



THRIVE

Plant Care App

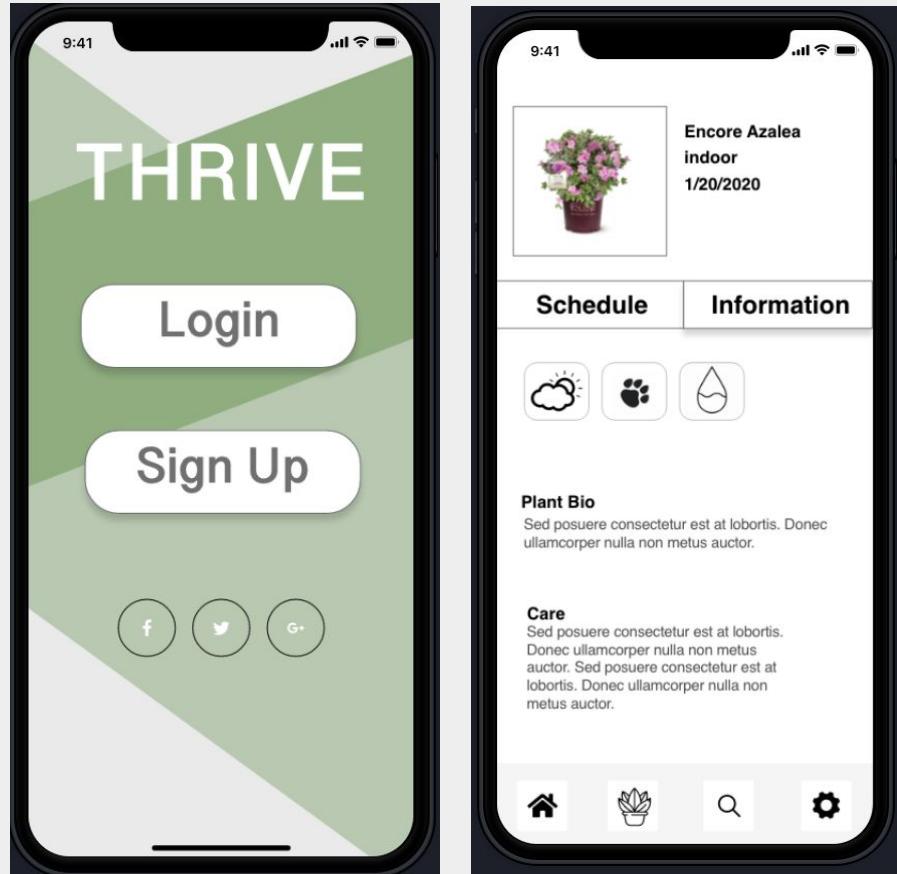
Project Overview

The problem: We observed that users are currently looking for assistance caring for their plants

The solution: We created an application that will track and notify users when plant care is needed.

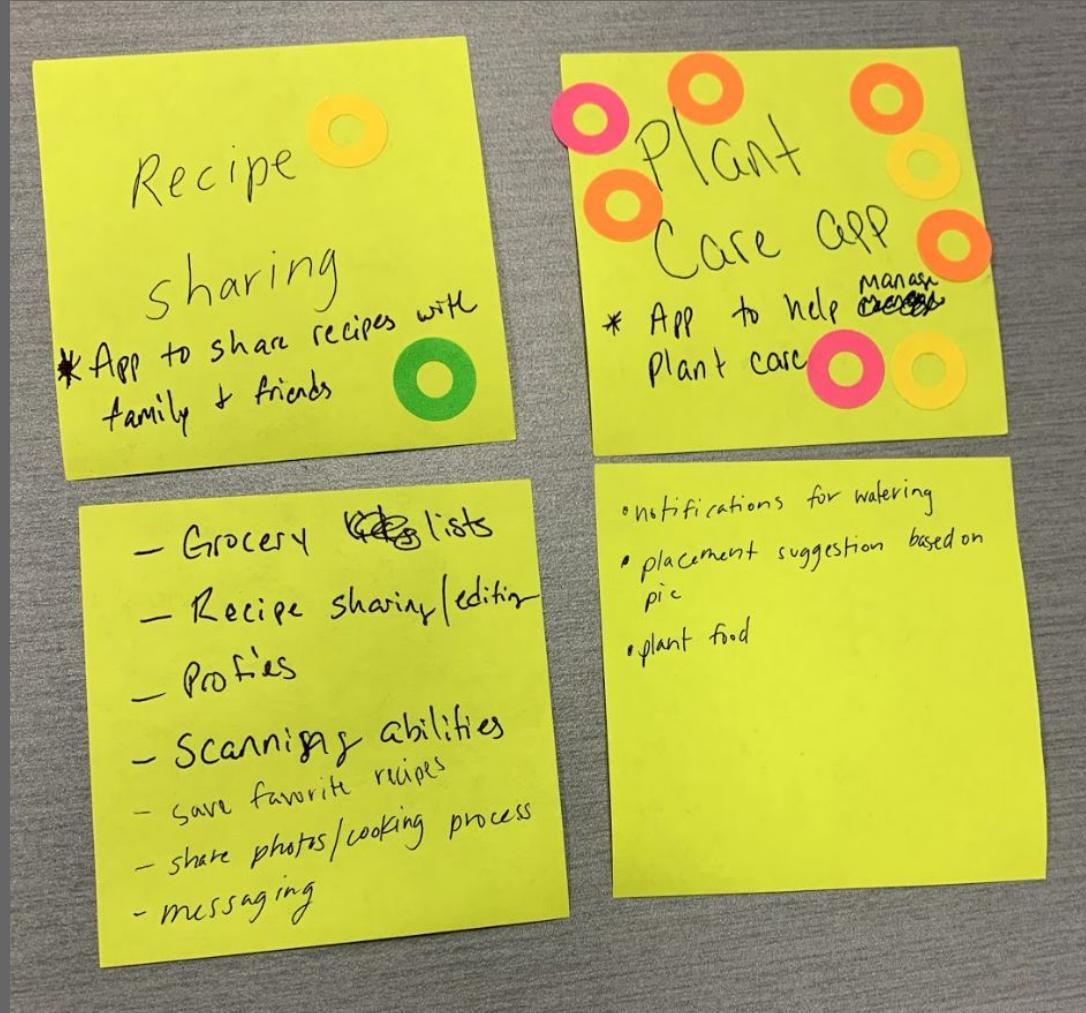
Tools: Trello, Miro, Flowmapp, Adobe XD, Invision

Members: Charlie Malueg, Chase Hart, Katherine Arias



Brainstorming

- Originally we had decided to make a recipe sharing application.
- After receiving input from our peers and instructors we decided to make a plant care application.



User Research

Research Plan

Background:

Plant care can be a sensitive and time consuming responsibility. Users need a digital platform to easily remind and prompt them on the right care for their plants. Our goal is to discover specific pain-points that users experience during plant care. After that we plan to determine what opportunities we can use to support users.

[Link to User Research Plan](#)



Proto Persona

Name: Nick

Age: 27



Behavioral Demographics

- Forgetful
- Busy lifestyle
- Has a cat
- Uses smartphone often
- aims to be responsible

Goals and Needs

- Keep track of when plants were watered
- Decorate home
- Keep plants alive

Pain Points/ Potential Solutions

- Plants keep dying
- cant keep track of plant care
- Finding location for plants at home
- Task Reminder

Interview Transcripts

I have plenty of space, I think the obstacle is the more plants you have, the more responsibility.

Ben, 33

Sometimes plants need too much attention and I don't have enough time.

Lana, 23

[Interview Transcripts Links](#)



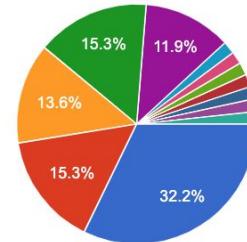
Survey Data Results

Survey Summary:

- 63 responses
- Average age: 25-34
- 82.5% take care of a plant at home or work

What is the most difficult part of caring for plants?

59 responses

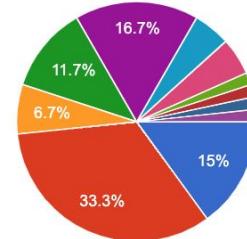


- Watering
- Nutrients
- Sunlight
- Atmosphere (humidity or temperature)
- Location to keep plants
- Remembering to take care of them lol
- Pets bothering them
- General maintenance like re-potting, f...

