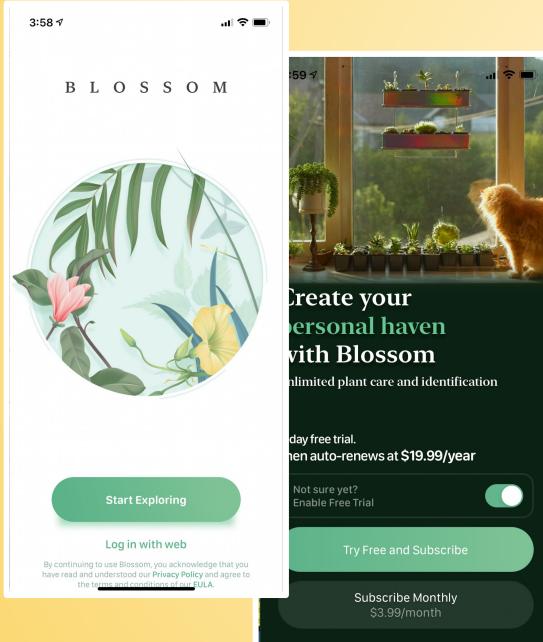
Collette, 50, entrepreneur
Austin, TX



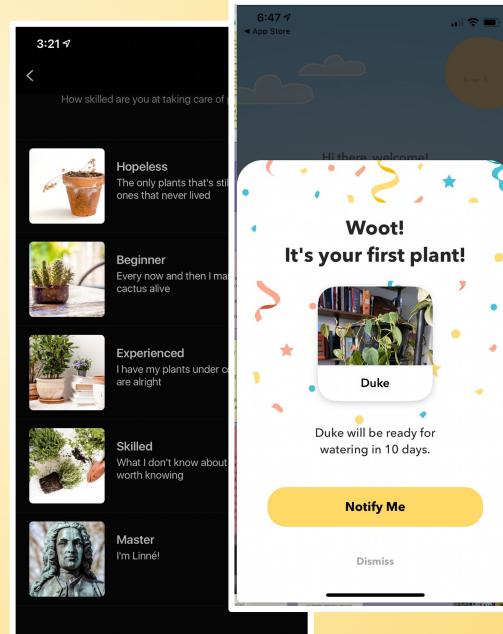
Collette is an independent business woman and divorced mother of one who lives in Austin, TX. She has recently opened a new restaurant, the product of many years of hard work and passion. In juggling motherhood, her divorce, and the excitement of her new business, she lost her motivation for maintaining the indoor collection of plants that she once took much pride in. As she reclaims the many pieces of her life, she also wants to rekindle hobbies that once brought her joy.

Competitors: Plant ID and Care Apps

Blossom



Greg: Plant Care Assistant



User research: pain points

1

Care

Despite their best efforts, users struggled to manage the care of exceptionally needy houseplants.

2

Anxiety

Uncertainty about their own ability to keep a plant alive prevented users from pursuing their plant-spirations.

3

Envy

No shortage of inspiring arrangements, but a lack of confidence to take the necessary actions.

4

Cost

Users resented the time and money spent on plants that failed to thrive.

User research: Goals

1

Learn

Acquire the information and skills to level-up their green-thumbs.

2

Connection

Share their knowledge with others and experience the joy of plants with others.

3

Symbiosis

Eliminate the agony and restore a positive balance to the plant/owner relationship.

4

Inspiration

Gain the confidence to emulate their inspirations.

"How Might We...?" Question Template

Complete the template by building from your user persona, empathy map, and user insight statements.

Problem or pain point you're trying to solve:
"There is too much plastic waste"

Impact Statement:
To reduce the number of plastic water bottles on campus.

