Grow together.

Plantagotchi

Project Overview

Plantagotchi is a conceptual application that allows people to care for their plants in a fun, and interactive way. Inspiration for this app came from the popular game "Tamagotchi". Users create an avatar for themselves and their plants both virtually and in person.

Team Karen Torres, Katelin Reilly, Sean Costello & Myself.
My Role UX Visual Design, UX Research, UI Design
Project Duration 2 Weeks
Platform Mobile - IOS

Tools Used

Problem

New plant owners in urban areas need assistance in organizing and managing; watering and space limitations for their plants in order to maintain healthy plants and be successful plant owners.

Solution

With the assistance of an app, indoor plant care can be made simple and attainable for even the novice plant owner.

The Process

Empathize 1 — User Interview, User Research
Define 2 — Define User Goals, User Personas, Empathy Map
Ideate 3 — User Flows
Prototype 4 — Sketches, Wireframing, Prototyping
Test 5 — Testing

Empathize 1 Define 2 Ideate 3 Prototype 4 Test 5

The goal of this phase was to discover what it is like to be a person who is new to plant care. We wanted to find their motivations, painpoints, and problem solving patterns.

Methods

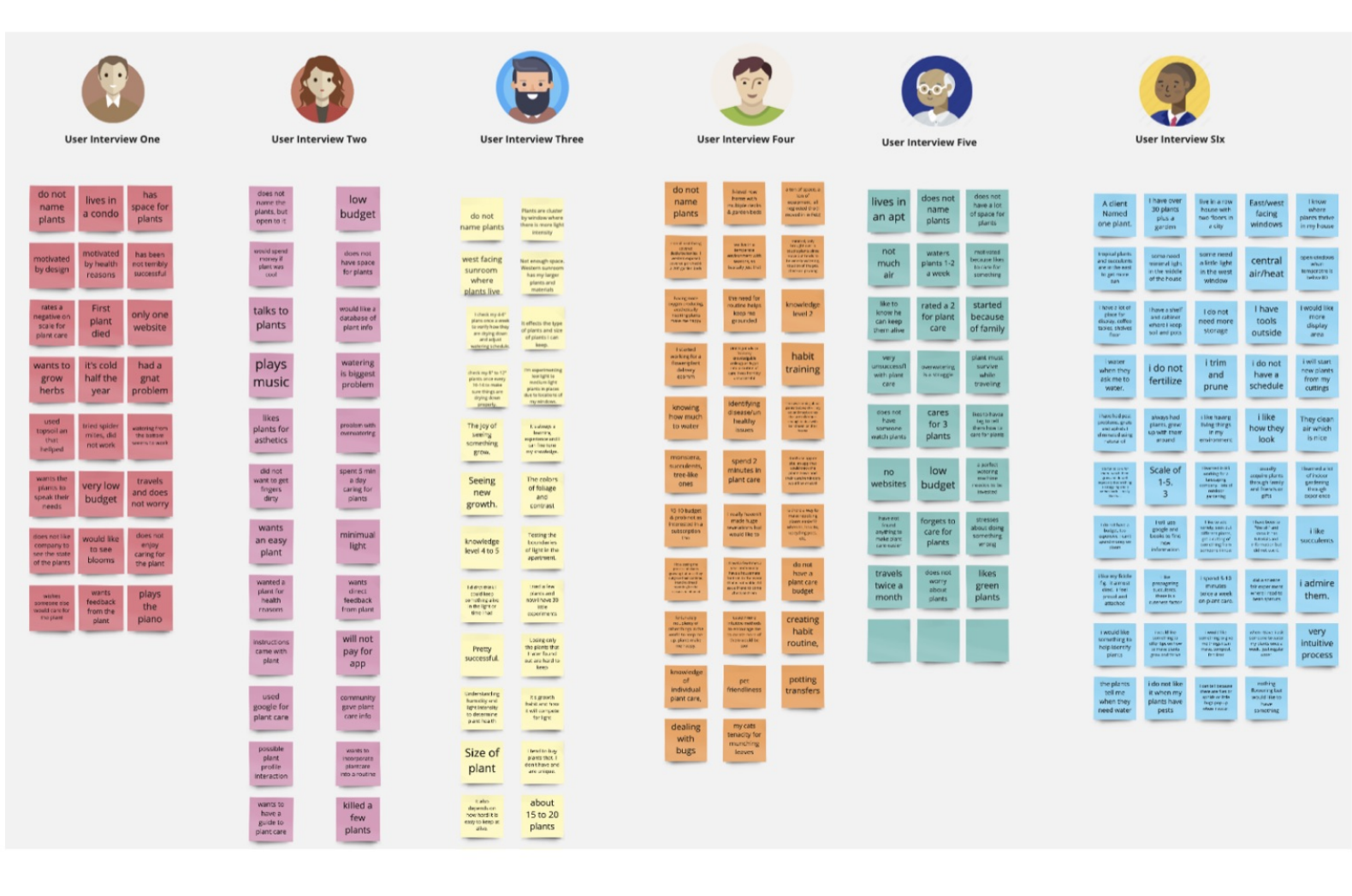
User Interviews: We conducted a total of 6 user interviews between September 7th and 8th. We recorded and transcribed each of our interviews to get a better understanding of our results.

User Survey: We completed a small survey which was release to web via Facebook. We estimate the survey reached ~750 people with 17 completed surveys by September 9th.

Interview Results

- The biggest problem people encountered was watering plants.
- Not just for aesthetics: People often have a personal relationship with their plants and relate to them on an emotional level
- It is important to have a social component between users to build community.

Research Insights


User Interview One
User Interview Two
User Interview Three
User Interview Four
User Interview Five
User Interview Six

Phase One Conclusion

Our users need an application that incourages them to keep up with their plants maintnance care while also teaching them about how to care for plants. We believe this can be achieved by creating a game where they can learn to care for their plants digitally. We also believe creating a sense of community will help keep users involved and engaged.