▲ 1/2 ▼

Have you lost a plant you had been caring for? If so, what was the cause?

60 responses



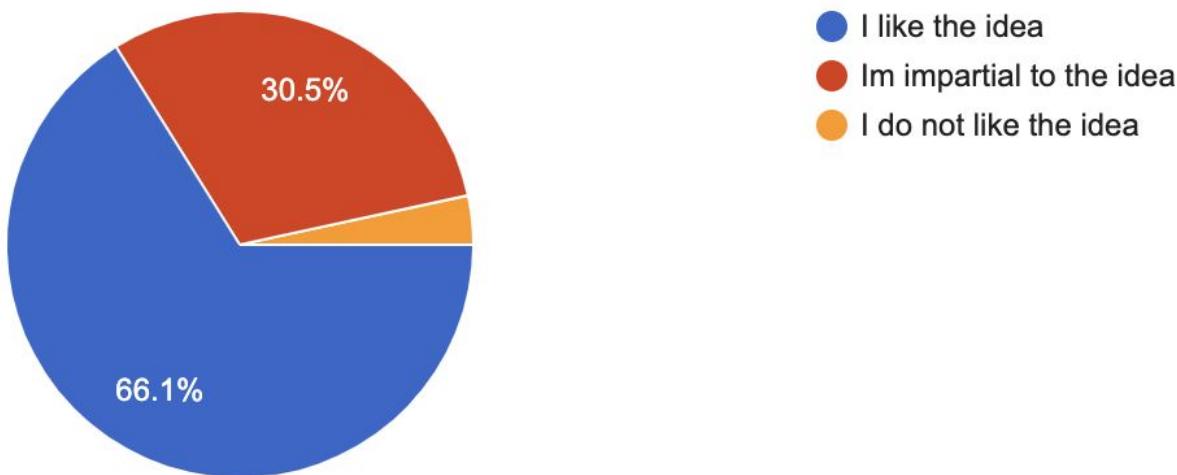
- I have not lost any plants
- Watering
- Nutrients
- Sunlight
- Atmosphere (humidity or temperature)
- Location to keep plants
- All of the above
- Pets eating them or destroying them

▲ 1/2 ▼

Survey Data Results

How do you feel about being prompted when your plants need care?

59 responses



Affinity Diagram

[Affinity Diagram Link](#)

| Interview 1 | Interview 2 | Interview 3 | Interview 4 | Interview 5 | Interview 6 |
|--|--|---|--|---|---|
| has around 40 plants at home | single | Uses online calendar | Has a lot of household plants | Uses reminder app | Has lots of plants |
| uses calander app and reminders | uses facebook groups and internet to find plant info | Wants more plants | Uses Google to search for info | Wants more plants, but too much responsibility | Looks up info after plants are dead |
| would like more plants | likes gardening and taking care of plants | Uses forums and groups to find info | Takes care of plants based on how plant looks | Uses Google to search for info | Struggles with caring for plants |
| does not forget to care for plants | has dedicated plants care time | Has to remember to care for plants | Sometimes can forget to water plants | Usually waters plants once a week | Waters all plants at same time |
| hardest part is keeping them alive and traveling somewhere | easiest part is watering | Watering is easiest part of care | Nutrition is the hardest aspect. Hard to know how much to give | Forges to water plants when life is busy | Can water plants too much and kills them |
| Rarely loses plants | has lost plants at home | Lost plants before, but doesn't always know why | Would love a mobile app that can keep track of all plants | Finding good sunlight is the easiest care | Watering and fertilizer is the hardest part |
| does not use an app for plant care currently | would like to be prompted | Wants to be notified of when to care, but wants it to be automatic. Not complicated | Would like to make friends with similar interests in plants | Lost plants, usually because of overwatering | Could have prevented plant loss if had known how much water to give |
| | | | | Would love to be reminded of when plants need care. | Would like to be told how much to water each plant |
| | | | | Thinks most people are pretty native on plant care | |
| | | | | | |

| Uses reminders | | Finds it hard to take care of plants | | | | Needs help remembering to care for plants | | | | What's easy with plants | | |
|------------------------------|---|---|--|--|--|--|---|--|--|--|---|--|
| Uses an electronic calendar | Uses reminder app | Wants more plants, but too much responsibility | Finds taking care of plants hard | Forgets to water plants when life is busy | Has to remember to care for plants | Sometimes can forget to water plants | Forgets to water plants when life is busy | Thinks remembering to water plants is hard | Watering is easiest part of care | Finding good sunlight is the easiest care | Thinks finding the right location is easy | |
| Uses reminders on phone | Uses online calendar | Struggles with caring for plants | Thinks it's too hard to take care of more plants | Sometimes can forget to water plants | Needs to remember to water and have enough sunlight the most | Periodically remembers to take care of them or asks | Wants to be notified of when to care, but wants it to be automatic. Not complicated | wants to be reminded to care for plants | sunlight is easiest part about taking care of plants | easiest part is watering | watering is easiest when remembering to do so | |
| Uses the calendar app | Uses calander app and reminders | Thinks most people are pretty naieve on plant care | forgets to water plants | outdoor plants are hard to take care of because of weather | Would love to be reminded of when plants need care. | Cares for plants by trying to remember | would like to be prompted to water plants | would like to be prompted | | | | |
| Calendar app but not often | | knowing how to take care of certain plants would be helpful | | | knowing the weather and when to bring in plant would help | | | | | | | |
| Likes plants | | Wants more plants | | | | Searches for plant care help | | | | What's hard with plants | | |
| Likes to have plants | Has a lot of household plants | Wants more plants, but too much responsibility | would like more plants | | Uses Google to search for info | Uses forums and groups to find info | Uses Google to search for info | | Nutrition is the hardest aspect. Hard to know how much to give | Watering and fertilizer is the hardest part | Thinks remembering to water plants is hard | |
| Has lots of plants | has 4-5 plants at home | Wants more plants | would like more plants | | Uses google to find plant info | uses facebook groups and internet to find plant info | shop care cards | | Watering plants is the hardest part | hardest part is keeping them alive and traveling somewhere | has to be careful with plants around cat | |
| has around 40 plants at home | likes gardening and taking care of plants | | | | google | | | | | | | |

User Persona

Nick Jones



"There's something
to improve on
everyday"

Friendly · Ambitious · Focused

Age: 28

Occupation: Banker

Family: Single

Location: Orlando, FL

Goals · Interest

- Wants more plants
- Wants a way to manage all plants and take care of each of their needs.
- Enjoys the outdoors
- Likes animals, currently has a dog

Pain Points · Concerns

- Needs help remembering to care for plants
- Struggles with when and how much water to give to plants
- Tired of wasting money on plants for them to die
- Keeping the right atmosphere and nutrients for plants is hard

Brands



Bio

Nick is 28 and currently lives in Orlando, FL. He likes watching plants grow but finds taking care of them to be difficult. Nick currently uses the calendar app on his phone to help him remember day to day responsibilities. He determines the care they need on how they look when he checks on them. Nick is interested in nature and likes to take his dog on hikes when he gets the chance.

Scenario

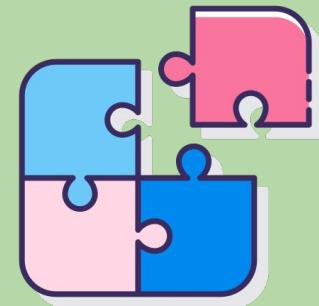
I recently decided to add to my plant collection to make my home more welcoming. I need help remembering which plants I need to water, or give extra attention to. I want to add more variety to my plant collection, but need help knowing details exclusive to each plant.

Definition and Ideation

User Insight

A plant owner who wants more plants, but struggles maintaining their current plants, wants a way to easily be reminded about their plant maintenance.

During our interviews and through our survey we discovered that users would like to be prompted to care for their plants.