Rephrase the impact statement as a "How Might We...?" question:

PLINDER
Match w/
Plants

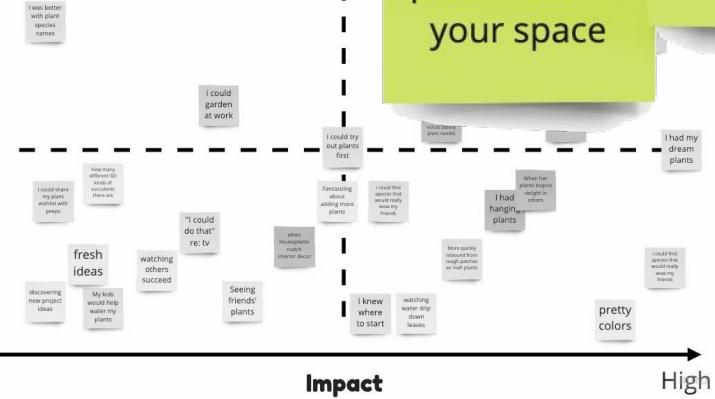
Write a post



See how this
plant looks in
your space

Light finder & plant doctor

Complexity



Ideation Phase

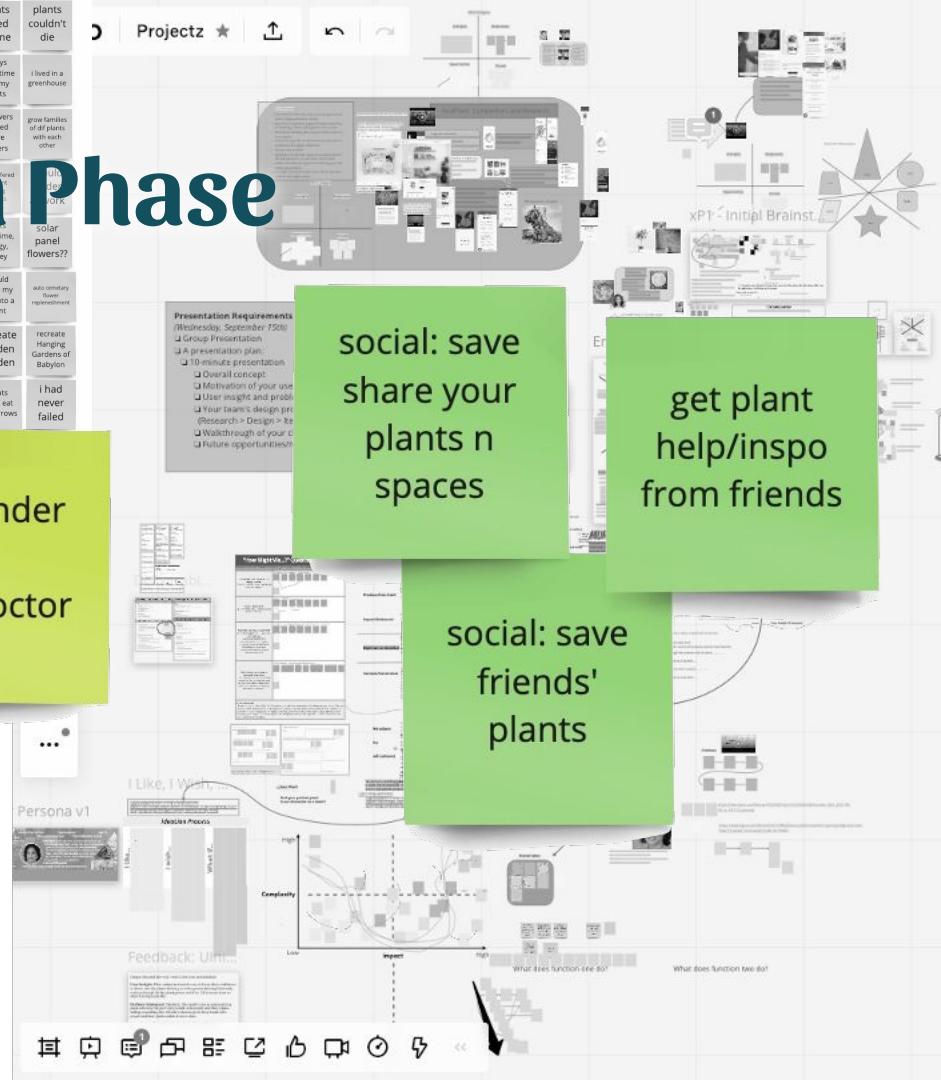
See how this
plant looks in
