

Project Design Phase-I
Proposed Solution Template

Date	5 May 2023
Team ID	NM2023TMID09181
Project Name	Project - Green Thumbs: A comprehensive Guide to Caring Your Houseplants
Maximum Marks	2 Marks

Proposed Solution :

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	<p>As a plant owner, I struggle with keeping my houseplants healthy and thriving.</p> <p>I am not sure how often to water them, what kind of soil to use, or how much sunlight they need.</p> <p>I have tried following generic care instructions online, but my plants still seem to wilt and die.</p> <p>I want a comprehensive guide that will provide me with specific, easy-to-follow instructions for caring for my houseplants, so that I can enjoy healthy, beautiful plants in my home.</p>
2.	Idea / Solution description	<p>Our solution is to create a comprehensive guide for caring for houseplants, aimed at both novice and experienced gardeners.</p> <p>This guide will cover topics such as selecting the right plants for your home, proper watering and fertilizing techniques, pest control, and troubleshooting common problems.</p> <p>It will also include tips for propagating and repotting plants, as well as information on the benefits of indoor plants for air quality and mental health.</p>
3.	Novelty / Uniqueness	<p>While there are many resources available for caring for houseplants, our guide will be unique in its comprehensive approach, providing all the information needed for successful plant care in one place.</p> <p>It will also be written in a user-friendly, accessible language, making it easy for people with varying levels of gardening experience to understand.</p>

4.	Social Impact / Customer Satisfaction	<p>Our guide will help people to successfully care for their houseplants, leading to healthier, more vibrant plants that can contribute to improved air quality and mental health.</p> <p>By helping people to successfully care for their plants, we hope to encourage a greater appreciation for the natural world and the benefits that plants can bring to our homes and communities.</p>
5.	Business Model (Revenue Model)	<p>Our guide will be available for purchase as an ebook or print book, and we will also offer online courses and workshops on houseplant care for a fee.</p> <p>Additionally, we may partner with plant nurseries and retailers to offer our guide as a bundled product with the purchase of plants or gardening supplies.</p>
6.	Scalability of the Solution	<p>Our guide can easily be scaled to reach a larger audience by leveraging digital marketing channels such as social media and search engine optimization.</p> <p>We can also expand our offerings to include more specialized guides for specific plant varieties or gardening styles, as well as creating a community platform for plant enthusiasts to connect and share their experiences.</p>