Problem Statement

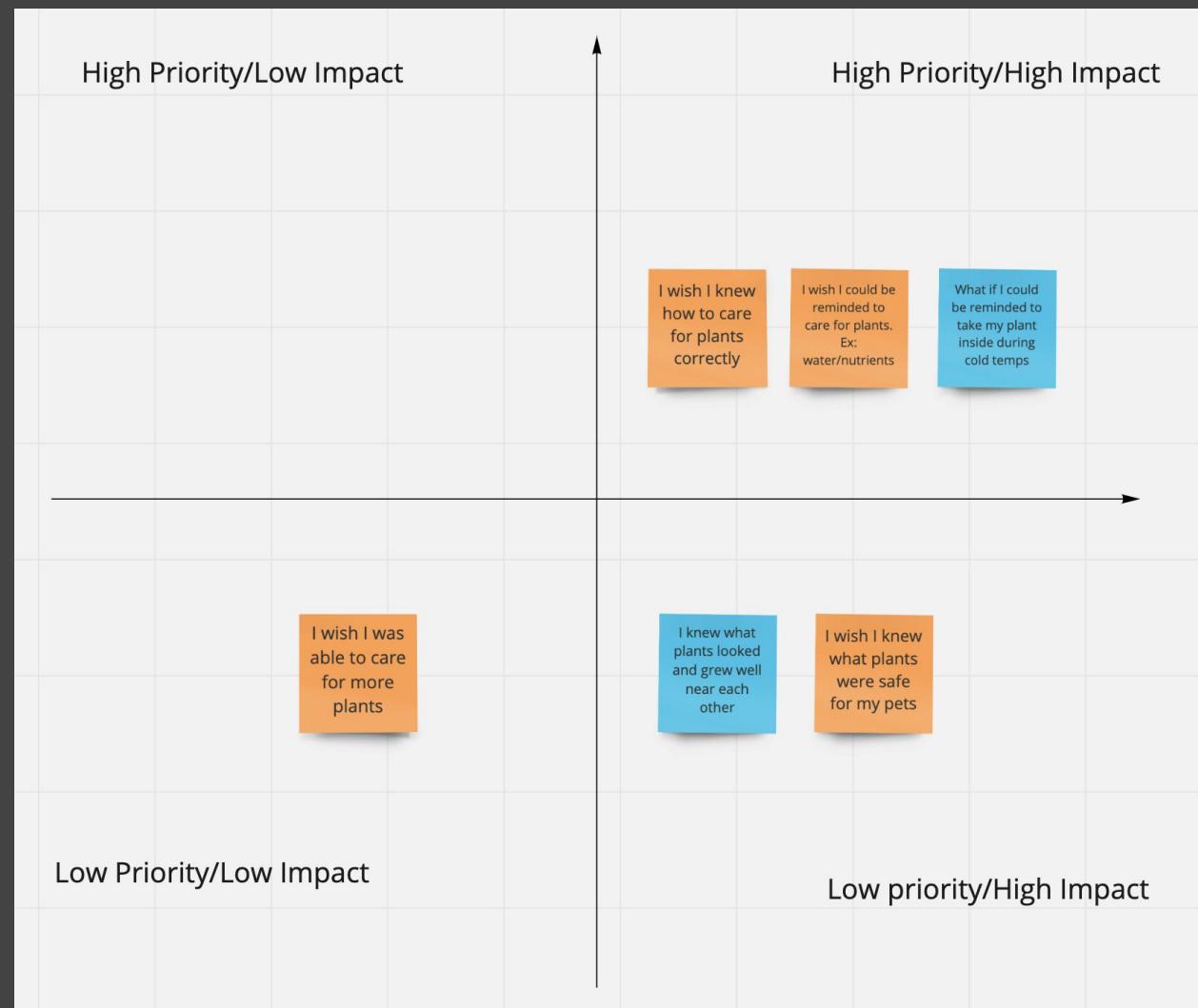
Users are having a problem maintaining their plants due to forgetfulness and lack of education on how to take care of their plants.



Ideation



Feature Prioritization



Competitive Analysis

| Direct Competitors | Feature Analysis | Competitive Advantage | Customer Reviews | General Notes |
|--|--|--|--|--|
|  | <ul style="list-style-type: none"> - PLANT GROUPING (INDOOR, OUTDOOR, OR BOTH) - USER CHOOSES SKILL LEVEL OF GARDENING - USER CHOOSES COMMITMENT LEVEL - NOTIFICATIONS - USER IS PROMPTED TO ASK QUESTIONS ON ENVIRONMENT - IN DEPTH ANALYSIS OF EACH PLANT - MAKES RECOMMENDATIONS ON TYPES OF PLANTS TO USE BASED ON USERS ENVIRONMENTAL INFORMATION. - VERY CLEAN DESIGN. | <ul style="list-style-type: none"> - Already established plant care app on App store - Has a lot of information that we might not have at first - more in depth features - The app is visually appealing | <p>-4.7 STARS OUT OF 2.8K REVIEWS</p> <p>-MOST CUSTOMERS ARE VERY HAPPY WITH WHAT PLANTA OFFERS.</p> <p>-MORE CRITICAL USERS ARE LOOKING FOR A MORE MINIMAL FUNCTIONALITY</p> <p>-USERS ARE SAYING THAT THE FUNCTIONALITY DOESN'T ALWAYS WORK THE BEST</p> <p>-USERS ARE NOT ALWAYS ABLE TO FIND THEIR SPECIFIC PLANT</p> <p>-USERS COMPLAIN THAT THE APP'S SUGGESTIONS WERE NOT ACCURATE</p> <p>-ALL OF THE GOOD FEATURES REQUIRE A SUBSCRIPTION</p> | Planta was created a year ago (estimated based off of software updates). Planta is only available for iOS. |
|  | <ul style="list-style-type: none"> - UPLOAD PHOTOS OF YOUR PLANTS - CREATE A PLANT PROFILE WITH NAME, DATE ADDED AND PICTURE - TRACK GROWTH - SET REMINDERS TO CARE FOR YOUR PLANTS - GET NOTIFICATIONS WHEN YOU NEED TO WATER YOUR PLANTS | <ul style="list-style-type: none"> - Already established app - Customer service on review feedback seems good - The app is visually appealing | <p>4.4 STARS/ 25 REVIEWS ONLY</p> <p>"SIMPLE AND EASY TO USE"</p> <p>"I WOULD LIKE TO SEE A FERTILIZER REMINDER AND A NOTES SECTION FOR EACH PLANT IN THE NEAR FUTURE"</p> <p>"I LOVE THIS APPS SIMPLICITY AND ARTWORK"</p> | Released 11/22/2019 1k+ downloads Developers respond to every review |
| Indirect Competitors | | | | |
|  | <ul style="list-style-type: none"> - CAN SET REPEAT EVENTS, DAY, WEEK, 2 WEEK, MONTH, AND YEAR - CAN SET DIFFERENT ALERT TONES - YOU CAN ADD NOTES TO CALENDAR EVENTS | <ul style="list-style-type: none"> - Usually already comes installed in a phone or tablet - Can be used for more things than just plants - Users already use this on a day to day basis (based on user research) | | |
|  | <ul style="list-style-type: none"> - CAN BUY PLANTS - CAN SEARCH PLANT CARE INFO - CAN ATTEND WORKSHOPS (LOCATION BASED) | <ul style="list-style-type: none"> - Pretty - Has a lot of information on different types of plants - Has DIY and design options - "basic survival skills" feature for plants - Preventative care by seasons listed - Social media presence (646k followers on ig) | | |

Storyboard

1.



Nick has just gotten home from a long day of work.

2.



Nick notices his plants in the windowsill. He is disappointed because all of them are small and drooping. He doesn't know what else to do to make them grow.

3



Nick is over at a friend's house when he notices her house plants. All of her plants look very healthy and vibrant.

4.



Nick decides to ask his friend what her secret to plant care is. She explains that she has been using a plant care app called Thrive to help manage her plant's maintenance.

5.



Nick decides to give the app a try and adds his plants to his profile. There he is able to set up notifications, alerts and read up on his plant's unique characteristics.

6.



3 months later, Nick's plants are thriving! Nick is so happy with his plants that he decides to get more for his place.

Journey Map



1 UX Scenario

Nick works a lot. As a hobby he likes buying plants and trying to care for them, but he sometimes forgets and they die. One day at a friends house he notices she not only has more plants than him, but they are all doing very well.

Goals

Nick would like to be able to buy more plants for his home, and keep them all alive and well while dealing with his busy schedule.

2 The Experience

The experience is divided into four phases: Realization, Learning, Taking Action, and Goal.

- Realization:**
 - 1 Nick gets home from work
 - 2 Notices his plants are looking pretty sad
- Learning:**
 - 3 Nick goes over to his friends home and sees her vibrant plant collection
 - 4 Asks her how she keeps her plants alive
 - 5 She tells him she uses "app"
- Taking Action:**
 - 6 Nick decides to download the app
 - 7 He starts to get notified when his plants need to be watered
- Goal:**
 - 8 3 months later Nicks plants are in great condition
 - 9 He is now able to buy and take care of more plants!