your space

Light finder & plant doctor

social: save
share your
plants n
spaces

get plant
help/inspo
from friends

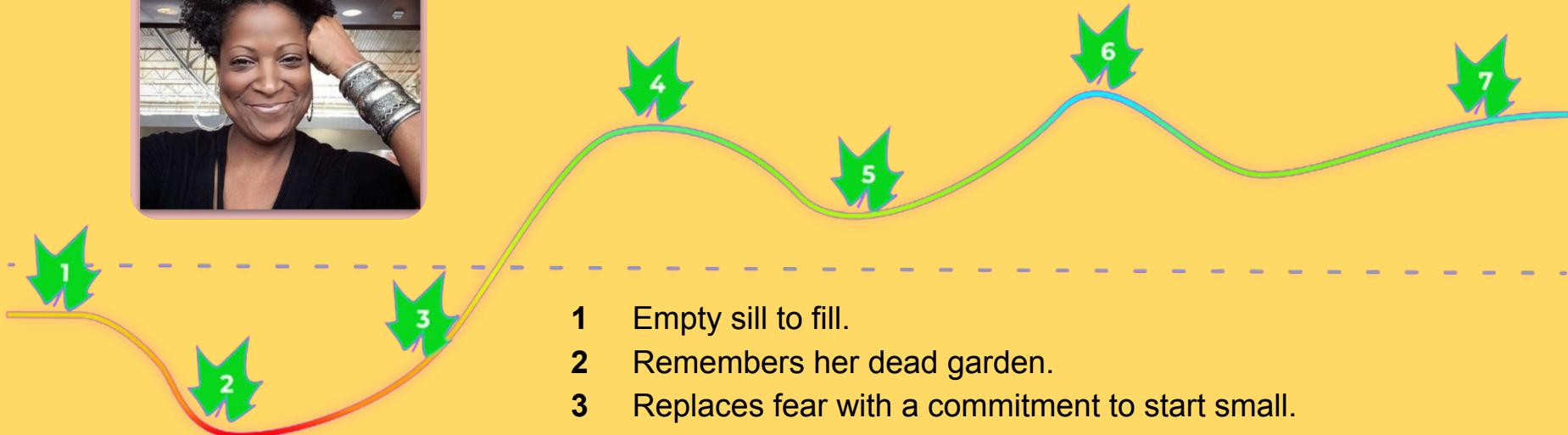
social: save
friends'
plants



Storyboard



Collette's Journey

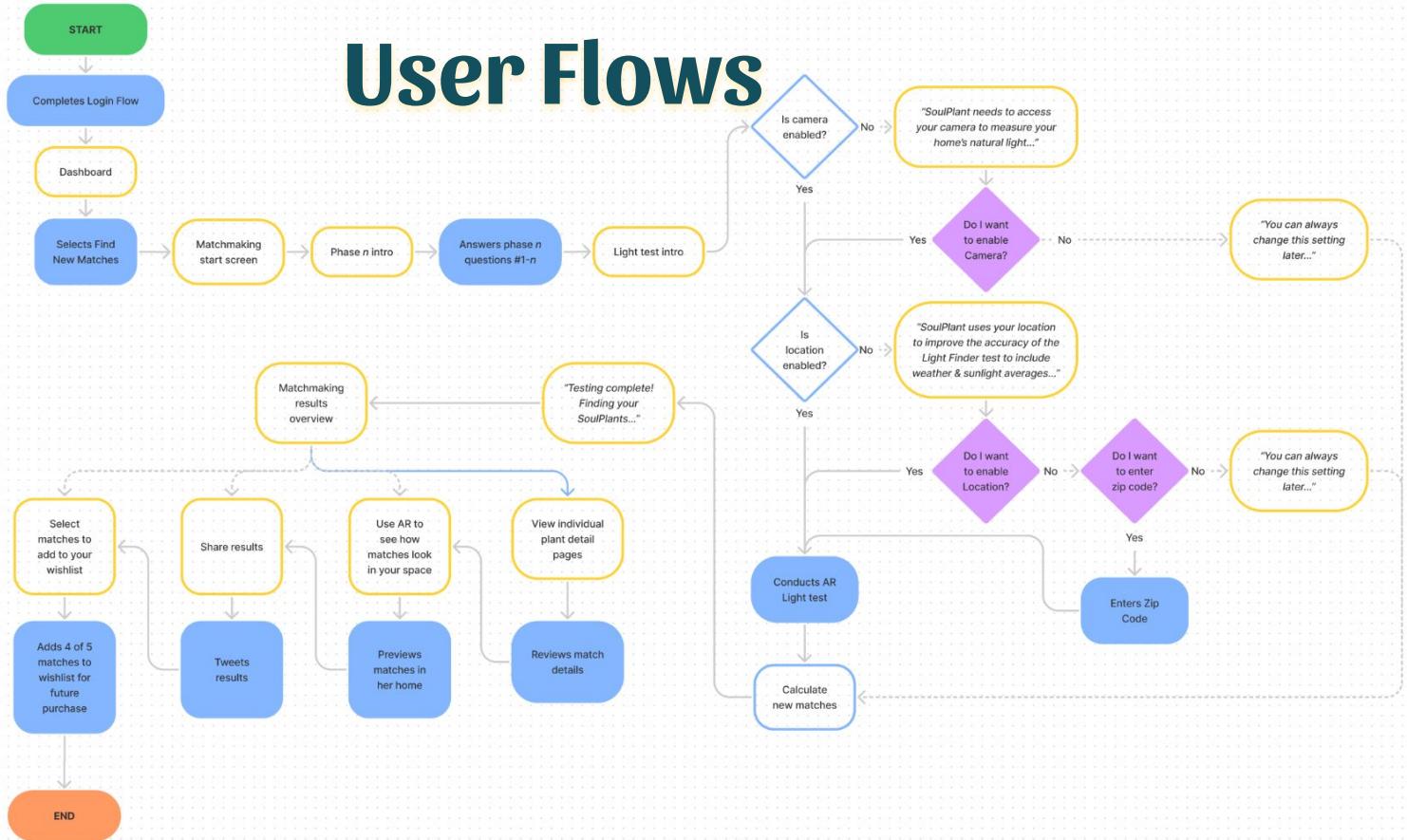
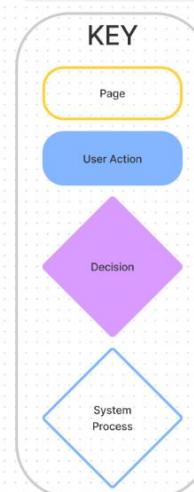