Empathize 1 **Define 2** Ideate 3 Prototype 4 Test 5

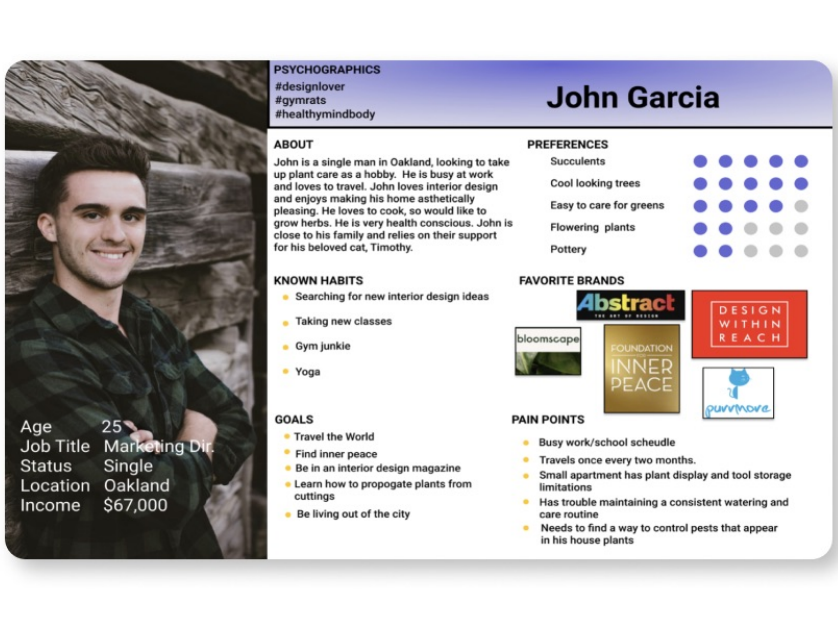
Our Discoveries

After analyzing our research we discovered that many plant owners have very similar issues. We found that people who were new to plant care struggled to take care of their plants due to lack of experience and information. We also found a direct correlation that the same people were less likely to have live plants.

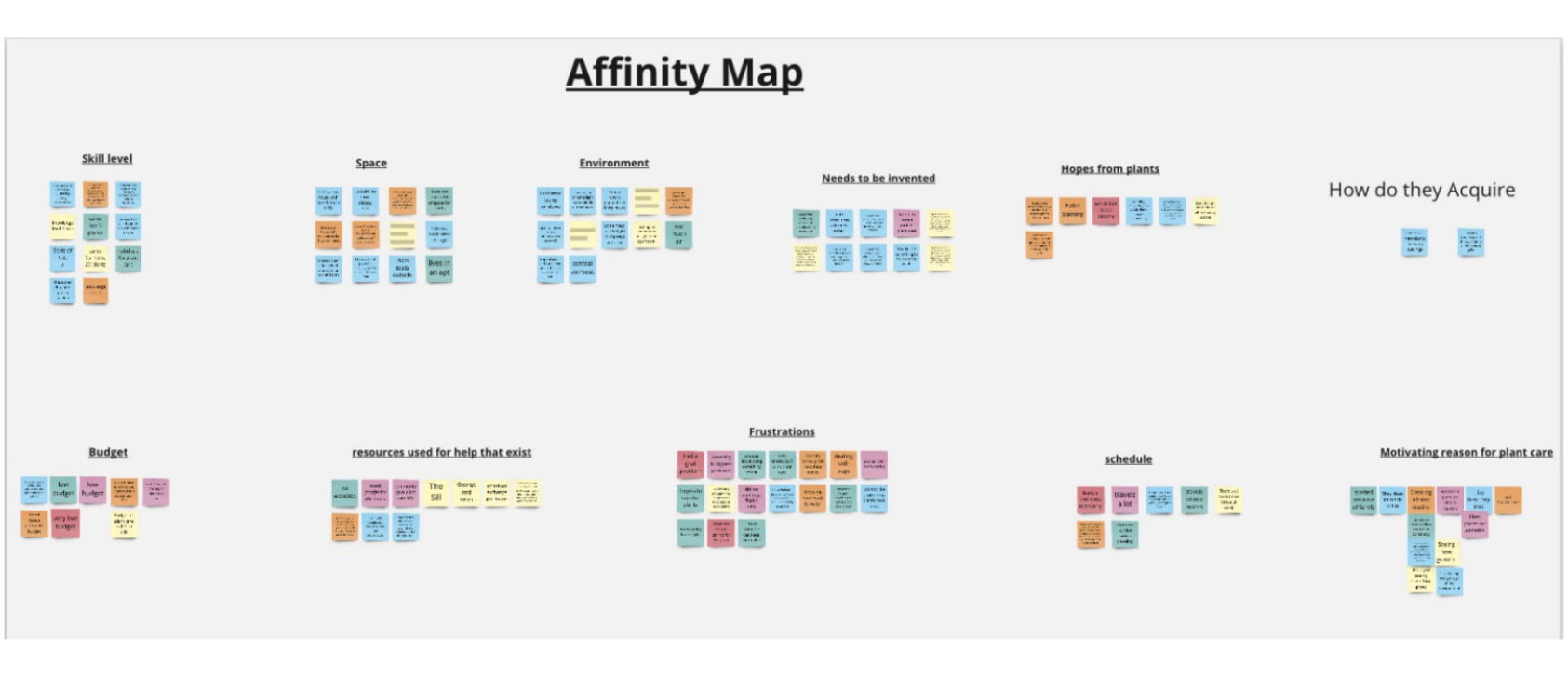
With this information we created a persona so we could better visualize and empathize with our targeted audience.

