

**Write your app’s name and tagline.**

Planteasy  
Plant care and home gardening made easy

**Write a short paragraph describing your app. Make sure to mention what the app does and what problem it solves.**

This app helps you keeping track of all your plants at home - houseplants or even flowers or vegetables in your garden. It provides you with a (custom) watering and fertilizing schedule and a reminder for each plant. Building your own plant database will be accompanied by a premade database with plants and their information which you can use and customize.

**Describe four specific functions that your app will do. List these ideas in order of importance, with the first idea being the most important.**

- 1. Overwiev/database of your owned plants with a dedicated page for each plant with detailed information, caring schedule, picture.
- 2. Reminder/helper for watering and fertilizing your owned plants, when to put seeds in the soil, cutting and harvesting.
- 3. Community of other plant/gardening lovers to connect to and exchange tips or doing plant swaps.
- 4. Marking your favourite plants or plants you would like to have and finding nearby shops or plant swaps.

**List 4 potential roles that are a part of your initial user target group. Then, expand on one of the roles with a detailed profile description of one of these potential users.**

- 1. People who love plants and want to keep track of their owned plants and caring for them (self-care)
- 2. People who want to live a more sustainable lifestyle by growing their own vegetables and herbs (political/sustainability)
- 3. People who like to be creative and enjoy interior design and use plants in their home for expressing themselves (creativity)
- 4. People who want to connect with other people with similar ideas and ideals (social)

Expanding on 1. Self-care  
(eco-)conscious, making a difference, having a good life, sustainable

Persona  
Lina, 23, studying "Urban Sustainability" in Berlin. She lives in a shared house and has a job in a plant nursery. She likes travelling, running and yoga. She enjoys cooking with friends, vegetarian.

**Come up with 4 client/designer goals for your app design. You don't have to assign these to a category (political, social, etc). List your goals in order of importance, with the first Goal being the most important.**

- 1. Providing an easy app for people who want to spend less time on caring for their plants or for people who want to get started in urban gardening
- 2. Helping people to maintain a healthy and equilibrated lifestyle for reducing stress and establish self-care
- 3. Providing a community for people with similar ideas and lifestyles
- 4. Making money

**Name and briefly describe 3 existing apps that are similar to your app idea.**

- 1. PlantHub: plant watering, house plant care, flower - house plant care and plant watering reminder app for planters.
- 2. Vera: Plant Care Made Simple - plant care management app that helps you and your plants thrive!
- 3. PlantNet Plant Identification - application that allows you to identify plants simply by photographing them with your smartphone.
- 4. From Seed To Spoon - Our Free App Makes it Simple for You to Grow Your Own Fruits, Vegetables and Herbs in Your Backyard or Patio Container Vegetable or Food Garden!