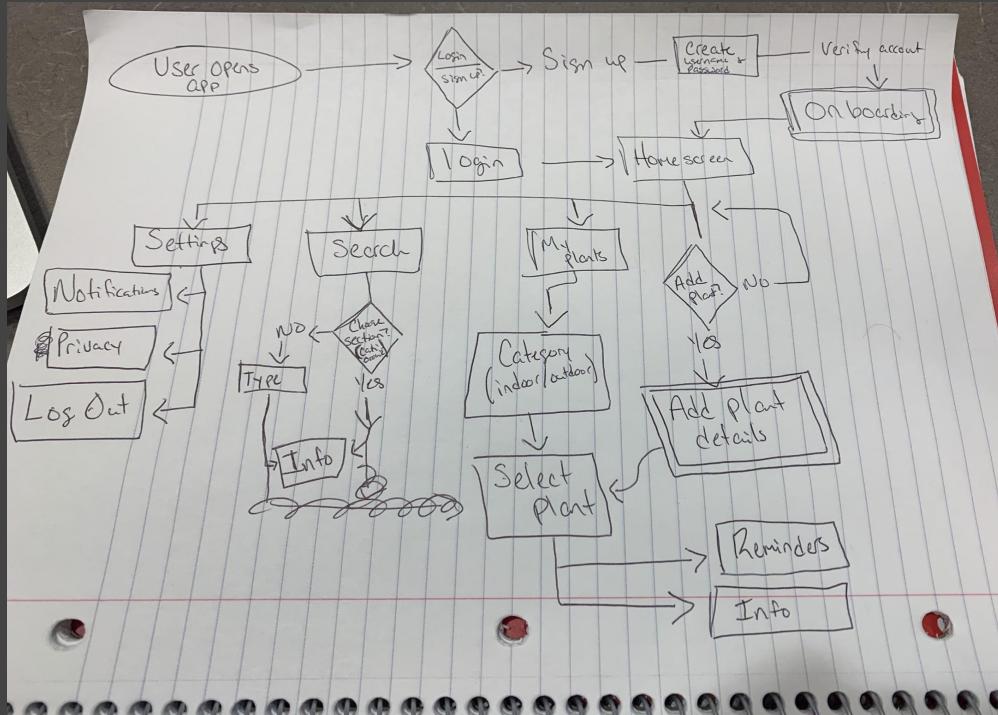
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graph LR; 1((1)) --> 2((2)); 2 --> 3((3)); 3 --> 4((4)); 4 --> 5((5)); 5 --> 6((6)); 6 --> 7((7)); 7 --> 8((8)); 8 --> 9((9));
```

3 The Opportunities

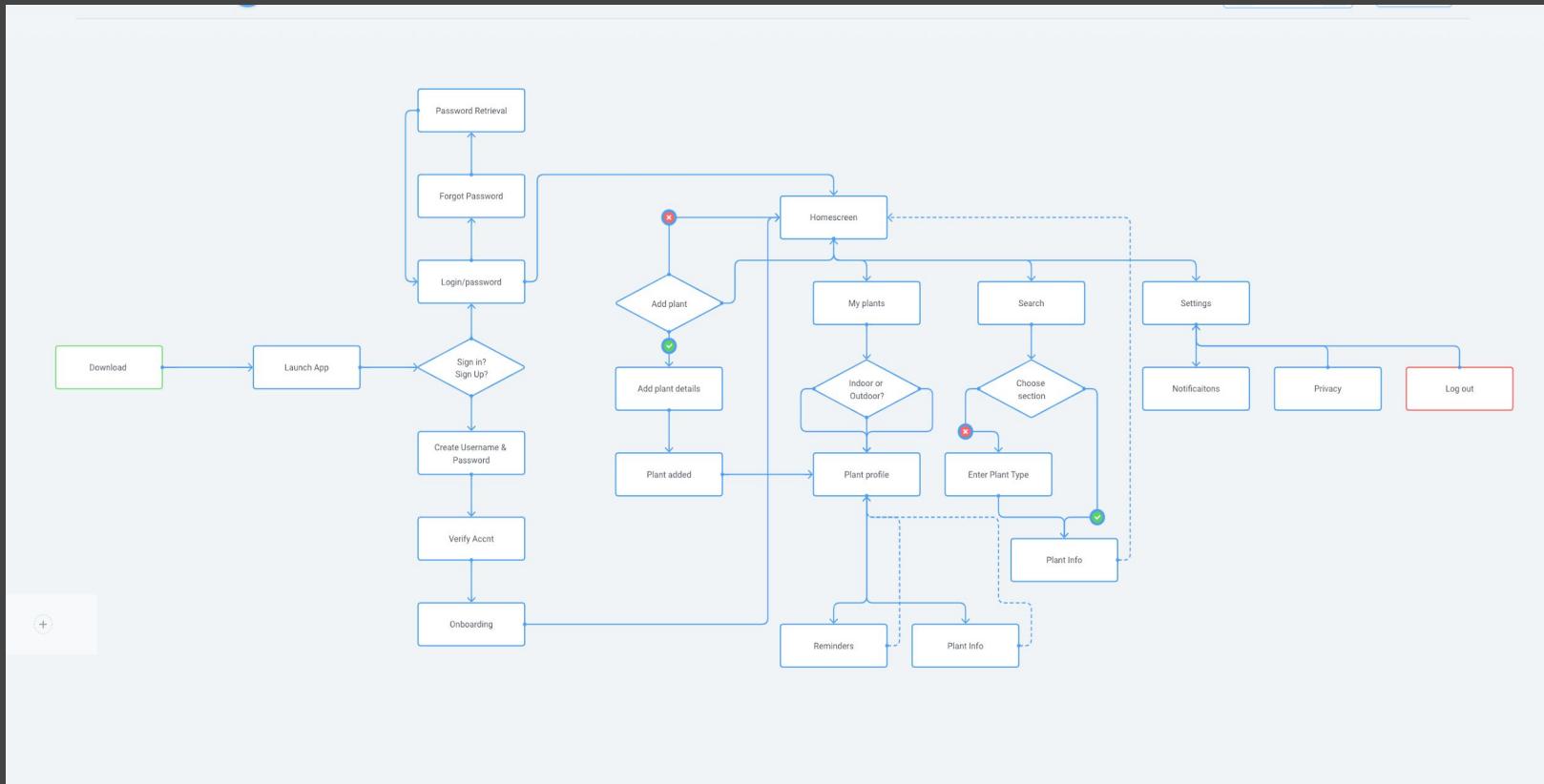
- Users can be prompted when to water and care for plants to avoid them dying.
- (Empty box)
- Users can add their different plants and find information on care.
- Users are notified when temperatures drop or rise and when to care, allowing them to care for more plants successfully.

Prototyping

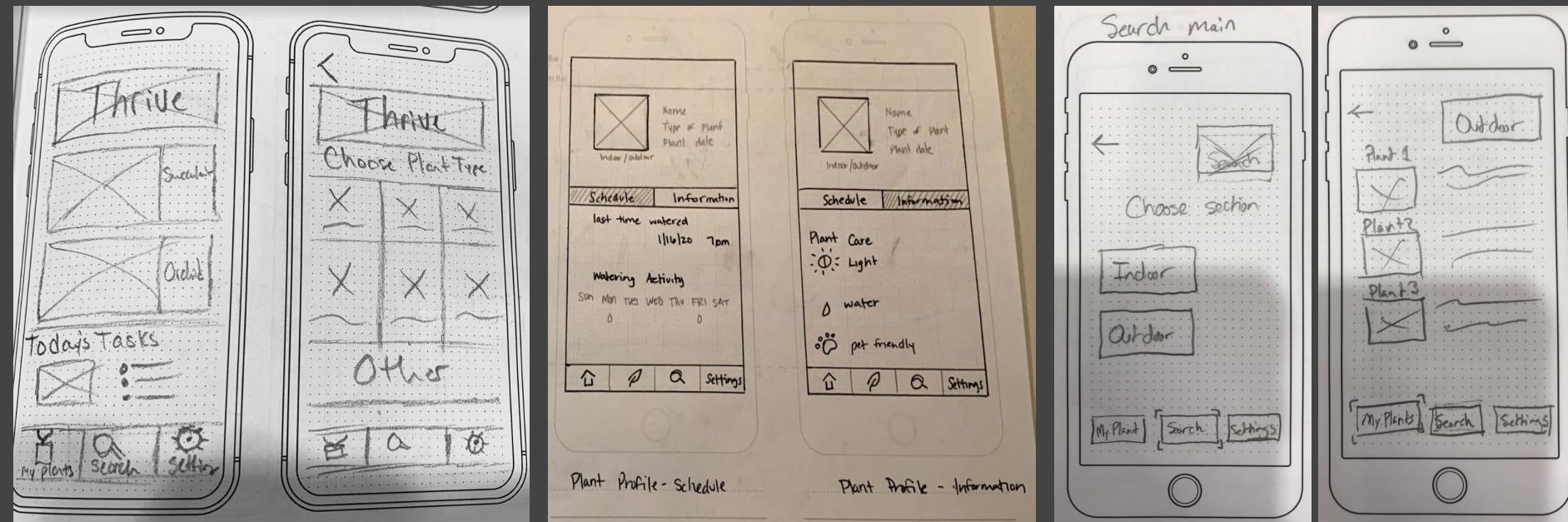
User Flow Diagram Draft



User Flow Diagram Revised



Paper Prototype



Homescreen/Add Plant

Plant Profile

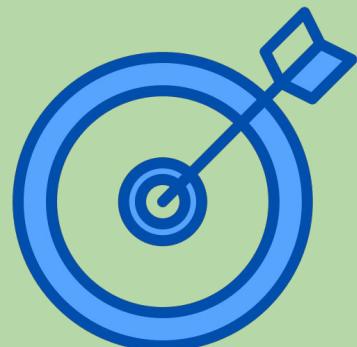
Searching

Usability Testing

Usability Testing Plan

Goals & Objectives

Test if users can create a Thrive account, manage their plants and look up plant care information.



Usability Testing Plan

Task 1: Create an account

| | |
|--------------------------|---|
| Goal/Output: | Sign Up |
| Assumptions: | |
| Steps: | <ol style="list-style-type: none">1. Open App2. Press Sign up in log in/ sign up screen3. Fill out sections4. Create account5. Swipe through onboarding |