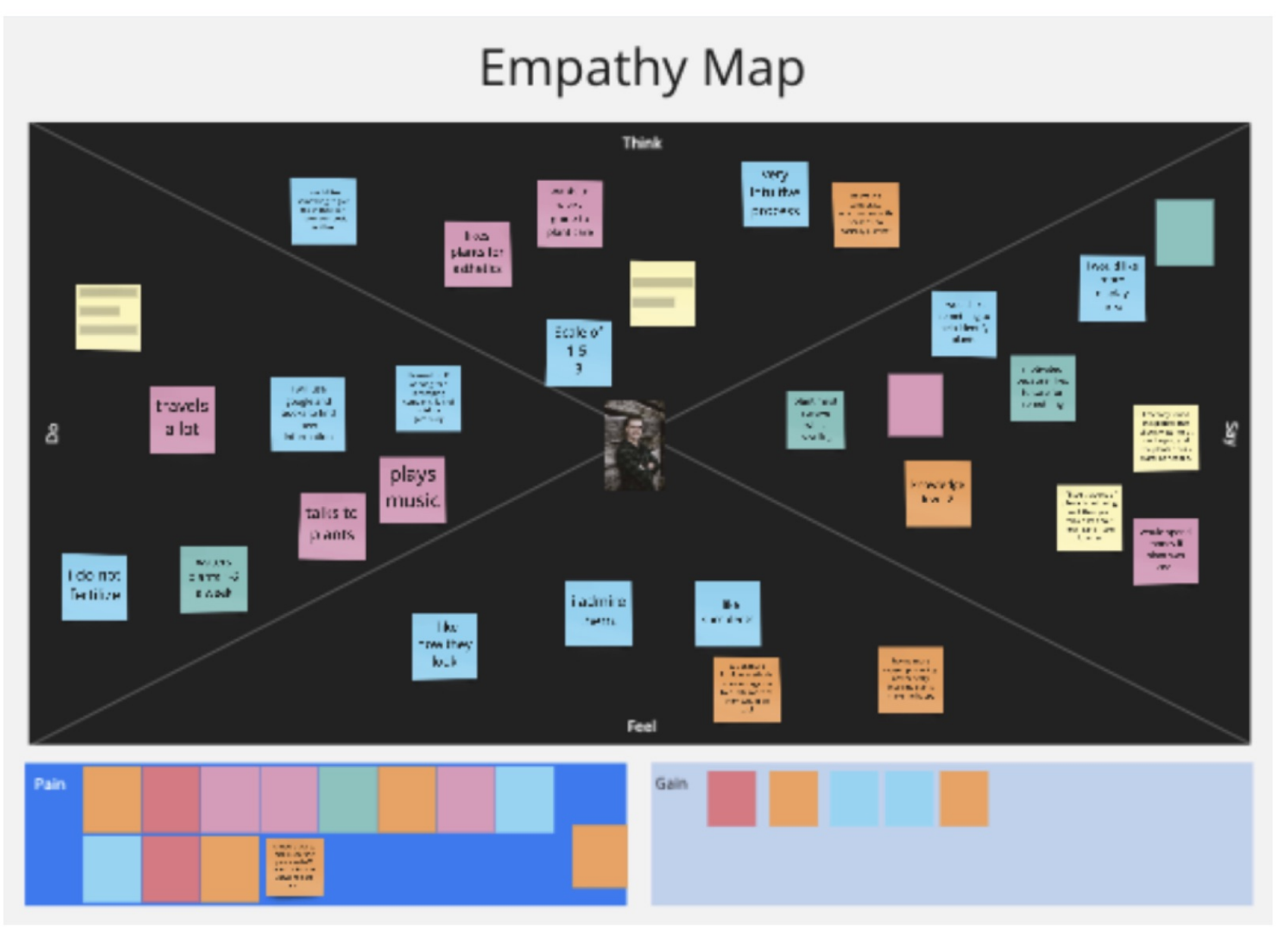
The Persona

Who is John Garcia?
A single ubanite looking to cultivate a plant collection. He enjoys owning plants for the aesthetic and health value it achieves, however he is finding it difficult to maintain a care schedule because of the lack of personal connection to the plants. How might we design an app that can create a maintenance schedule for plant care and build a relationship with his green friends.


John Garcia
PSYCHOGRAPHICS
ABOUT
PREFERENCES
KNOWN HABITS
FAVORITE BRANDS
GOALS
PAIN POINTS
Age 25
Job Title Marketing D
Status Single
Location Oakland
Income $67,000

My Current Thoughts.
Visual Design needs to be:
- Fun
- Engaging
- Informative


Affinity Map
Skill level
Space
Environment
Needs to be invented
Hopes from plants
How do they Acquire
Budget
resources used for help that exist
Frustrations
schedule
Motivating reason for plant care

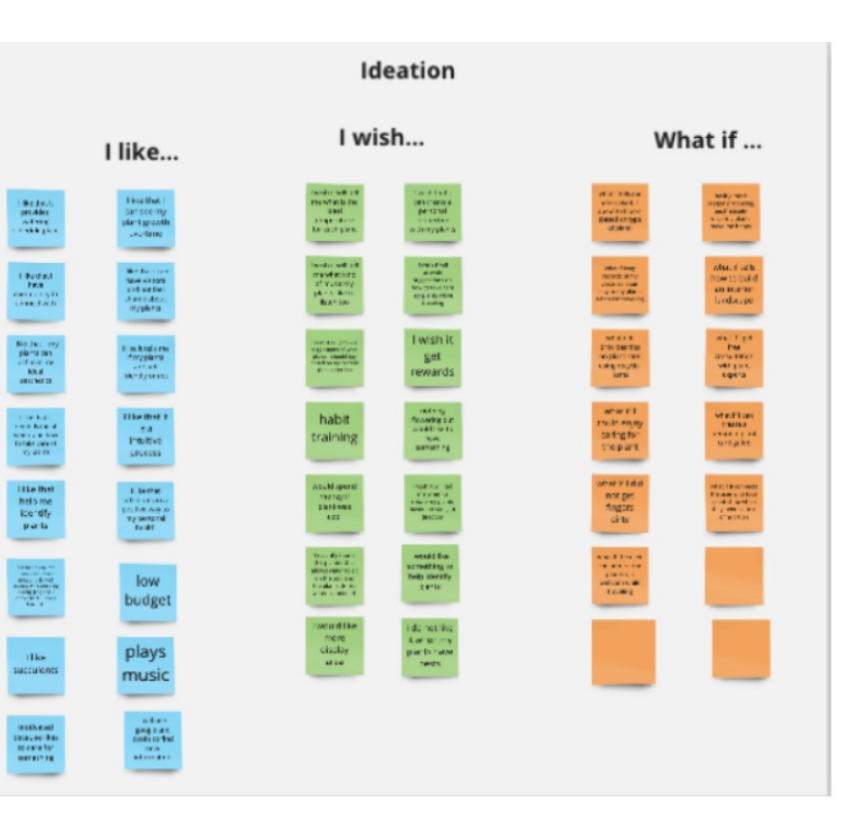

Empathy Map
Think
Do
Say
Feel
travels a lot
plays music
talks to plants
Pain
Gain

