



## USER STORIES VS WEBSITE SCREENSHOTS

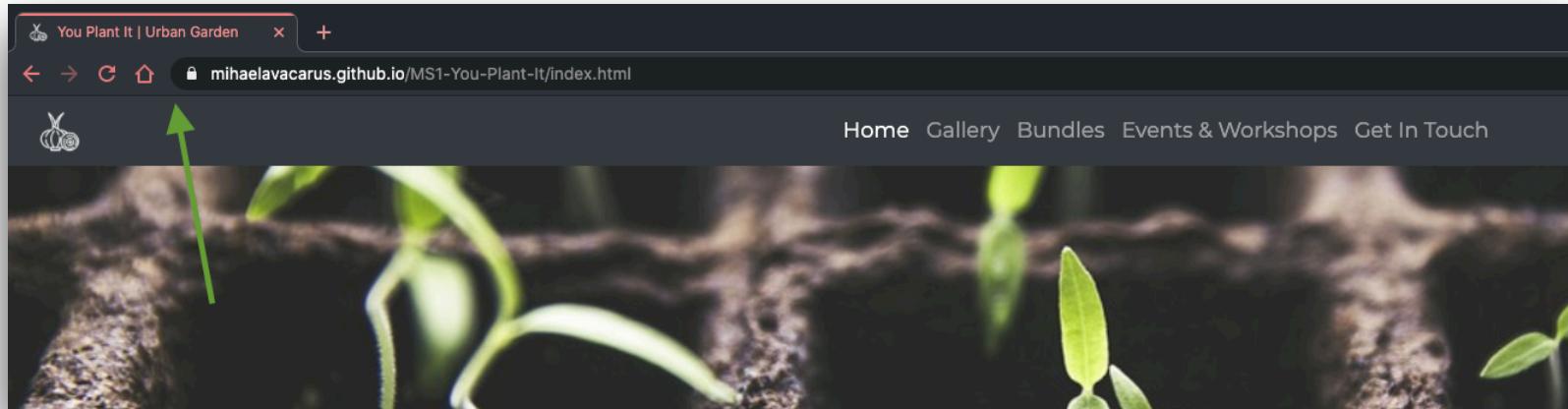
### User Story 1

**As a user, I want to look up urban gardens in Dublin so that I can maybe grow my own.**

*The website is optimized for SEO search through meta keywords that help users land on my page.*

*The title of the website has been used descriptively, so it's more intuitive when indexed in search engines.*

```
<meta charset="UTF-8">
<meta name="description" content="Renting urban spaces for gardening">
<meta name="keywords" content="urban garden, seedling, dublin garden, urban farm, horticultural therapy,
plant, roof garden, gardening, green space">
<meta name="author" content="Mihaela Vacarus">
```





## User Story 2

**As a user, I want to see what can be planted so that I can get the fruit and veggies that I like.**

Right when entering the Home page, the content in the story and vision sections help the user understand that the gardens that are grown are mainly for sourcing fruit and vegetables.

The Gallery page reinforces the idea by showing and explaining a series of images of tomatoes, zucchinis, strawberries and other produce.

The Bundles page also offers a pack of organic seeds for veggies in each package.

Finally, in the PDF contained in the Workshops section, there are details about a coming talk on cultivating tropical fruit.

Home   Gallery   Bundles   Events & Workshops   Get In Touch

**Our story**

Our story begins back in the 70's when our grandparents fled Vietnam. They came from a rural area in the surroundings of Ho Chi Minh City and had always dreamt of cultivating their own gardens wherever they went to source their food locally. After living for some years in the UK, they arrived in Ireland in the 2000 and started working as cooks. The financial crash in 2008 translated into the last push they needed to start growing their own food and, two years later, in 2010, Cara and Tai opened the doors of the first Irish urban garden, welcoming people that shared their passion.

**Our vision**

We believe in locally growing and sourcing food whenever possible and we want to encourage and teach people how to do it themselves. Caring for a garden offers a handful of benefits, and not only nutritious, but also for the soul. The therapeutic power of gardening has proven to improve mental and physical health, as well as stimulating memory and enhancing concentration skills. **You Plant It** is a fun and dynamic way of self-care and socialising, so come and join us on this journey!

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**Take a peek at our garden**

At **You Plant It**, we care about fresh organic produce catered straight to your kitchen. For this reason, our seedling lovers focus on planting sustainable veggies and fruit, in addition to many other herbs varieties, as you can see below in our pictures.

We also store compost bins to collect garden waste from our fellow gardeners, to naturally process it and feed the nutrients back to our plants. Everything is put to good use and we'd love to hear your suggestions and feedback on our techniques, so come and check out our gardens in Phoenix Park, located right at the city's heart!