| Success Criteria: | User creates account |
| Notes: | |

Task 2:

| | |
|--------------------------|---|
| Goal/Output: | Add a plant |
| Assumptions: | User has a plant already |
| Steps: | <ol style="list-style-type: none">1. On the home screen2. Press add plant3. Fill out what type of plant and continue4. Choose Indoor or outdoor plant5. Pick date of plant acquired and continue6. Save and continue |
| Success Criteria: | User successfully adds a plant |
| Notes: | |



Usability Testing Plan

Task 3: Find Plant Information

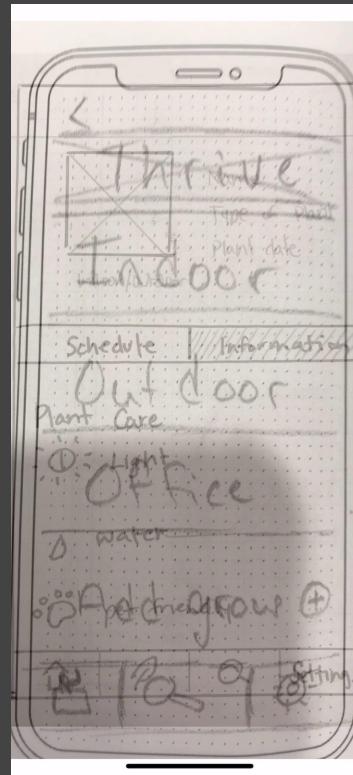
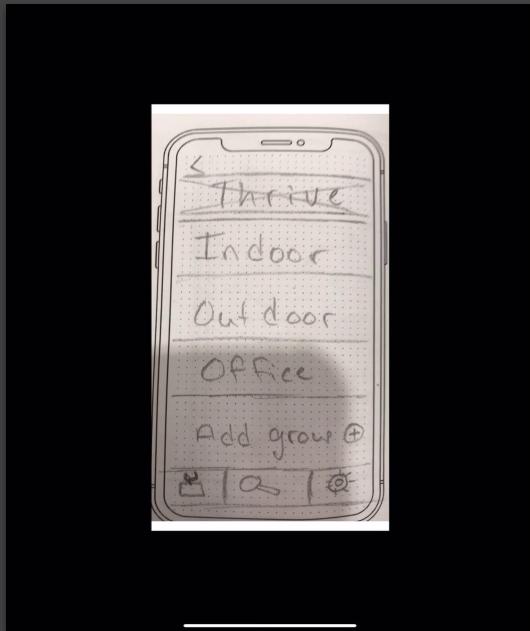
| | |
|--------------------------|--|
| Goal/Output: | Look up plant information |
| Assumptions: | User has an account |
| Steps: | <ol style="list-style-type: none">1. Click on the search tab2. Click on category3. Find results page4. Click on a plant5. Find information on that plant |
| Success Criteria: | User finds information on a specific plant |
| Notes: | |

Task 4: Check on existing plants

| | |
|--------------------------|---|
| Goal/Output: | User checks on existing plant |