Empathize 1 Define 2 **Ideate 3** Prototype 4 Test 5

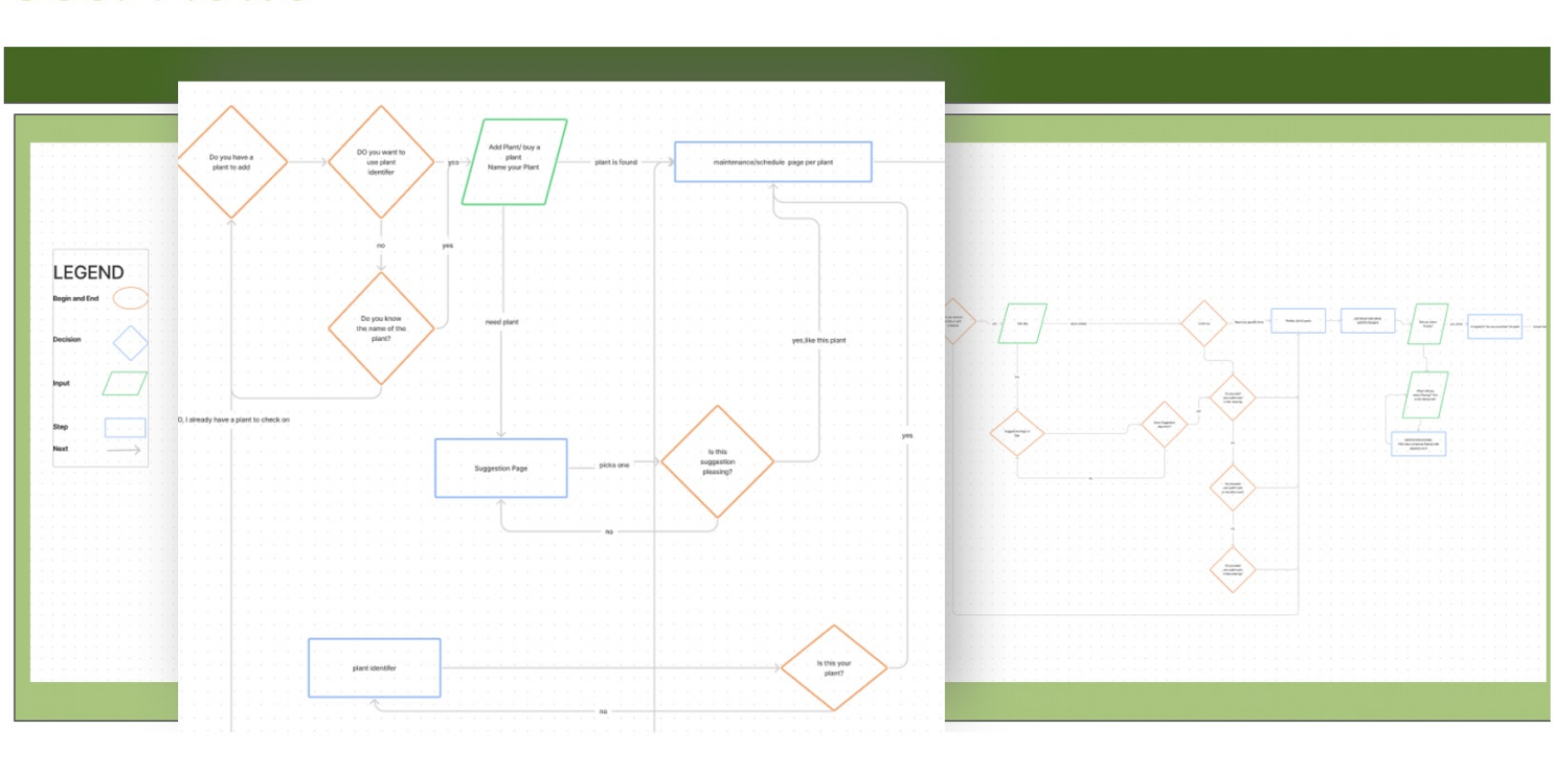
What if?

We started off brainstorming ideas using an, "I like...I wish...What if..." thought process. This allowed us to gather good ideas but also put into scope the size of the project and what could reasonably be accomplished within our timeline.

The other method of brainstorming we used was a "Worst possible idea" method. The intention being to spark creative discussion in a light hearted way while also inadvertently building empathy for the user.

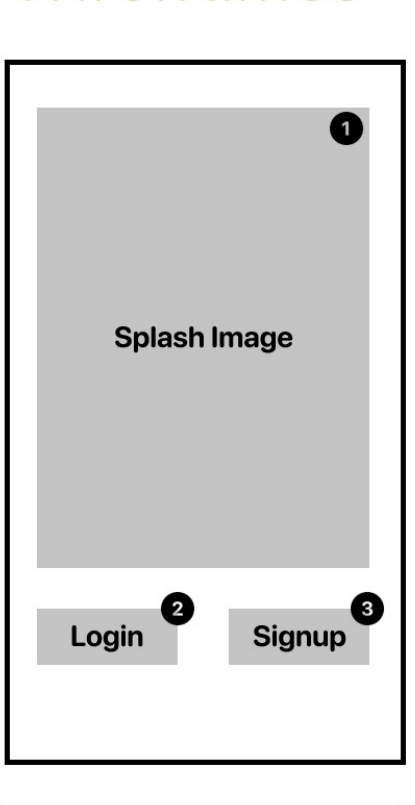

Ideation
I like...
I wish...
What if ...