- 1 Empty sill to fill.
- 2 Remembers her dead garden.
- 3 Replaces fear with a commitment to start small.
- 4 Uses **Soul Plant** to find a match that is more...her.
- 5 **Soul Plant's** AR preview lets her gauge her space.
- 6 Shares her dreamscapes with her family.
- 7 Collette thrives in her relationships once again.

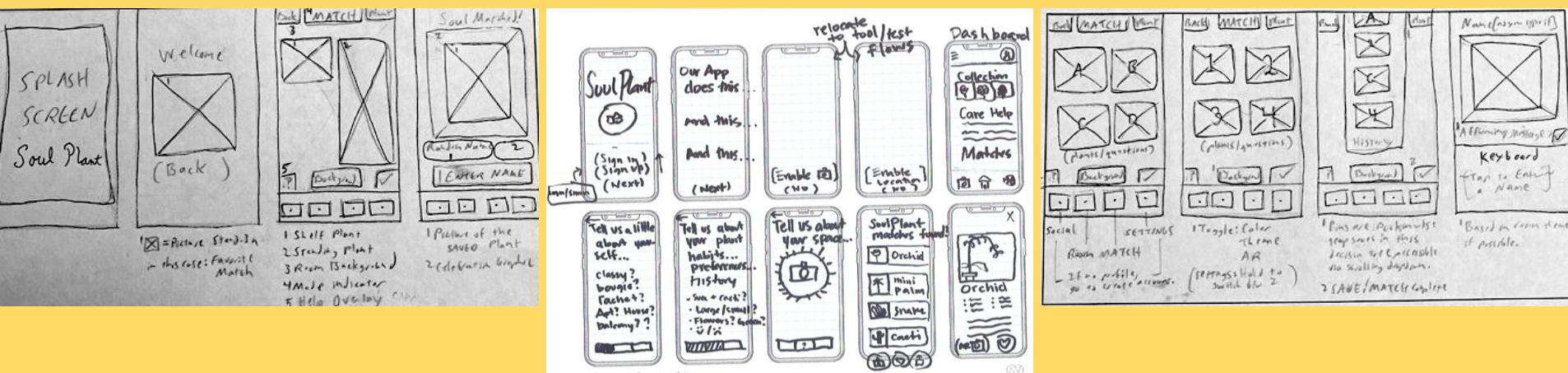
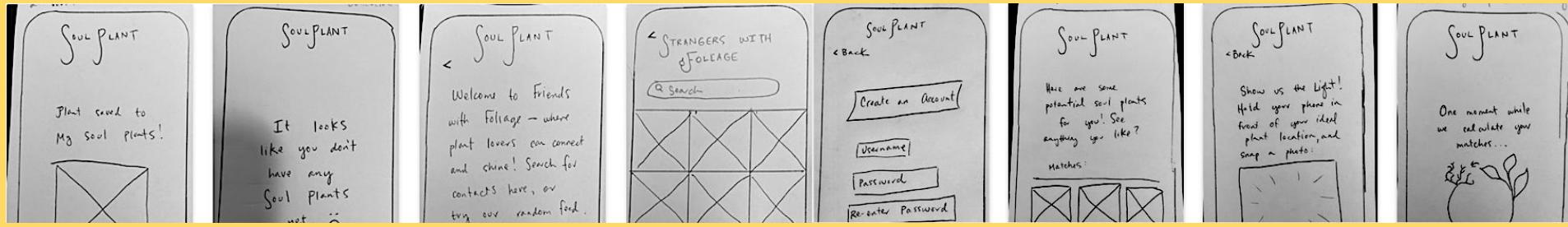
Match Flow