| Assumptions: | User has added a plant to their account already |
| Steps: | <ol style="list-style-type: none">1. Click on the "My Plants" tab2. Choose where the plant is located3. Choose a plant4. Find schedule information5. Click on information tab6. User finds plant information on their existing plant |
| Success Criteria: | User can see schedule and information on their plant |
| Notes: | |



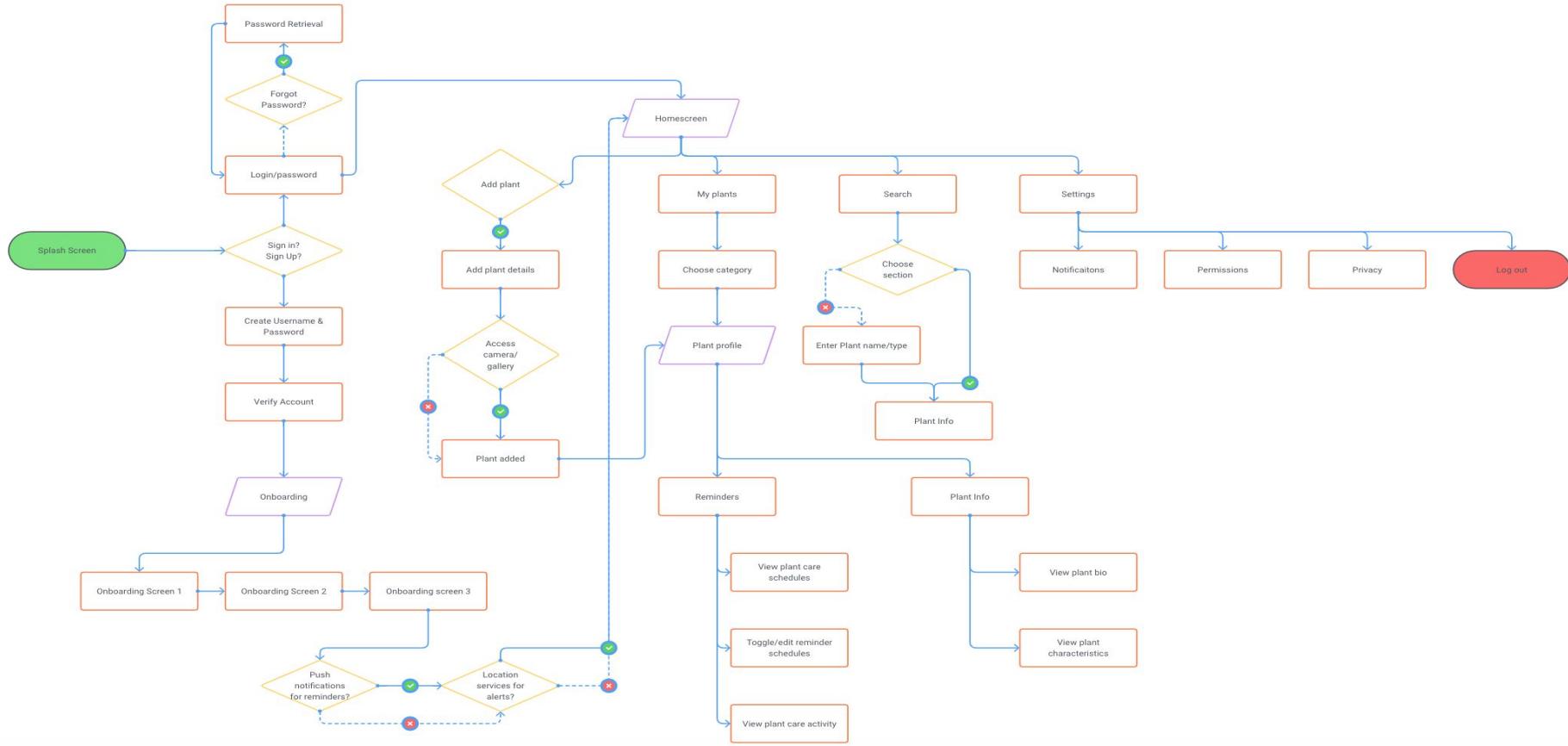
Paper Prototype Testing



Paper Prototype Testing Results

1. Sign In/ Sign Up wording on splash screen was confusing
2. Searching for an item was confusing for user because they were not sure whether to click on a category or type in a search option .
3. Issues we had were partly due to the paper prototype screens being designed different, so navigating was confusing for users.

User Flow Diagram Final



Lo-fi Prototyping

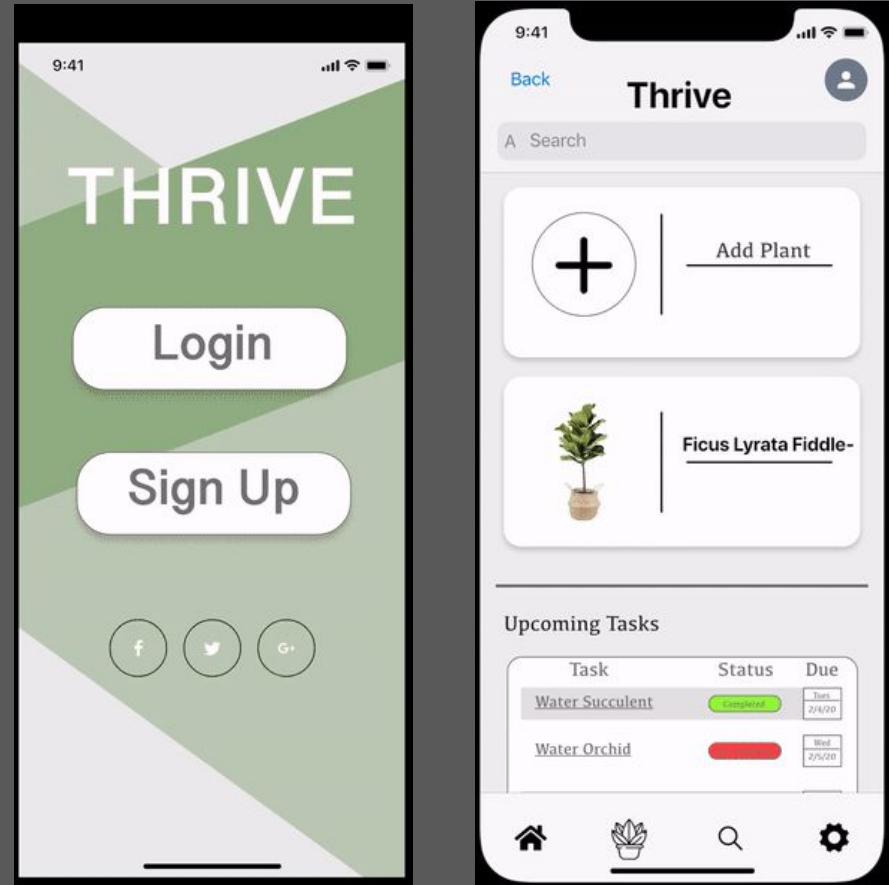
Initial user testing of lofi prototype

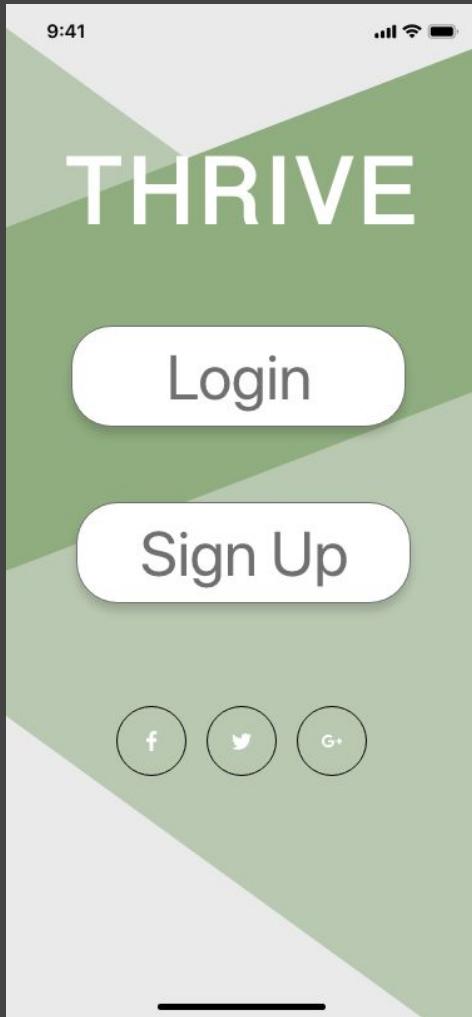
Testing Errors:

1. Titles were confusing users on what options were available.
2. Calendar was not very functional for users.

Proposed Solutions:

1. Add and clarify titles to give users more information about the section they are in.