User Flows



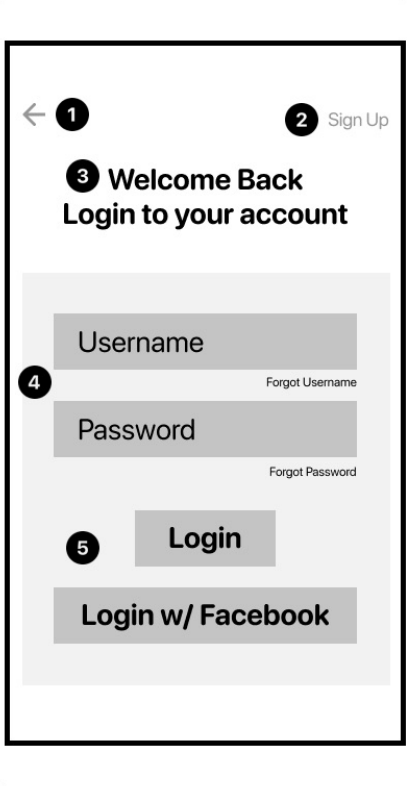
My Current Thoughts.
Visual Design needs to be:
- Fun
- Engaging
- Informative
- Easy to use
- Adult focused
- Light hearted

Wireframes

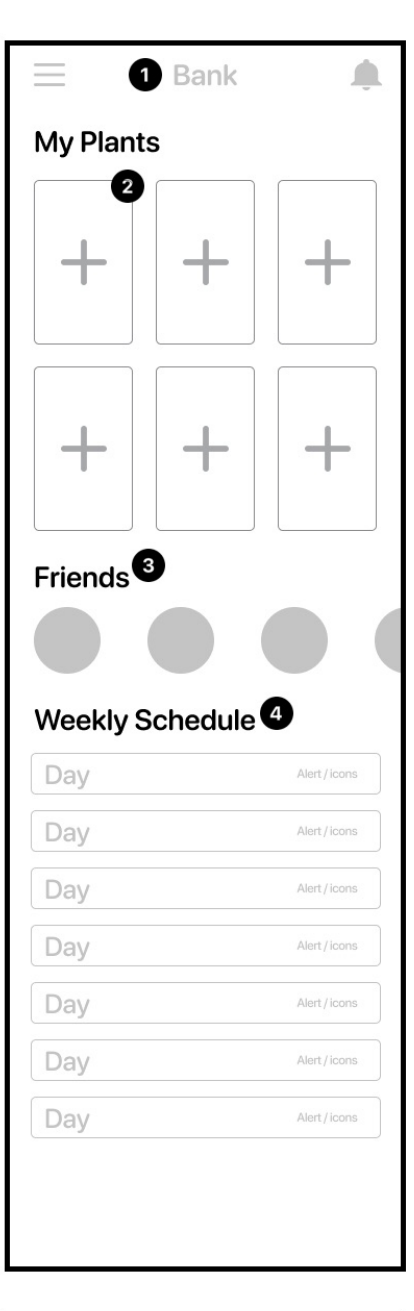

1
Splash Image
Login 2
Signup 3

Design Conciderations

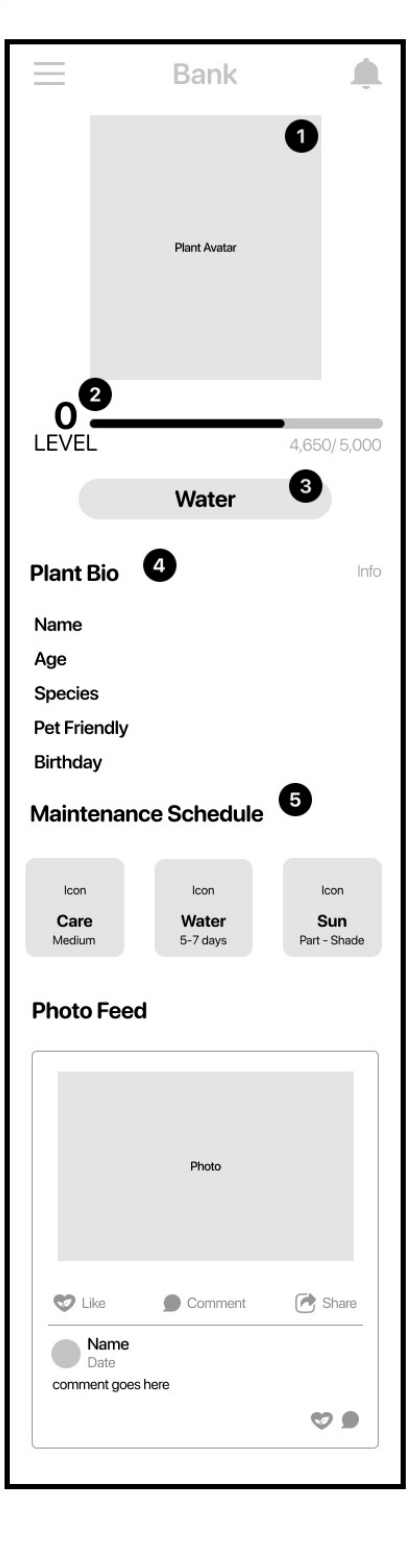
1. Splash screen image needs to take up majority of page and should be fun and inviting.
2. Should be considered the secondary button since users with accounts should know where to find it.
3. Should be considered the primary call to action button for new users to easily recognize it.