→



Home Gallery Bundles Events & Workshops Get In Touch

## BUNDLES

**Small**

Our 30 m<sup>2</sup> allotment is just what you need to start! Includes:

- Free starter kit (organic veggies seeds + nutrient rich compost)
- Free access to our 1 month beginners' workshop
- Unlimited use of our tools (digging, cutting, cleaning, etc.)
- Radishing picnic area

**Medium**

Our 60 m<sup>2</sup> allotment is perfect for anyone. Includes:

- Free starter kit (organic veggies seeds + nutrient rich compost)
- Free access to our 1 month beginners' workshop
- Unlimited use of our tools (digging, cutting, cleaning, etc.)
- Radishing picnic area

**Large**

Go big and get our 100 m<sup>2</sup> allotment! Includes:

- Free starter kit (organic veggies seeds + nutrient rich compost)
- Unlimited access to our gardening workshops
- Unlimited use of our tools (digging, cutting, cleaning, etc.)
- Full installation of our drip irrigation system
- Locked storage unit for your belongings
- Radishing picnic area

For more information on prices or anything else, [drop us a line](#). We'd love to hear from you!



## Our workshops

The team behind **You Plant It** has crafted the most amazing learning experiences, so you can learn everything you need to grow your own garden. From basics to expert level, we will get you there.

**Beginners:**

Every Monday from 7pm-8pm      Duration: 4 months

**Intermediate:**

Fortnightly every Wednesday from 7pm-8pm      Duration: 12 months

**Advanced:**

Every month we choose a special topic that interests our community. For **October's special**, we will be learning about how to grow tropical fruit in Ireland! Our guest and plants expert, Frank Torres, will be teaching us about the challenges and how to tackle them to get delicious goodies right from our gardens.

Location of all of our workshops is right in the gardens in Phoenix Park. Join us for a fun learning experience, and then come for some pints at the local pub so we can all get to know each other!

For more information on what the courses will be focused on and prices, please get in touch and we will send you all the relevant info.



### User Story 3

**As a user, I want to check how much that's going to cost me.**

*Information regarding prices can be requested by the user via social media, WhatsApp message and/or contact form. This is mentioned right below the bundles that we offer.*

*Specific prices were not included, as the type of user who is looking to rent a space for a garden in the city, would probably not care as much about the price, but rather about the services being offered.*

For more information on prices or anything else, [drop us a line](#). We'd love to hear from you!



## User story 4

**As a user, I want to meet people with similar interests so that we share ideas.**

*The vision section on the Home page already hints that gardening helps with socialising.*

*The social media links present on all pages prompt people to follow us and engage in the conversations on social media.*

*The events section on the activities page are designed to bring the community together.*

*The PDF contained in the workshops section mentions that, after the workshops, there is usually drinks at a local pub for people to get together.*



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The screenshot shows a website section titled 'EVENTS & WORKSHOPS'. It features two main sections: 'Events' and 'Workshops'. The 'Events' section includes a thumbnail of pumpkins and a descriptive text about monthly community events. The 'Workshops' section includes a thumbnail of gardening tools and a descriptive text about specially crafted workshops. Both sections have a 'See more' button.

**Events**

Every month, we feature special events to bring the community together and learn about produce. Check out our specials for October and join the good fun!

**Workshops**

Our workshops have been especially crafted to cover everything you need to know about gardening. Click below and find the one that fits you best.

[See more](#)

[Learn more](#)

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[Home](#) [Gallery](#) [Bundles](#) [Events & Workshops](#) [Get In Touch](#)

The screenshot shows a detailed view of the 'Our workshops' section. It features a heading 'Our workshops' with a garlic icon, a brief introduction, and three levels of workshops: 'Beginners', 'Intermediate', and 'Advanced'. Each level includes a schedule and duration. A callout box provides additional information about the location and a local pub gathering.

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## User story 5

**As a user, I want to maybe join a workshop so that I learn more about the gardening basics.**

*The Events & Workshops page includes a section on courses with a designed PDF that covers all necessary info.*



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## User Story 6

**As a user, I want to be able to contact the company by sending an email/form, so that I am not bothered with calls.**

*The Get In Touch page has a contact form that allows users to ask for information without giving their phone number.*

*Additionally, on that same page, users are also given the option to send a WhatsApp message directly from the website to inquire for more info.*

The screenshot shows a contact form titled "LEAF US A COMMENT". The form is divided into two main sections: "Locate our garden" and "Send us a message".

**Locate our garden:** Includes a location pin icon, "Phoenix Park", "Dublin 8", and "Ireland".

**Send us a message:** Includes a WhatsApp icon, "+353 831301262", and "Mon-Fri, 9am-4:30pm GMT".

The contact form fields include:

- First Name (input field)
- Last Name (input field)
- Email (input field)
- Question(s) (text area with placeholder "Ask us anything")

A "Send" button is located at the bottom of the form.