2. Create a better calendar element for the plant care reminders.





9:41

Sign Up

THRIVE

Email

Create Password

*Minimum password length
must be 7 character with at least
one being a number

Verify Password

*Passwords must match

→

This is the sign-up screen. It displays the "THRIVE" logo at the top. Below it are fields for "Email" and "Create Password". A note specifies that the password must be at least 7 characters long, including one number. There is also a field for "Verify Password" with a note that both must match. A large green "→" button is at the bottom.

9:41

Login

THRIVE

Email

Password

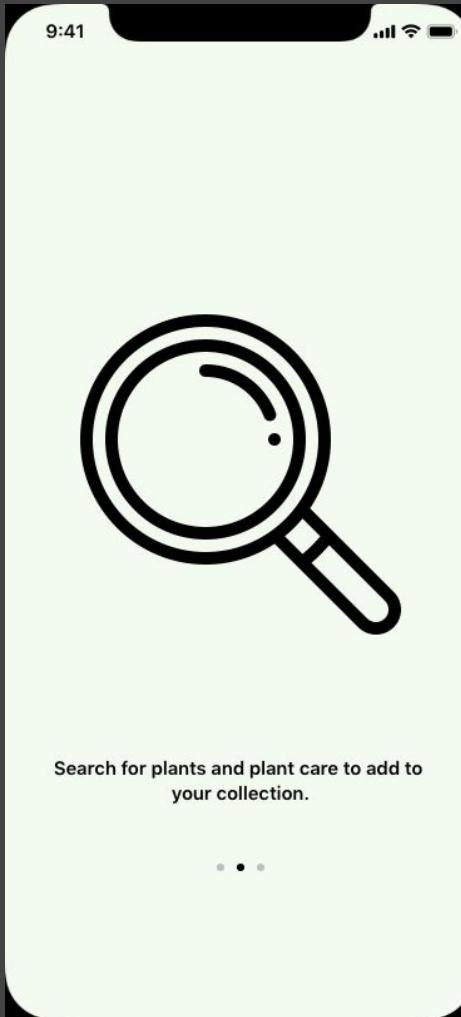
→

Forgot Password?

This is the login screen. It displays the "THRIVE" logo at the top. Below it are fields for "Email" and "Password". A large green "→" button is at the bottom. A link for "Forgot Password?" is located at the bottom right.



Add plants and create your plant profile
while creating a care schedule



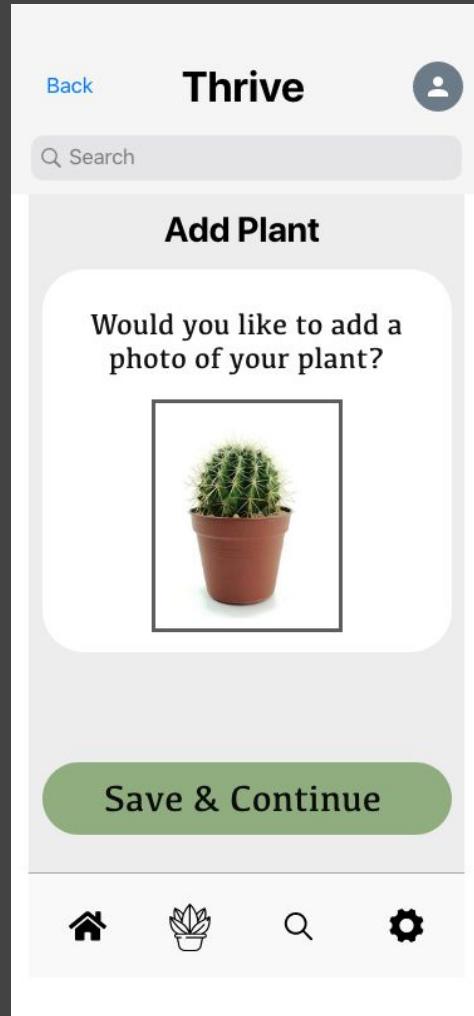
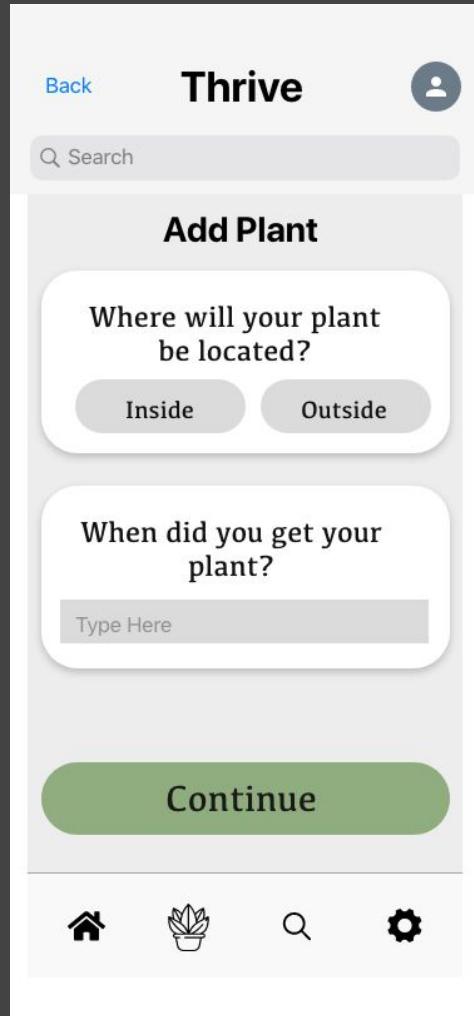
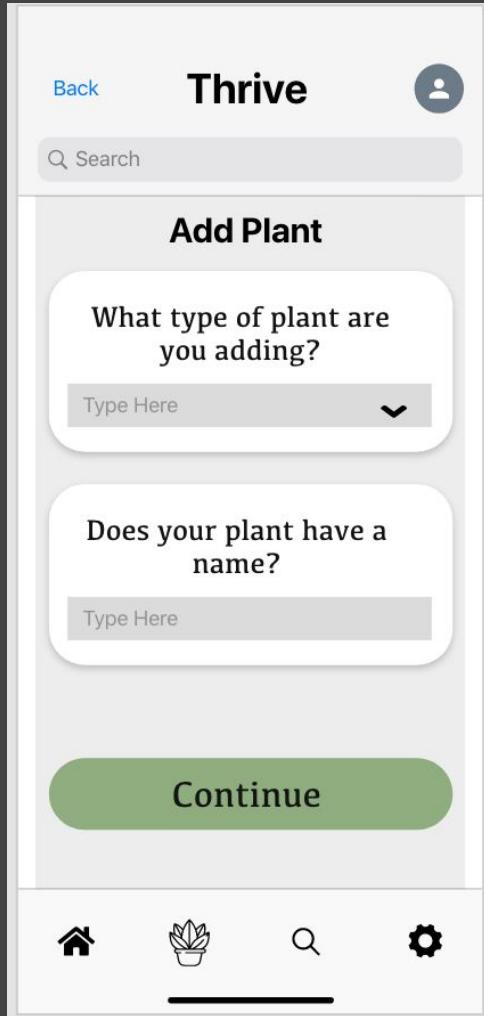
Search for plants and plant care to add to
your collection.