1
2 Sign Up
3 Welcome Back
Login to your account
4
Username
Forgot Username
Password
Forgot Password
5 Login
Login w/ Facebook

1. back button essential for the user to be able to return to the previous page with ease.
2. Link to the login page in case the user realizes they havent created an account yet.
3. Inviting words welcoming the user back. A personal touch for creating a more inviting environment.
4. Login information. Link under each field to allow the user to easily


1 Bank
My Plants
2
Friends 3
Weekly Schedule 4
Day
Day
Day
Day
Day
Day
Day

1. To encourage plant owners to keep up with their plant care we wanted to introduce an in-game currency.
2. A snapshot of useres current plants. Easily click to add a new plant. (main focus of the home page)
3. A list of the users friends where someone could click on their picture to pull up their profile.
4. A week at a glance schedule inteded to be a brief snapshot (click to see more details).


Bank
1 Plant Avatar
0 2
LEVEL
4,650/5,000
Water 3
Plant Bio 4
Info
Name
Age
Species
Pet Friendly
Birthday
Maintenance Schedule 5
Care
Water
Sun
Photo Feed
Photo
Like
Comment
Share

1. Their plants avatar.
2. As the user cares for their plants their plants gain levels like in a video game.
3. When the user has watered their plants in real life they are supposed to log it with the button.
4. Quick Biography about the plant and some helpful things to know small amounts of information just the essentials.
5. A basic run down of the plants needs in order to remain healthy.

Empathize 1 Define 2 Ideate 3 **Prototype 4** Test 5

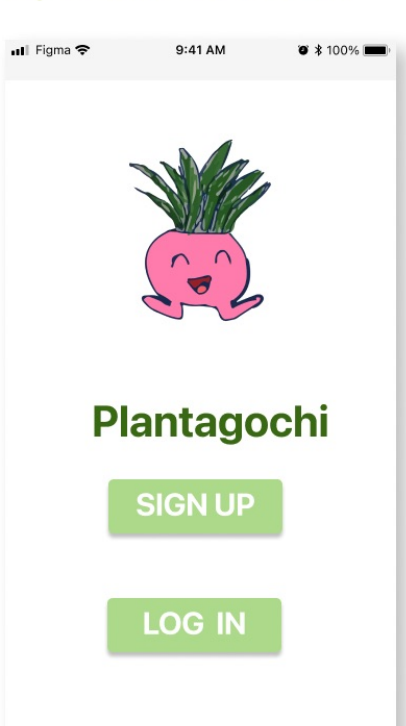
Prototyping Considerations

There are now quite a few things that we know about our potential users and what needs to be incorporated with our prototype:

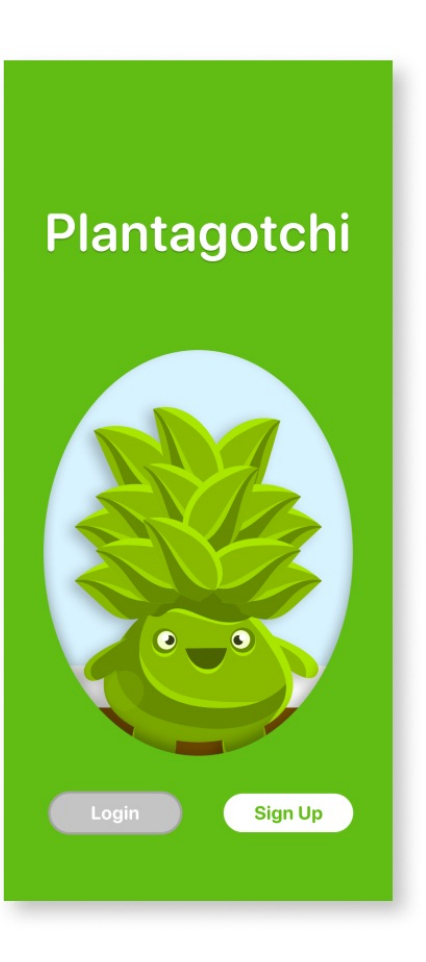
- Users want to be able to **use it quickly.**
- **Minor inconveniences** will have **major impact.**
- Needs to be **informative** with both quick facts & detailed info.
- Must **capture and relay** the users **growth** through using the application.