User Goal: Use SoulPlant (for the first time) to discover the ideal houseplant for her new home

User Scenario: Collette has had tumultuous relationships with houseplants in the past. She hopes to find new plants that can provide the same benefits but are better suited to her lifestyle, living space, and skillset.

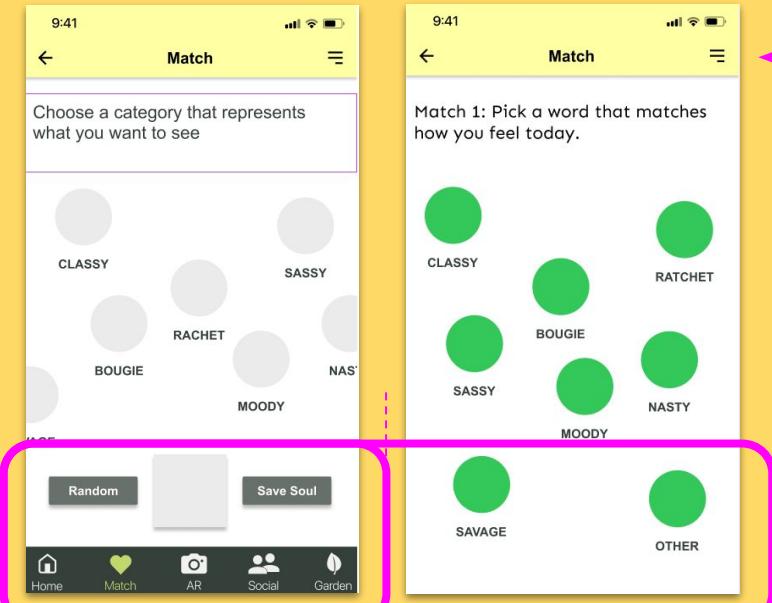


Paper Prototypes

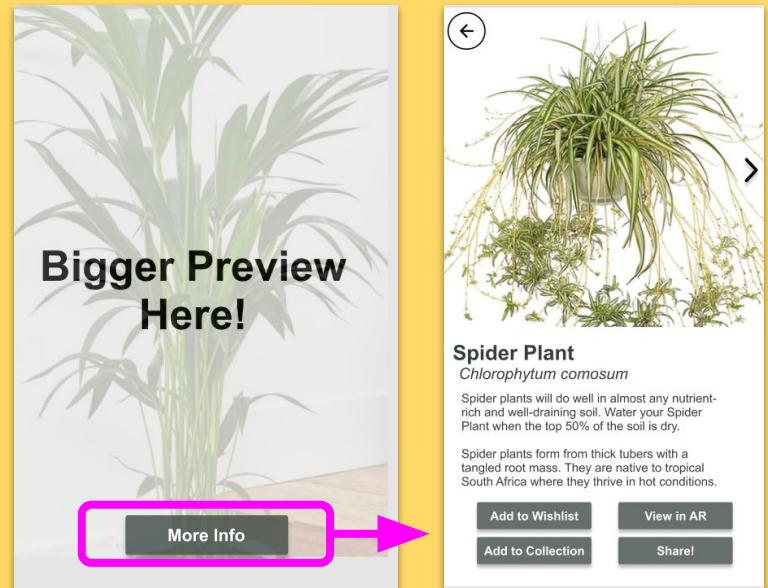


Testing

Match on Feel



Plant Close-Up



Proto-Hype

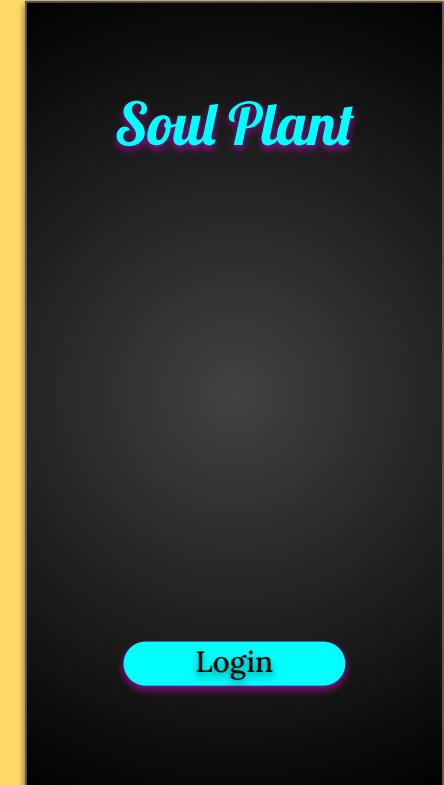
The image displays a series of five screens from a mobile application, arranged horizontally against a yellow background. A green arrow points from left to right across the middle of the screens.

- Sketch:** A hand-drawn sketch of a plant with the text "SOUL PLANT" at the top, "Find a SOULPLANT" in the center, and "See My SOUL PLANTS" at the bottom.
- Match Screen:** A mobile interface titled "Match" with the instruction "Choose the plant most similar to what you want to see". It shows four cards labeled A, B, C, and D. Below the cards is a navigation bar with icons for Home, Match, AR, Social, and Garden.
- Soul Plant Landing:** A landing page featuring large green monstera leaves. The text "Soul Plant" is prominently displayed in white. At the bottom is a black button labeled "Log In / Sign Up".