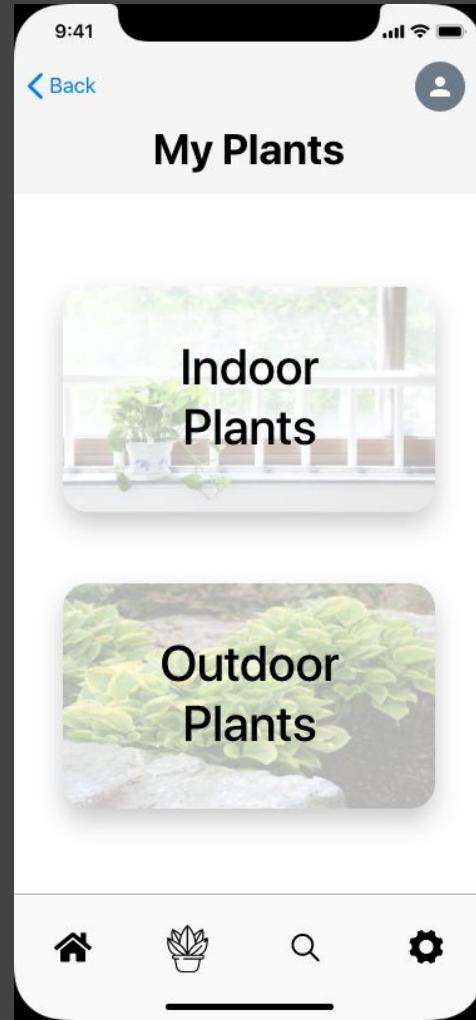


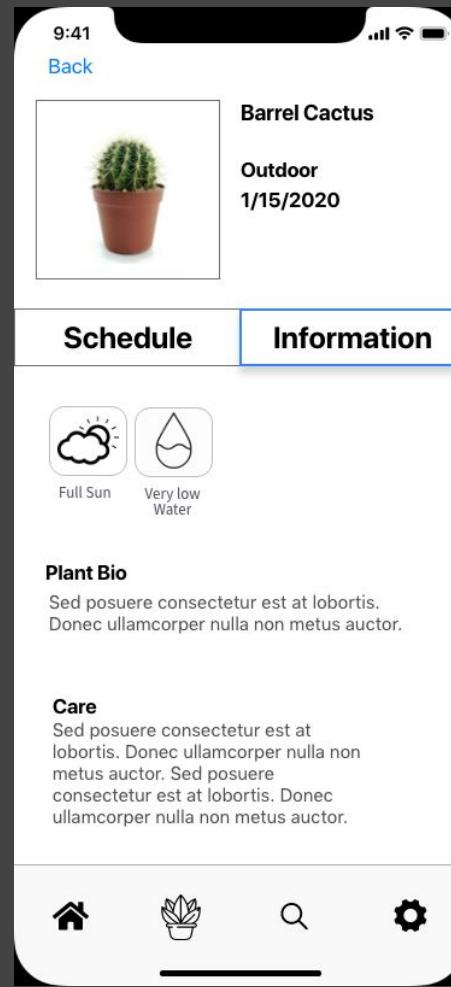
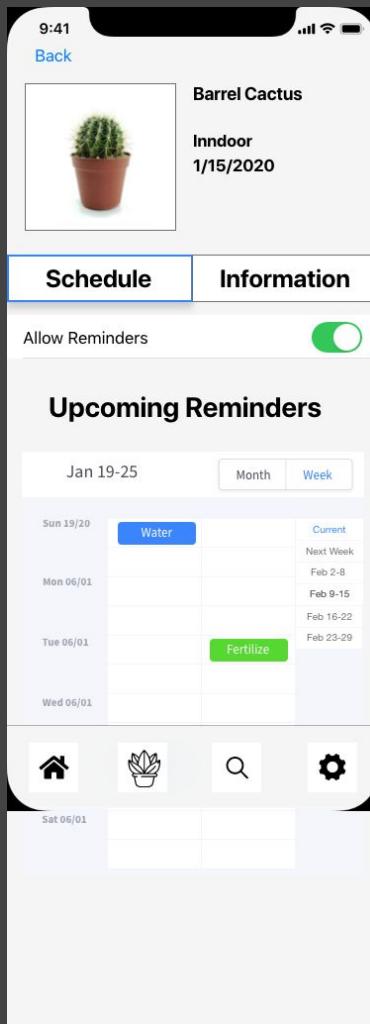
Receive personalized notifications on plant
care and watch your plants Thrive

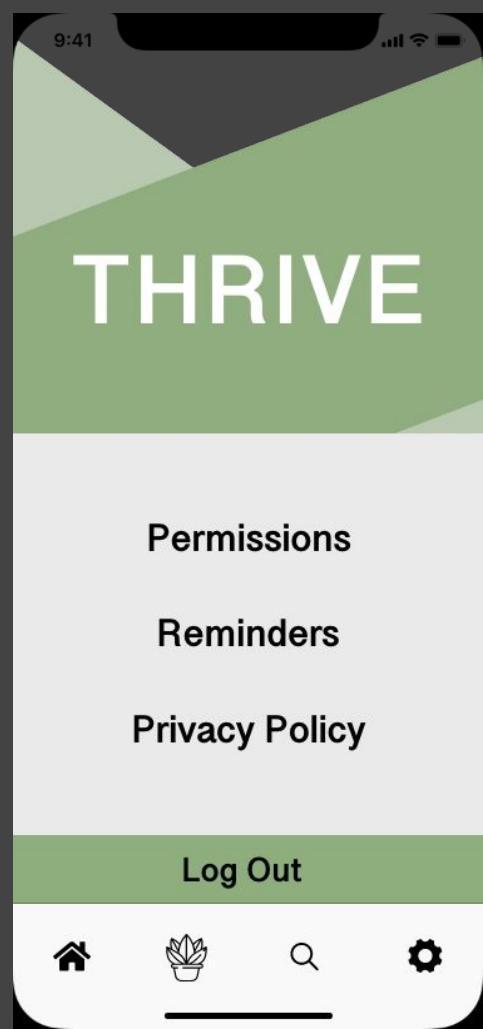
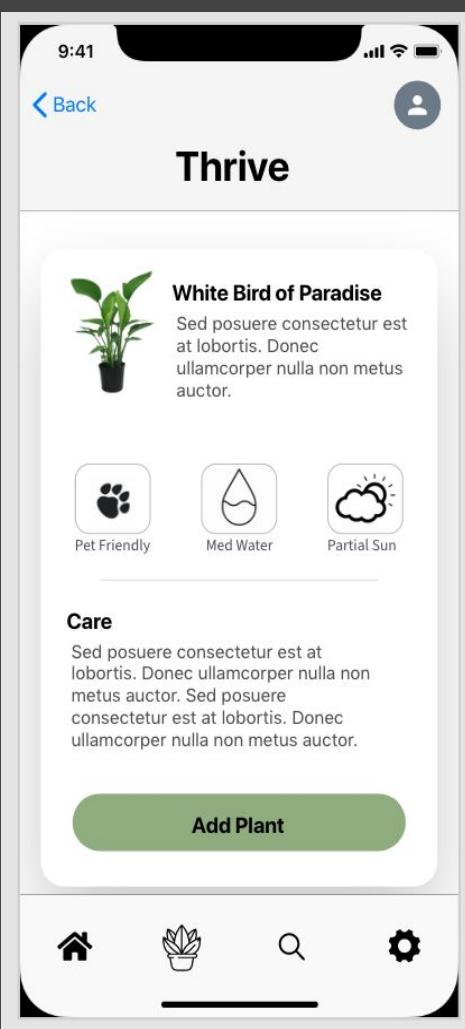
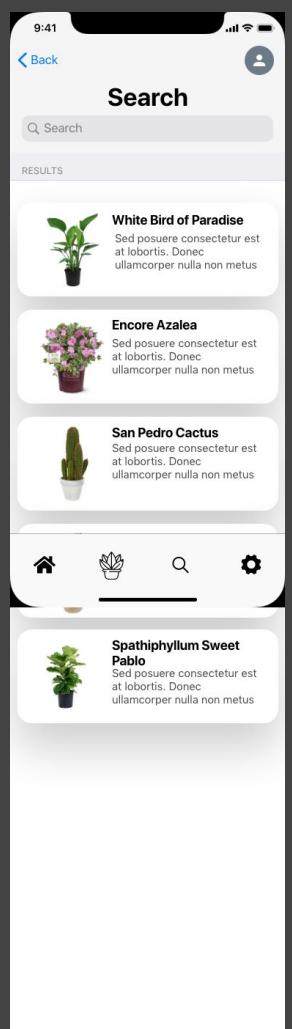
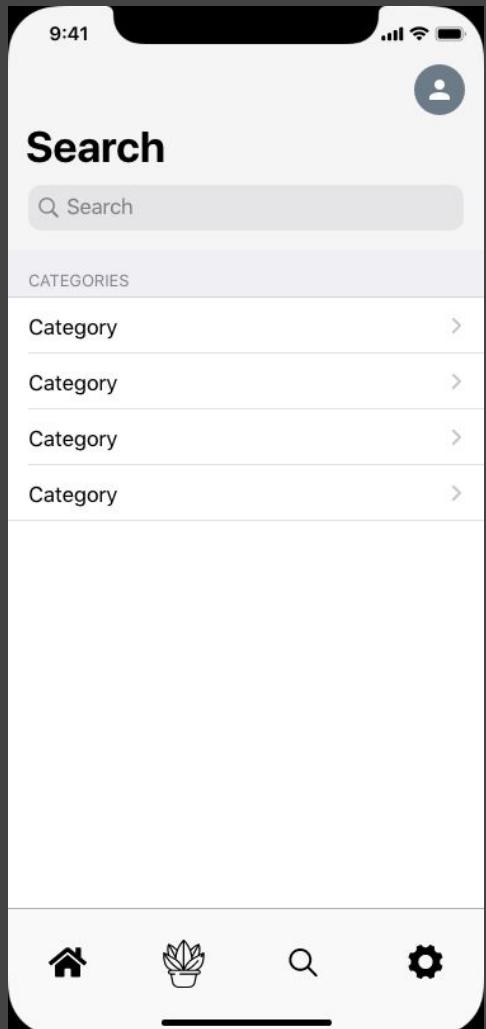
LET'S START











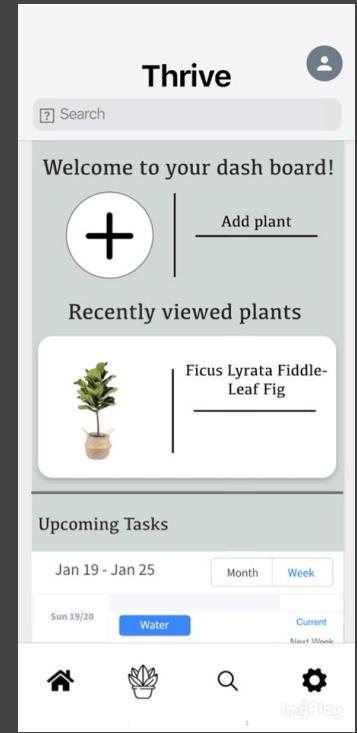
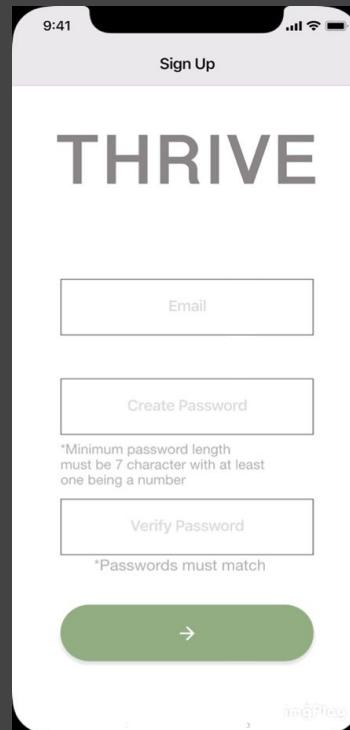
Final Lofi Testing

Testing Errors:

1. While searching, users overlooked the categories to choose.
2. Users were not using the toggle switch to turn on reminders for their plants.

Proposed Solutions:

1. Provide more titles and prompts for users throughout searching for a plant.
2. Have the toggle switch stand out more to users so that they notice and see the importance of it.



iOS Mockups



Project Final Notes

Key Findings:

We found that the best way to improve our designs were to ask for feedback and test, iterate and repeat.

Next Steps:

Our next steps would be to iterate our prototype one more time. After that we would begin creating high fidelity prototypes to be able to present to stakeholders.