Design Progression

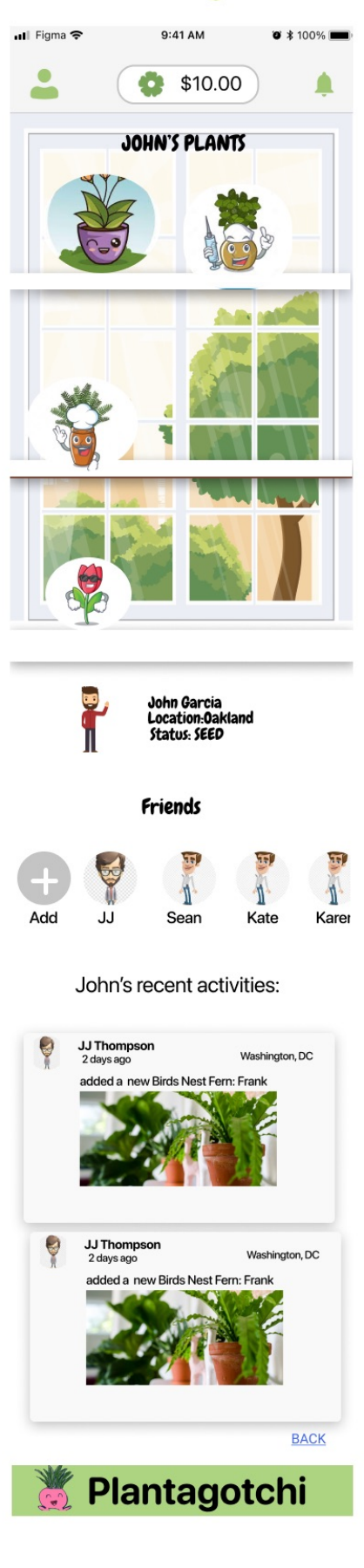
Splash Screen


Plantagotchi
SIGN UP
LOG IN

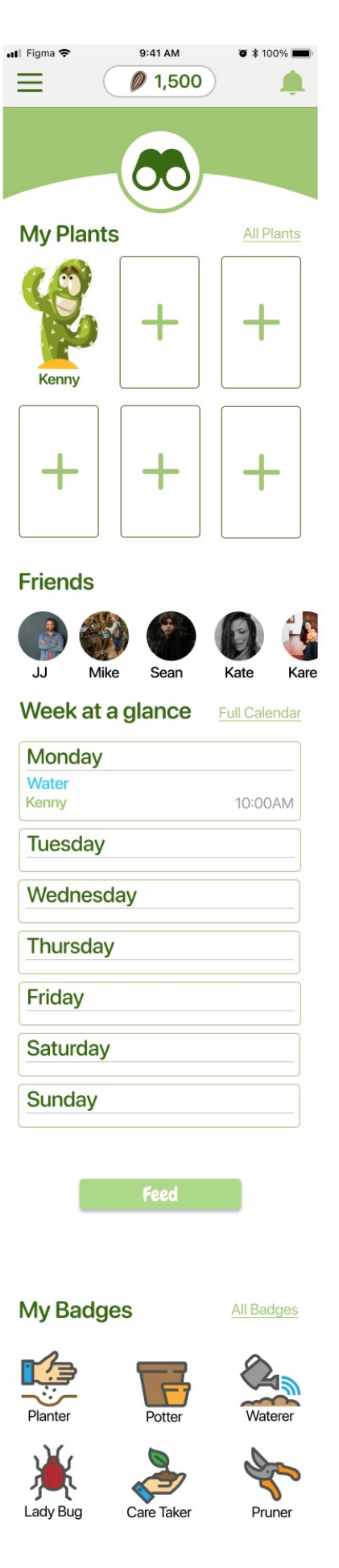
- Updated to be brighter and more inviting.
- introduction of better plant avatars.
- added more personality.


Plantagotchi
Login
Sign Up

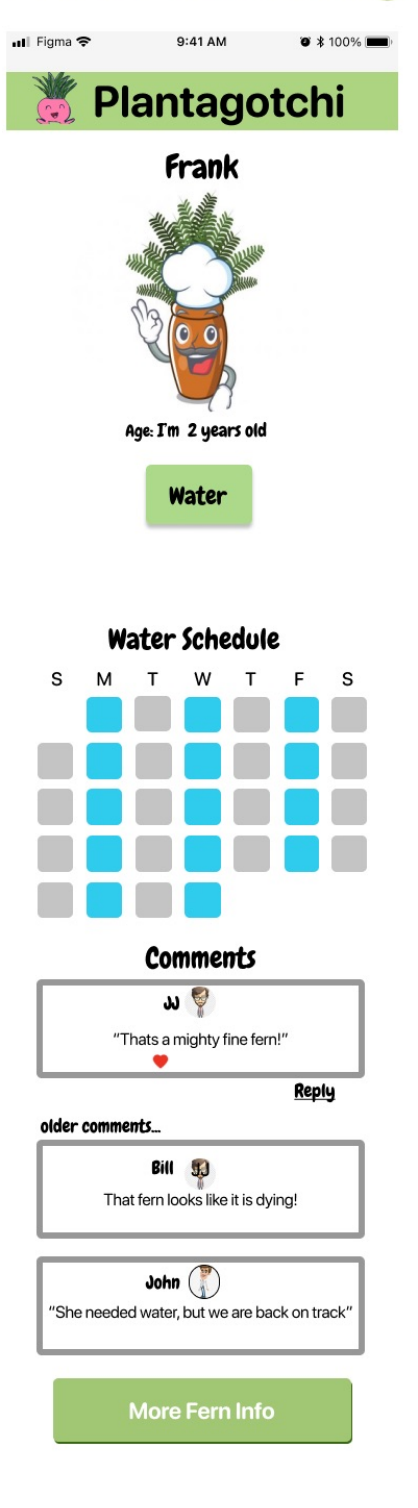
Profile Page


$10.00
JOHN'S PLANTS
John Garcia
Location:Oakland
Status: SEED
Friends
Add
JJ
Sean
Kate
Karen
John's recent activities:
BACK
Plantagotchi

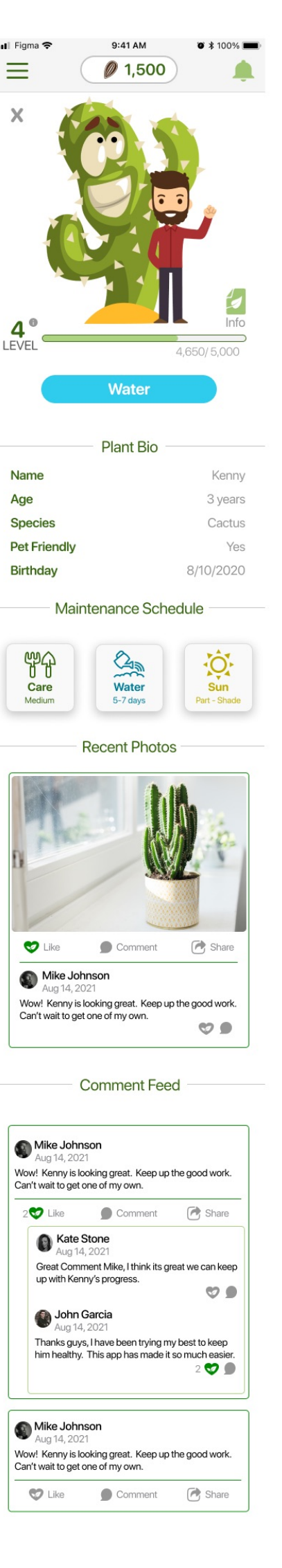
- Kept main focus of the app available above the fold.
- introduced badges to incoursage more participation.
- Added an easier way to add new plants.
- Added a weekly glance to the home page.
- Created a search button so the user can easily find information on plants.
- Changed the reward system from Pedals to Seed Bank.