- Mid-Fidelity Prototype:** A complex wireframe or mockup of a social media feed. It shows numerous posts with placeholder text like "Mid-Fidelity Prototype", "Sig... IPh...", and "On... On...". A large green arrow points from the Match screen to this one.
- Activity Feed:** A social media feed showing posts from "Barack Obama" and "Donatella Versace". Barack Obama's post includes a caption about Michelle's husband. The feed includes standard social media metrics like likes and shares, and a "SHARE" button.

Now What?



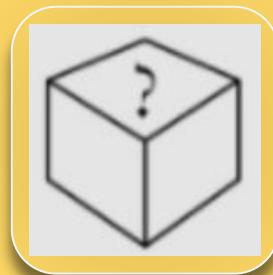
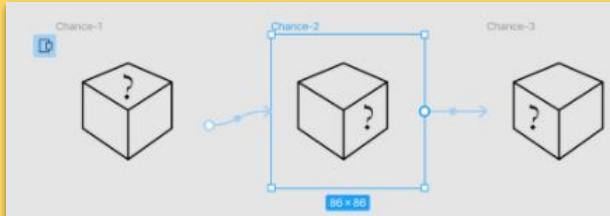
- Improve Match process
- Emphasize education resources
- Facilitate plant purchases
- Improve AR tools
- Stronger Theme: Soul
- Own Photographs



Growth



- Balancing Energy: Solo vs. Group
- Stream of consciousness is messy. Don't waste time polishing drafts and improve on the next iteration.
- Magic Minutiae: Touch Up vs. Tap vs. Both





Thank You!

Geoffrey Kuhns

Product Manager: Planned around absenteeism and called audibles on Trello board.
Interaction Designer: Figma practitioner—links, no dead ends, details, animations.