1,500
My Plants
All Plants
Kenny
Friends
JJ
Mike
Sean
Kate
Kare
Week at a glance
Full Calendar
Monday
Water
Kenny
10:00AM
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday
Feed
My Badges
All Badges
Planter
Potter
Waterer
Lady Bug
Care Taker
Pruner

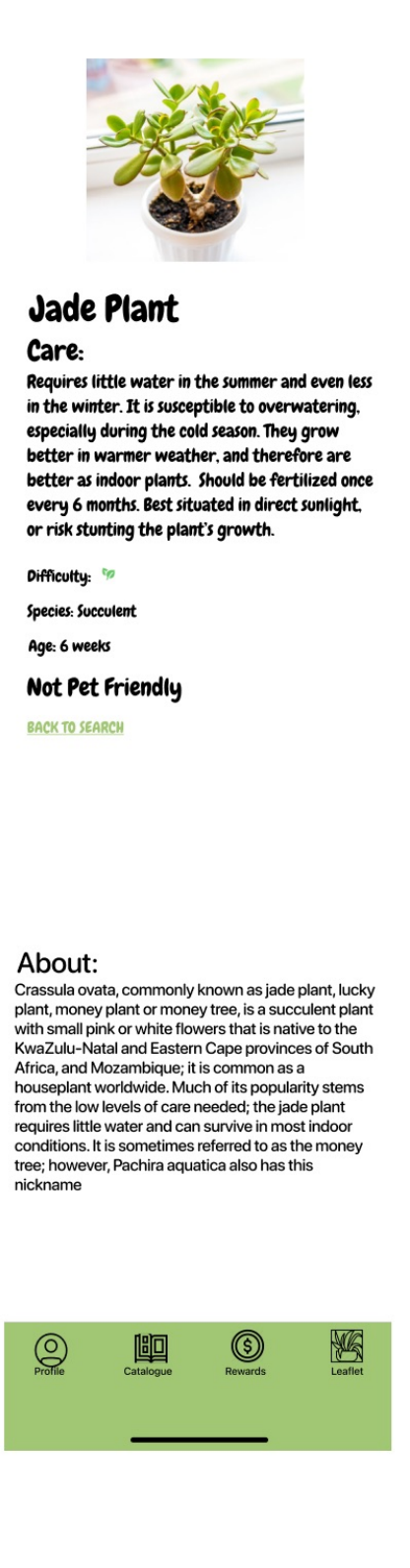
Plant Profile Page


Plantagotchi
Frank
Age: I'm 2 years old
Water
Water Schedule
S M T W T F S
Comments
"Thats a mighty fine fern!"
Reply
older comments...
That fern looks like it is dying!
"She needed water, but we are back on track"
More Fern Info

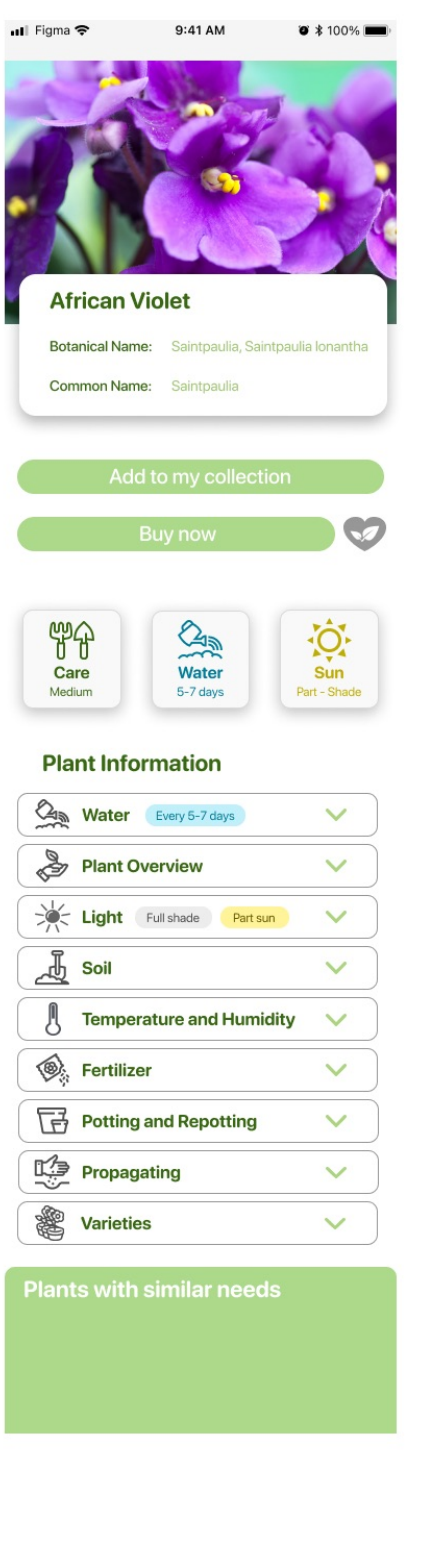
- Introduced a leveling system to incorporate more of a game like feel to the application.
- Created avatars for the users as well.
- introduced a reccomended maintnance schedule.
- created a more engaging plant bio.
- Added a back button to return to the home screen.
- An info button was added to allow the user to quickly get to the more detailed information about their plant.


1,500
4
LEVEL
4,650/5,000
Info
Water
Plant Bio
Name Kenny
Age 3 years
Species Cactus
Pet Friendly Yes
Birthday 8/10/2020
Maintenance Schedule
Care Medium
Water 5-7 days
Sun Part - Shade
Recent Photos
Comment Feed

Plant Information Page


Jade Plant
Care:
Not Pet Friendly
About:
Profile
Catalogue
Rewards
Leaflet

- Major Overhaul to the information architecture.
- Since there is allot of information on this page we introduced iconography for the user to decipher the information quicker.


African Violet
Botanical Name: Saintpaulia, Saintpaulia ionantha
Common Name: Saintpaulia
Add to my collection
Buy now
Care
Water
Sun
Plant Information
Water
Plant Overview
Light
Soil
Temperature and Humidity
Fertilizer
Potting and Repotting
Propagating
Varieties
Plants with similar needs